



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

By Art Silverblatt, Donald C. 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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Editorial Review

Review

"Silverblatt (Webster Univ.) and his fellow authors carefully scaffold this book to include introductory definitions of media literacy terminology in sociocultural and political contexts in which media are produced, distributed, and consumed. . . . The book could be incorporated into introductory-level undergraduate or graduate courses in media studies, journalism, and communications and enjoyed by anyone interested in learning more about mass media. . . . Summing Up: Recommended. Lower-division undergraduates, graduate students, general readers." - **Choice**

About the Author

Art Silverblatt, PhD, is professor of communications and journalism at Webster University, St. Louis, MO, and vice president of Gateway Media Literacy Partners (GMLP), a regional media literacy consortium.

Andrew Smith is full-time professor in the School of Communications at Lindenwood University, teaching courses in media literacy, mass communication, film, and interactive media.

Don Miller is faculty at Webster University School of Communication.

Julie Smith is professor of media literacy at Webster University.

Nikole Brown is a graduate student in media literacy/education at Webster University.

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