

Contents

VOLUME 1

<i>Preface</i>	xi
<i>An Introduction to Media Literacy</i>	xv
Thread 1: Media Literacy Concepts, Approaches, and Education	1
Advertising—Media Literacy Analysis	3
Affective Response Analysis	13
Audience Analysis	18
Autobiographical Analysis	30
Business Models, Journalism	36
Careers, Media Literacy	45
Character Analysis	54
Citizen Journalism	61
Communication Models	63
Content Analysis	67
Cultivation Analysis	73
Cultural Context	75
Cultural Insulation	79
Cultural Studies	82
Culture Code	85
Curriculum Developments in Higher Education, Media Literacy	95
Definition, Media Literacy	100
Dialectical Analysis	109
Digital Media Literacy	113
Discourse Analysis	129
Dramatological Analysis	132
Dream Theory Approach to Media Analysis	136
Effects Theories, Media Literacy	151
Fame	160
Formulaic Analysis	171

Foundations of Media Literacy Education	178
Function	186
Genre Study, Media Literacy Approach	195
Hierarchy of Appearance	199
Historical Analysis, Media: Systems Approach	201
Historical Context	214
How to Take Notes in Media Analysis	218
Iconographic Analysis	220
Ideological Analysis	228
Information Management Analysis	241
Inquiry-Based Pedagogy, Media Literacy Education	243
Institutional Analysis	247
Integrated Approach to Media Literacy Education	249
International Communications, Media Literacy Approach	251
International Media Literacy	264
Introduction	271
Journalism	277
Key Principles and Concepts, Media Literacy	287
Labeling Theory	290
Mass-Mediated Reality	298
Media and Social Change	303
Media Math	310
Media Production Approach, Media Literacy Education	313
Medium Theory	316
Memetic Approach, Media Literacy Analysis	322
Mythic Analysis	335
Narratology	350
Nonverbal Approach to Media Analysis	355
Ownership Patterns, Media	363
Political Communications, American	373
Production Analysis Approach	386
Rhetorical Analysis	391
Scenario Development Approach to Media Analysis	399
Search Engine Optimization	408
Sectors, Media Literacy	411
Significant Developments, U.S. Media Literacy Education	414
Singularity	425
Social Networking	432
Socratic Approach, Media Literacy	435
Translation Studies	444
Values Clarification Approach	453

VOLUME 2

Thread 2: Monographs by Media Literacy Scholars	461
1. On the Genesis of Media Literacy in the United States, as Seen through the Lens of a Wisconsin Participant <i>Marieli Rowe</i>	463
2. Digital Media Literacy: A Plan of Action <i>Renee Hobbs</i>	477
3. Stance of the AAP and Media Literacy <i>Marjorie J. Hogan, MD, and Victor C. Strasburger, MD</i>	530
4. A Bicycle Riding Theory of Media Literacy <i>Erica Weintraub Austin</i>	538
5. History of U.S. Media Literacy Education <i>Sam Nkana</i>	544
6. Standards, Media Literacy Education <i>Frank Baker</i>	551
7. The Visible, the Vulnerable, and the Viable: The Case for Media Literacy in Middle School <i>David M. Considine</i>	561
8. The Birth of the New Mexico Media Literacy Project and the Action Coalition for Media Education <i>Bob McCannon</i>	573
9. What Difference Does Adding the Word <i>Education</i> Make?: NAMLE'S Contribution to Media Literacy <i>Faith Rogow</i>	581
10. Print Lives: Community Newspapers <i>Don Corrigan</i>	589
11. ACME: Independent Media Education for Interesting Times <i>Rob Williams</i>	596
12. The Role of Media Literacy in Media Arts <i>Kathleen Tyner</i>	599
Thread 2 Contributor Biographies	603
Thread 3: Media Literacy Organizations	605
Thread 4: Notable National Media Literacy Figures	665
Neil Andersen	667
Cary Bazalgette	676
David Buckingham	678
Renée Cherow-O'Leary	683

Marilyn Cohen	693
David Considine	703
Barry Duncan	714
Renee Hobbs	721
Douglas Kellner	736
Robert Kubey	744
Len Masterman	750
Barrie McMahan	760
Kate Moody	768
W. James Potter	778
Robyn Quin	788
Marieli Rowe	799
Elizabeth Thoman	812
Kathleen Tyner	826
Chris Worsnop	833
Thread 5: International Media Literacy Programs	843
Australia	845
Belgium	849
Bhutan	859
Canada	862
England	874
Finland	884
Greece	887
Hong Kong	890
India	896
Ireland	898
Israel	902
Malta	910
Nigeria	913
Russia	918
Thailand	930
Turkey	938
Ukraine	941
Thread 6: Media Literacy Resources (Web sites, Books, Videos, Articles)	947
<i>Index</i>	959
<i>About the Editor</i>	1007