

Abstract

This study demonstrates the effect of the domination of online game consumption over children. It uses Adorno's culture industry approach to characterize the ideological reproduction of technological innovation. Following this approach, the thesis analyzes the way in which children spend their leisure time on online game. It also unveils the mass deception in the commodification of online game activity through multi-channel media, i.e., television, radio, and magazine.

Moreover, the study clarifies the relationship between children and online game character. It reveals the self-imposing process in which children apply their personalities to those characters. Throughout the process, children bring out the living experiences to deal with their peers in the visual world as if they were in the real world.