

The Media Literacy Workbook is an invaluable resource for students in an introductory course as it helps them explore and develop the necessary skills for active participation and critical consumers of media communication. Using this workbook, students are asked to reflect on and evaluate their own media consumption, to try new models of interpretation, and to investigate issues regarding the impact of the media on culture and society. It addresses 15 core Mass Communication topics on a chapter-by-chapter basis, offering 3 activities per chapter. This workbook is a free bundle item and stand-alone saleable supplement item to accompany introductory Mass Communication texts.

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