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Autore	VAN BAEL, Ivo
Titolo	Il diritto della concorrenza nella Comunità europea / Ivo Van Bael, Jean-Francois Bellis
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Nota di contenuto	Cover -- Contents -- Preface -- Introduction: Television as a Worldwide -- Part I - Television and the Developing Child in a Multimedia World -- Chapter 1 - The Developing Child in a Multimedia Society -- Chapter 2 - Cognitive Developmental Influences on Children's Understanding of Television -- Chapter 3 - From Television Forms to Genre Schemata: Children's Perceptions of Television Reality -- Chapter 4 - The Program-Length Commercial: A Study of the Effects of Television/Toy Tie-Ins on Imaginative Play -- Chapter 5 - Creativity of Children in a Television World -- Chapter 6 - Children and Media in Media Education -- Chapter 7 - The Medium of Television and the School Curriculum: Turning Research Into Classroom Practice -- Part II - Television and the Development of a Child's Worldview -- Chapter 8 - The Medium and the Society: The Role of Television in American Life -- Chapter 9 - Cultural Diversity on Saturday Morning Television -- Chapter 10 - Rubik's Tube: Developing a Child's Television Worldview -- Chapter 11 - Conceptual Models of an African-American Belief System: A Program of Research -- Part III - Television and the Development of a Child's Understanding of Diverse Populations -- Chapter 12 - Television, the Portrayal of African Americans, and the Development of Children's Attitudes -- Chapter 13 - Developing Television for American Indian and Alaska Native Children in the Late

20th Century -- Chapter 14 - They're So Cute When They're Young: The Asian-American Child on Television -- Chapter 15 - The Television Worlds of Latino Children -- Chapter 16 - Television, the Portrayal of Women, and Children's Attitudes -- Chapter 17 - Television, the Portrayal of the Elderly, and Children's Attitudes -- Chapter 18 - Changing Channels: The Portrayal of People With Disabilities on Television.

Part IV - Future Perspectives on Programs for Children -- Chapter 19 - Policy and the Future of Children's Television -- Chapter 20 - Public Television Programming and the Changing Cultural Landscape -- Chapter 21 - The Challenge to Improve Television for Children: A New Perspective -- Chapter 22 - The Nickelodeon Experience -- Epilogue: What Children Learn From Television and How They Learn It -- Author Index -- Subject Index -- About the Contributors.

Sommario/riassunto

The main focus of this book is to identify the social and cultural impact of television on the psychosocial development of children growing up in a constantly changing multicultural society. The book analyzes major media organizations and projects policies, practices and research directions for the future.
