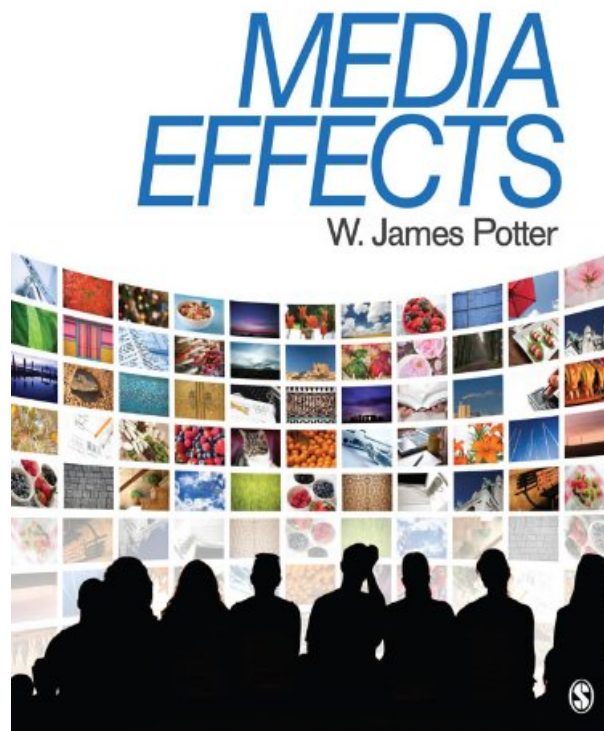


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## **About the Author**

W. James Potter, professor at the University of California at Santa Barbara, holds one PhD in Communication Studies and another in Instructional Technology. He has been teaching media courses for more than two decades in the areas of effects on individuals and society, content narratives, structure and economics of media industries, advertising, journalism, programming, and production. He has served as editor of the Journal of Broadcasting & Electronic Media and is the author of many journal articles and books, including the following: Media Effects, The 11 Myths of Media Violence, Becoming a Strategic Thinker: Developing Skills for Success, On Media Violence, Theory of Media Literacy: A Cognitive Approach, and How to Publish Your Communication Research (with Alison Alexander).

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