



Media Literacy: Keys to Interpreting Media Messages, 4th Edition: Keys to Interpreting Media Messages

Art Silverblatt, Donald Miller, Julie Smith, Nikole Brown

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Covering print, photography, film, radio, television, and new media, this textbook instructs readers on how to take a critical approach to media and interpret the information overload that is disseminated via mass communication.

- Supplies clear explanation of media literacy theory and guidance on interpreting modern mass media from leading scholars
- Represents a highly effective tool for achieving a key aspect of media literacy: enabling students to decipher information and independently reach opinions and positions without relying on the pervasive influence of the media
- Provides critical examination of controversial, current topics such as violence in the media and the intersections of media and social change



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