

Contents

Preface	ix
<i>Chapter</i>	
1 Background and Issues	1
2 Television as a Business	19
3 Regulation and Control of Content	38
4 TV Violence: Early Politics, Theories and Research	59
5 The Surgeon General's Report	79
6 Aftermath of the Report	109
7 Twenty Years of TV Violence Research	135
8 Television Advertising and Children	162
9 Race and Sex on TV	187
10 Harnessing Television's Potential	208
Appendix A: Answering Questions About Television	246
Appendix B: Annotated Bibliography of Papers In Surgeon General's Report	248
Appendix C: Television and the Emotionally Disturbed Child by Joyce Sprafkin	260
References	267
Author Index	291
Subject Index	297
About the Authors	300
Pergamon General Psychology Series	301