Abstract
This paper pretends to show the important role that must be played by guidance in different programmes designed to learn consumers to acquire a critical view over mass media, especially television. Besides, it explains how teaching institutions haven’t got this kind of programmes and even how their teachers are not trained in this area. Finally, it includes practical proposals and examples which can be useful to improve the role played by guidance in mass media learning.

Keywords
Guidance, mass media, education, consumer, television.