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Since its beginnings in the 1930's, television has become a vital force in determining our culture, our values, and our fantasies. Despite what people think about commercial television, consider these facts: the TV set is on an average of five hours and forty-five minutes a day; ninety-seven percent of all families in the United States have at least one TV set; and between the ages of two and sixty-five, an average American will spend nine full years watching television—one-quarter of his waking life.

Television has changed our conception of information, and has transformed the way we spend our time. It has altered our eating and sleeping habits. TV is an electronic babysitter for the young and the constant companion of the elderly. Because of television, people go out less at night, accept products more readily, and participate in events which they never would experience. Television has made possible a vast market of TV foods, TV gadgets, TV games, and TV furniture. Television has created TV spine, TV eyes, and the TV habit.

With the continuing growth of television it will become more and more difficult to separate what is inside and what is outside *The TV Environment*.

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