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Potter, W. James. Media Literacy (p. 22). SAGE Publications. Kindle Edition. the information needs to be carefully organized into a structure that helps us see patterns that organize our worlds. Information is piecemeal and transitory, whereas knowledge is structured, organized, and of more enduring significance.

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BIOGRAPHY OF JAMES POTTER W. James Potter has been a professor in the Department of Communication at the University of California, Santa Barbara since 2001. His research focuses primarily on media literacy and media violence, and he is the author of the class textbook, Media Literacy. He began his career

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He is the author of the best selling Sage Publication Media Literacy, now in its sixth edition. He is a former editor of the Journal of Broadcasting & Electronic Media as well as a Principal Investigator on the \$3.3 million National Television Violence Study which was funded by the National Cable Television Association.

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