

Corporate education;
reflecting m. moore
idiot nation



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Education is about learning past events; about knowing historical figures; about learning important facts and information about the country you live in. Education is about learning of the world around us... Or so one would like to think. Education in America today has become a conglomerate of corporate distortion. The US Government cuts federal spending on schools and libraries and the schools are forced to use old and out-dated materials.

There comes a point where old and out-dated becomes ancient and schools are forced to turn to someone for help. They turn to corporations to help fund educational tools. Have you ever wondered why a particular brand of soft drink was only available in the school? That company will pay millions of dollars over a period of time just for making only their product available to the students. Another great example, as Michael Moore points out in *Idiot Nation*, is Channel One Television. They provide the school with technical equipment in return for the school to practically force the students to watch the program, loaded with advertisements, sports and gossip, but minimal political news. Corporate media and advertising has taken away the true meaning of education that it is embarrassing to ask a classroom of students to name the date the Declaration of Independence was signed, the birth date of this Country, and maybe one student can answer that question correctly.

Now ask that same classroom the names of Britney Spears' children, or the names of the top contestants on 'American Idol,' there will be little hesitation with an answer. With educational institutions short on federal funding, they turn to the next best source, corporate giants seeking new and future consumers. It is no wonder that students are being taught a skewed education through the media and ads in their schools.

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