

# tools of the trade

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**Children and  
Television**     *The Television Experience: What Children See. Mariann Pezzella Winick and Charles Winick. Beverly Hills: Sage Publications, 1979. 224 pp. \$17.50 (hardcover), \$8.95 (paper).*

The authors compare the similarities and differences in how children and adults perceive and experience television. They also stress the differences in children as they mature and develop, drawing on a wealth of intriguing commentaries in which the children reveal in their own words their reactions to what they see on television.

The differences between adults' and children's perceptions are crucial when we realize that adult broadcast personnel determine what children will experience, often on the basis of erroneous assumptions and very different perceptions.

The authors emphasize throughout a developmental perspective, laying bare the important differences in children's reactions to TV at different age levels—2-3 years, 4-6, 7-9, 10-12, and 13 plus.