thought is focused on the "me" or "first person principle." A concept that is taught in the Tele-Communications "Customer First Training Program." The program teaches employees to understand the wants and needs of their customers with the psychological understanding that today people care first and foremost about themselves. "What is in it for me" is something you must remember the customer is thinking at all times. So however we wish to sugar coat the reality, the simple fact is parents are going to take care of themselves first, then their children. A fine example of this is the some opera or sitcom addict who snaps at their child for interrupting their precious show, then on the commercial gets up too address the child's needs. By this time the only thing the child understands is the importance of whatever the parent is watching. Harmony is lost and in /it's place remains only an urgent desire for the child to share in this violent obsession. The child then develops the same lust for whatever is so pleasurable to the parent. This is the first psychological impairment of most parents that must be understood before the family can even begin to grasp the concept of harmony.

Once intelligence is established, the family can begin to work together toward a common knowledge of good and bad TV. They can then analyze their current habits and make the appropriate changes necessary. The following is a guide of "Media Literacy" Offered by specialists from the Center for Media Literacy in Los Angeles. This guide can help the family counteract the negative effects of television and therefore enhance family harmony.

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