

THE MAKING OF A



Marketing threatens your children's psychological integrity. The best protection? Education.

BY ROB WILLIAMS

We live in the most **media-saturated** society in the history of the world. Americans spend between 10 and 12 hours a day **consuming** media through **ever-more sophisticated** technological delivery systems, including (for the average household) three televisions and radios, two VCRs and CD players, one computer, one video game player, and a **bewildering** variety of newspapers, comic books, magazines, books, and other print media.¹

As we enter the **21st century**, this situation

might seem to call for celebration—more media theoretically means more **voices**, more diversity, more **channels** for information, entertainment, and **education**. A closer look, however, reveals a more **disturbing reality**. Most of the stories told in our media culture—by some estimates, as much as 90 percent of our **media content**—are ultimately **owned by a handful** of giant transnational corporations, including Time Warner, News Corp., Disney, Viacom, Vivendi, and Sony.²

