

15 **Getting over the measles**

FEDERICO GALLO

In modern society, television has a before and an after. The day that the world became a “global town” marked the end of one civilisation and the beginning of another, states the author.

Television, a magic rectangle, after all, controls many households. It is the new king of our society, a guru of sorts which knows everything, dictates fashion and destroys or exalts people or ideologies.

The text analyses the possibilities of power offered by this form of media. The editor of a communications group that owns a television network has political influence, but also runs an economic risk if he is wrong about his project. Fashions change on television. “Reality shows” have come to us from abroad. At present in the United States, court programmes on real issues are very successful. Would it be good for them to come to our country?

The author believes that the new generations will become immune to television. People will learn to choose, and there will be a natural selection process.

20 **The Limits of Television?**

SANTIAGO GIMENO DE PRIEDE

A means of communication cannot be limited in a free regime; the author voices this opinion at the very beginning of the article. Today, however, from many areas, a series of rules or regulations which set the guidelines is being