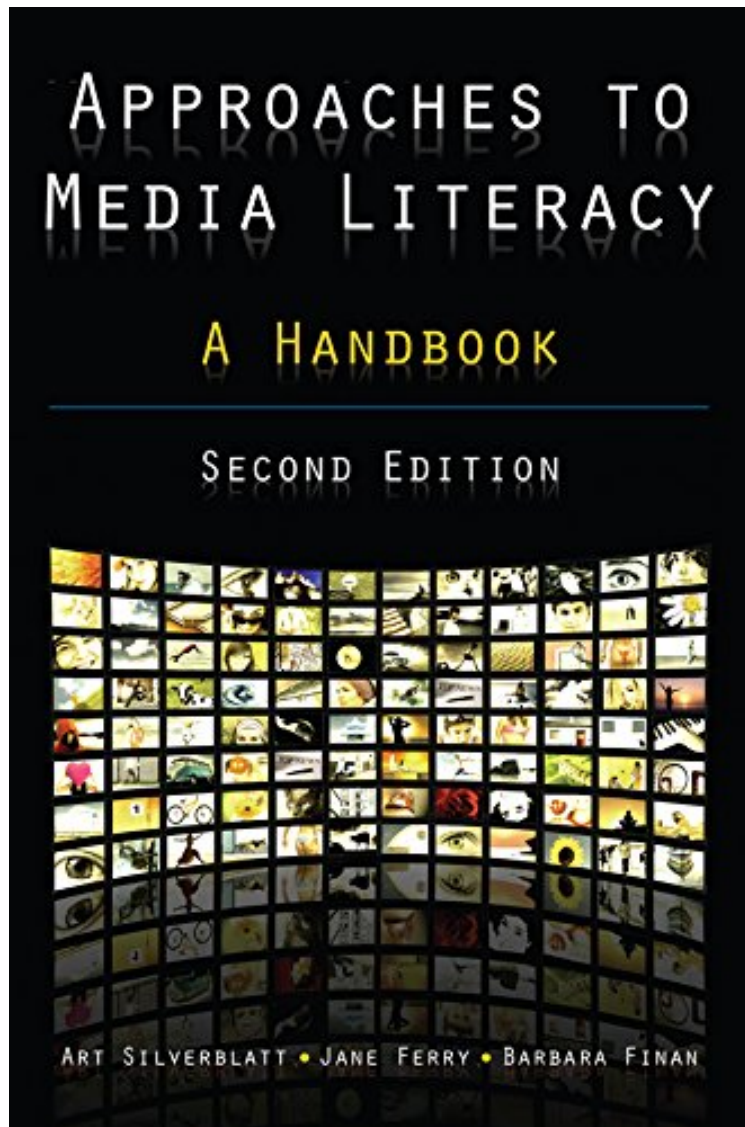


Approaches to Media Literacy: A Handbook: A Handbook

Art Silverblatt, Jane Ferry, Barbara Finan
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1 of 1 people found the following review helpful. An Excellent Text for Teachers and Students AlikeBy ZenLikeMeAn excellent text that explains the various ways a media text can be analysed. As someone in grad school to one day teach Media Literacy, I would highly recommend this book. It addresses not only academic concepts regarding media, it teaches a set of skills for audiences to actively apply as they consume media. This books helps students become better critical thinkers.0 of 1 people found the following review helpful. Shoddily writtenBy JMCWI

purchased this book as a textbook for an upper-level course at my undergraduate university. It's a shoddily written and sloppily edited book full of no-brainers. Professors can teach this exact material without using this book, and I recommend that they do. 0 of 2 people found the following review helpful. good yet boring By lookin4adeall I was impressed with the quality in which this book came. The subject was interesting; however, it was boring at times.

Completely updated, with current examples and new coverage of digital media, this popular handbook provides a range of qualitative approaches that enable students to effectively decipher information conveyed through the channels of mass communication - photography, film, radio, television, and interactive media. Its aim is to help students develop critical thinking skills and strategies with regard to what media to use and how to interpret the information that they receive. The techniques include ideological, autobiographical, nonverbal, and mythic approaches. An Instructor's Manual is available to professors who adopt this new edition.

From Library Journal The media are pervasive in modern life, and it is important for consumers to be able to evaluate the messages they receive. This handbook offers a range of critical approaches to the analysis of media content and messages. Each chapter focuses on a specific type of analysis, including ideological, autobiographical, nonverbal, mythic, and production elements. The authors, from the School of Communication at Webster University, provide a description of each method followed by the application of the method to a particular case. For example, the essay at the end of the chapter on nonverbal communication examines alcohol moderation ads produced by three brewers. As the authors show, the images in the ads contradict the voice-overs promoting responsible drinking. This book will be of interest as a college-level textbook and for academic libraries with communications collections. Silverblatt is also the coauthor of *Dictionary of Media Literacy* (LJ 4/15/97). AJudy Solberg, George Washington Univ., Takoma Park, MD Copyright 1999 Reed Business Information, Inc.