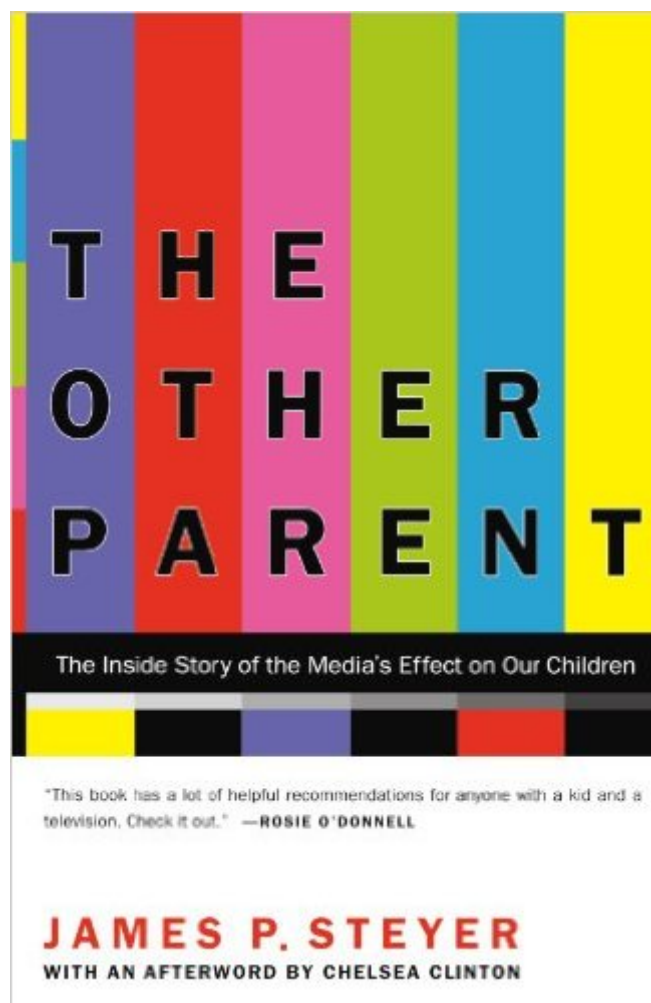


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The Other Parent: The Inside Story Of The Media's Effect On Our Children



Synopsis

There's a stranger in your house. Every day your children are bombarded by images of sex, commercialism, and violence -- right in your own home. Kids spend more time each week with media than they do with their parents or teachers, and they learn about the adult world -- through the influence of TV, the movies, music, computer games, and the Internet -- long before they're ready. "This is the new media reality," writes nationally acclaimed child advocate James P. Steyer, "and it is not one that most parents or children are prepared for." With *The Other Parent*, Steyer offers critical guidance for understanding and processing the media that deluges your kids. Here you can learn how to: talk to your kids about the messages they encounter in the media put your family on a healthy media diet initiate activities besides television watching and Web surfing ...and much more. A widely acclaimed, behind-the-scenes look at the media reality that children face, *The Other Parent* is a groundbreaking book that will change the way all Americans use and view the media.

Book Information

Paperback: 288 pages

Publisher: Atria Books; Reprint edition (May 6, 2003)

Language: English

ISBN-10: 0743405838

ISBN-13: 978-0743405836

Product Dimensions: 5.5 x 0.7 x 8.4 inches

Shipping Weight: 9.1 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars Â Â See all reviews Â (14 customer reviews)

Best Sellers Rank: #962,389 in Books (See Top 100 in Books) #49 in Â Books > Parenting & Relationships > Family Relationships > Extended Families #1005 in Â Books > Parenting & Relationships > Reference #11197 in Â Books > Parenting & Relationships > Parenting

Customer Reviews

"If another adult spent five or six hours a day with your kids, regularly exposing them to sex, violence, and rampantly commercial values, you would probably forbid that person to have any further contact with them. Yet most of us passively allow the media to expose our kids routinely to these values...and do virtually nothing about it." - James P. Steyer in *"The Other Parent"* James Steyer does a fabulous job examining how sex, violence, and commercialism in the media affect children; why the media is full of these things; and what can be done about it. Steyer, a parent, child

advocate, and Stanford professor of constitutional law and civil liberties/head of a children's media company, is well qualified to address these issues. His data comes from studies, personal interviews with key media figures and politicians, personal experience in the media industry, and parenting 3 children. Many of Steyer's points really made me think. Here are just a few: * Over the past 30 years, more than 1,000 studies by reputable sources which Steyer names, have concluded that media violence impacts children in four ways, specified on p. 72. * PG-13 rated movies have a lot of sexual content, foul language and violence, that would have been restricted to R rated movies prior to 1984. p. 57 * Children who play with media action figures "are bypassing their own imaginations, substituting prepackaged commercial characters and story lines for their own creative efforts." p. 105. Steyer's solution to protecting children from harmful effects of media, begins at home with his 10 steps for parents, whom he calls the "first line of defense."

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