Abstract
Recently the TV audiovisual language is competing with hiperrealistic and highly dynamic discoveries from internet, videogames and softwares. The users of these speeding images, of these perfectly mathematical movements, are probably TV spectators. Because of this, from some years ago, many networks are promoting production techniques that proceed from another medias. Without a critic conciousness of these production strategies, we may depend on some contents that can encourage the absence of ethic worth in our community.

Keywords
Television, audience, communication, audiovisual education, audiovisual creation, production techniques, mass media