



Collection

Thesaurus

Search education resources

Search

[Advanced Search Tips](#)

☐ Peer reviewed only ☐ Full text available on ERIC

Children's Television: The Economics of Exploitation.

Melody, William

This study deals with the economics of children's television within the institutional structure of the broadcasting industry, the framework for developing public policy in commercial broadcasting, and the fundamental economic forces affecting the direction of the development of the industry. Chapters (1) delineate the basic economic model of commercial broadcasting (a model in which programs serve primarily as bait to attract the viewers); (2) analyze the history of children's television; (3) develop the unique economic characteristics of children's television; (4) examine the development of children's television into a major issue of public policy; (5) acknowledge that although the problems of children's television have been recognized by the Federal Communications Commission as matters for policy consideration, there are questions that must be raised as to the specific responsibilities of the Commission, the limits of its legal authority, and the range of alternative policy options that it could adopt; and (6) address the fundamental issue of whether the objective of protecting children from being selected for pinpoint advertiser exploitation can be met within the existing framework of our commercial broadcast system. (HOD)

Descriptors: [Broadcast Industry](#), [Broadcast Television](#), [Childrens Television](#), [Economic Factors](#), [Public Policy](#), [Publicize](#), [Television Commercials](#), [Television Research](#)

Yale University Press, 302 Temple St., New Haven, Conn. 06511 (\$7.95 cloth, \$1.95 paper)

Publication Type: N/A

Education Level: N/A

Audience: N/A

Language: N/A

Sponsor: N/A

Authoring Institution: N/A

Grant or Contract Numbers: N/A

ERIC Number: ED084568

Record Type: Non-Journal

Publication Date: 1973

Pages: 164

Abstractor: N/A

ISBN: N/A

ISSN: N/A

EISSN: N/A

