

Violența virtuală

*Unul dintre lucrurile bune ale vremurilor noastre:
dacă vei avea o moarte oribilă la televizor,
n-o să mori degeaba; ne vei oferi un spectacol pe cinste.*
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Title: Virtual violence

Abstract: Television in the modern world has become the main mass media, but also leisure. Moreover, because the younger generations, from the earliest age, spend more time daily in front of TV sets, television becomes a powerful means of education and socialization. The big problem is that the fundamental interest of the owners of television networks and of the producers in film industry is not the enthusiastic desire to give people accurate, impartial, information in order to help them better reflect the world they live, nor to provide generously welcomed moments of relaxation after the turmoil of a working day, but it is ordinary income. But the profit is based solely on ratings. And the rating is obtained by capturing the attention of as many viewers in a longer period of time.

Keywords: virtual violence, television, media effects, rating, media addiction, consumer behaviour