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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.

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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.

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