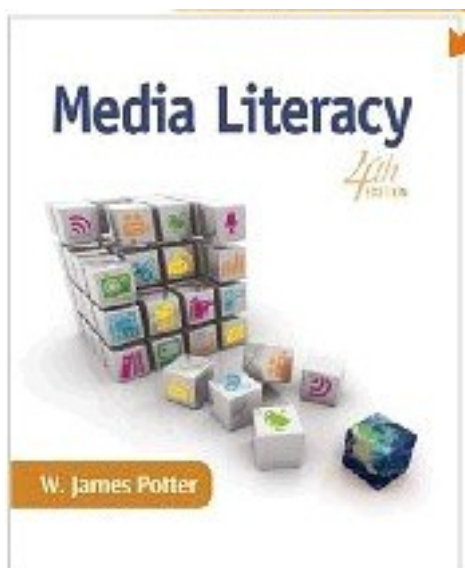


Media Literacy 4e



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出版者:Sage Publications, Inc.

出版时间:2008

装帧:Paperback

isbn:9781412958752

In this media-saturated world, it is critical to approach media influences using critical thought and active participation. Media Literacy, Fourth Edition uses an engaging and conversational style to help students gain the skills needed to navigate the rocky terrain of mass messages – which are designed to inform them, to entertain them, and to sell them. This captivating book offers a plan of action for gaining a clearer perspective on the borders between the real world and the simulated media world, helping readers become responsible media consumers.

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