Contents

Preface	vii
PART I: FOUNDATIONS	1
Chapter 1: Why Increase Media Literacy?	2
Chapter 2: Defining Media Literacy	15
Chapter 3: The Media Literacy Model	32
Chapter 4: Developing Media Literacy	40
PART II: KNOWLEDGE STRUCTURES OF MEDIA CONTENT	59
Chapter 5: Reality and Media Messages	60
Chapter 6: Entertainment Content	73
Chapter 7: What Is News?	101
Chapter 8: Advertising	132
PART III: KNOWLEDGE STRUCTURES OF MEDIA INDUSTRIES	153
Chapter 9: Development of the Mass Media Industries	154
Chapter 10: Economic Perspective	168
Chapter 11: Who Owns and Controls the Mass Media?	192
Chapter 12: What Is an Audience?	214
PART IV: KNOWLEDGE STRUCTURES OF MEDIA EFFECTS	229
Chapter 13: Broadening Our Perspective on Media Effects	230
Chapter 14: How Does the Effects Process Work?	244
Chapter 15: Effects on Institutions	262

PART V: INCREASING MEDIA LITERACY	281
Chapter 16: The Importance of Real-World Knowledge	282
Chapter 17: Personal Strategy for Increasing Media Literacy	296
Chapter 18: Helping Others Increase Media Literacy	310
PART VI: ISSUES IN MEDIA LITERACY	327
Chapter 19: Media Influence on Sports	328
Chapter 20: Media Violence	347
Chapter 21: Privacy and Piracy With the Media	363
Appendix A: Profiles of the Mass Media Industries	384
Appendix B: Immediate and Long-Term Effects of Media on Individuals	415
Appendix C: Media Literacy Organizations	432
References	435
Index	456
About the Author	467