

1. Record Nr.	UNINA9910784657803321
Autore	Comstock George A
Titolo	Media and the American child [[electronic resource] /] / George Comstock and Erica Scharrer
Pubbl/distr/stampa	Burlington, MA, : Elsevier, c2007
ISBN	1-281-05064-4 9786611050641 0-08-047937-5
Descrizione fisica	1 online resource (388 p.)
Classificazione	05.30
Altri autori (Persone)	ScharrerErica ComstockGeorge A
Disciplina	302.230830973
Soggetti	Television and children - United States Mass media and children - United States Mass media and teenagers - United States Children and violence - United States Youth and violence - United States Massamedia Kinderen Verenigde Staten
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Revised ed. of the first author's Television and the American child (Academic Press, 1991)"--p. xii.
Nota di bibliografia	Includes bibliographical references (p. 307-349) and indexes.
Nota di contenuto	Demographics and preferences in media use, with special attention to the very young -- The extraordinary appeal of screen media -- The world as portrayed by media -- Effects of media on scholastic performance and the developing intellect -- Young customers : creating the modern consumer through advertising and marketing -- Television violence, aggression, and other behavioral effects -- Learning rules and norms : further evidence of media effects -- Knowledge for what?
Sommario/riassunto	This new work summarizes the research on all forms of media on children, looking at how much time they spend with media everyday, television programming and its impact on children, how advertising has

changed to appeal directly to children and the effects on children and the consumer behavior of parents, the relationship between media use and scholastic achievement, the influence of violence in media on anti-social behavior, and the role of media in influencing attitudes on body image, sex and work roles, fashion, & lifestyle. The average American child, aged 2-17, watches 25 hours of T
