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Communication Highways, hilltops and skids

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The current audiovisual scene is the topic for debate here. The author sees more self-management in the sphere of television than ever. He predicts the multiplication of television and telecommunication services in the not too distant future. By the year 2000 these will have exceeded three billion pesetas, 12 times more than in 1993. In our country the arrival of cable and the use of new technology will bring new forms of television. He believes that the broadly-based, public and private national channels will remain, even though there could be reconversions and a splitting up of the advertising market. New theme channels will emerge in the search for new viewers. We will have interactive television, television à la carte, CD Rom, virtual reality, etc.

The writer of the article focuses on television in advanced countries and ends by considering that future changes will affect viewers' attitudes. They will play a more active role because they will have access to a wider source of entertainment, information, training and services. We must ask ourselves if this thirst for information will improve the quality of the supply. A conclusion to end with: we must do away with amateurism and favour the professionalism of the journalist so that he can act with authority of knowledge within the major mass-media groups and business conglomerates.