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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2012-10-01 Pages: 410 Publisher: Tsinghua University Press. basic information about the title: Journalism and Communication textbook series translated versions: Media Literacy (4th Edition) List Price: 55.00 yuan Author: James Potter (Potter WJ) Publisher: Tsinghua University Press Publication Date: October 1, 2012 ISBN: 9787302289845 words: Page: 410 Edition: 1st Edition Binding: Paperback: Weight: 880 g Editor's Choice series of textbooks of Journalism and Communication translated version: Media Literacy (4th edition) comprehensive, language and popular, clear and complete structure theory with reality, both suitable for undergraduate the Public Elective textbook, but also for ordinary readers. Summary of Journalism and Communication textbook series translated version: Media Literacy (4th edition) is interesting and easy to understand introductory textbook, aimed at popularization of basic media knowledge, improve audience of media literacy has important theoretical and practical significance. Read this book, readers can improve the basic understanding of the media, to improve the ability to accept media information, reasoning ability, and the ability to use, in order to effectively avoid the negative impact of the media on people, and ultimately achieve the goal of media as I used. Chapter 3 Getting Started with the second part of the audience the perspective of the individual audience in Chapter 4 industry perspective Chapter 5 children as a special audience the third part of the effect of Contents Introduction Chapter 1 live in information-saturated world Chapter 2 media literacy mass media content of the media effects in Chapter 6 Active Vision Chapter 7 broadens the horizons of media effects the fourth part of the estate of Chapter 8 of the mass media industry economic game development Chapter 9 Chapter 10, the current picture of the...

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