**Introduction**

Convenient, accessible and effective education for children without any discrimination or segregation is a global requirement and demand for the better future and socialization. Even in the globalized world with the technological boom, the children of appropriate age are not getting the required quality of education in various part of the world. Let alone the developing or the under developed countries, the educational issues and back still exist in the well-developed region of the United States and Europe. The considerations are being pored over to make the education a more effective and learning experience rather than simply the procedure of information overload. Whatever the issues are, the pivotal requirement is that the education is immensely important for the children in order to develop them psychologically, emotionally and socially as the worthy beings.

Despite of such an urge, the authorities are not being able to deploy necessary measures for quality education and development, instead, the educational institutes have become the sources of business and consumerism. Instead of emphasizing on developing the cognitive and psychological abilities of the students, the institutes have deviated from their actual paths. The respective paper will, therefore, argue how the quality of education is degrading and is promoting consumerism, segregation and inability to think rationally and critically. The three authors, in their articles appear to agree on the point that the overall quality of American education system is degrading due to the integration of non-academic factors such as commercialization (Barber), social discrimination (Tannen); consequently these factors result in the deterioration of the ability of the teachers to make their students learn as per the true spirit of the education (Kozol).

In any case, Education is critical for a man in his or her entire life. Scholarly achievement prepared to change life and rename social class through trains the person of discretion, and a proof of grandness of scholastic limit that isolates his or her with the overall population. Their own scholastic capability prerequisites by the overall population to check his or her insight in a particular point and address the issue of the overall population and bears opportunity of picking up a living from it. To get information, the foundation of another learning formed for each understanding. Without learning, people are difficult to get insightfulness and cognizance. Learning is an essential of keenness and cognizance. A substantial bit of people assume that a man with fabulous scholarly establishment prepared to offer benefit to the overall population.

**Deterioration of the American Education System**

The quality of education and purpose of the educational institutes have been greatly marred by integration of consumerism, marketing strategies, commercialization and institutionalization. The companies and producers have taken the universities and colleges as their major and most potential target markets for the increased profit. This profit also brings financial benefits to the authorities of the universities and colleges as well; which is the reason that such a process of commercialization is not being curbed at all. Benjamin Barber criticized this adversely prevailing trend in his article titled “The educated Student: Global Citizen or the Global Consumer”. Barber further commented that the role of teachers and instructors has also altered. Instead of being the mentors and guides for the students, they have become the monotonous products who sell their services to the students without any effort of bringing in the academic or cognitive benefits to the students.

Barber argued that that in the educational institutes the notion and the insights of a traditional teacher has been modernized and altered. Other than the instinct, goals and the level; this alteration was accepted by most of the institutions. Under this most of the universities, churches, synagogues and the mosques have been facing all this. The role of mentors have been acquired by the professional tutors and syllabus have been reshaped that portraits only the famous ethnicities, tell students about famous publicities, prevailing trends regardless of their values and ideologies.

Instead of concentrating and investing to enhance and improve the educational system, the government seems to be more inclined to plan for their political and foreign policies. This limits their ability to allocate the funds for the education and hence, forces the educational institutes to depend more and more on the marketing and commercialization tactics as Barber stated that “privatization means the de-funding of public institutions, of culture and education, and the de-funding of universities, and so these institutions make a pact with the devil” [1]. This is all because of the faulty management and negligent behavior of the federal state institutions as due to this the whole mission and the style of the delivery of guidance and igniting the spirit of learning within the students has been altered, and now they have been modified under consumerism rather than learning responsible citizens of the state.

Commercialization and marketing have deterred the core objectives of the education and have given rise to non-academic social discriminations within the educational institutions. Giving convenient and accessible education to children reflects the way that each child is qualified for as per the principal human rights and is to be treated with respect. Where children are uncovered to neediness, violence, misuse, or abuse, the aforementioned rights interest our dire security. Essential education underpins the children at a discriminating time in their physical, enthusiastic, social and erudite development. Broadly speaking, education is a crux device for advancement, and a priceless method of lecturing structural disparity and inconvenience.

The further demonstration of this argument is backed up in the article narrated by Deborah Tannen, titled “The Roots of Debate in Education and the Hope of Dialogue”. In her article, she highlights the educational paradoxes and bounds that are pushing the concept of dichotomy and contentions but never support the purposeful debates and conversations. Narrating such concepts, the writer unmistakably narrates that the segmentation, is not the greater issue at this time. Whereas the presence of the segmentation approach is more dangerous problem at this time that is prevalent within the educational institutions.

In Tannen’s ideology, the basic purpose of the education was to make the children not only read and write, but also to ‘learn’ and ‘understand’ to become more worthy, valuable and constructive elements of the society. Basic Education gives the children the essence abilities that will empower them to flourish further down the road. It furnishes them with the dexterities to support a normal and profitable being, to develop into resourceful and socially dynamic grown-ups, and to make customary and political donations to their society. Education moreover transmits more conceptual values for example basic deduction aptitudes, strong living, versatility, and self-assurance. A learned mature person is fundamental for robust financial improvement. It moreover establishes the frameworks for more excellent generally speaking financial benefit, and the full utilize of brand new mechanics for growth.

As a result of unchecked commercialization trends and deteriorating academic objectives, the American educational institutions have failed to make their students ‘literate’ in the true sense. Knoblauch in his paper “Literacy and the Politics of Education” presented the concluding remarks by stating that the current educational system have failed to make the student literate in the true sense. Instead, the education has become a monotonous approach of cramming up the traditional curriculum without being able to think critically and out-of-the-box. It is important that the education is not simply information overload. It must be good in quality and effective enough to help children learn in a better way with the induced critical thinking and distributive intelligence. The observation and critical analysis has revealed that one of the most effective settings for the classrooms that should be encouraged is associated to the Critical Thinking and the integration of the Distributive Intelligence.

**Conclusion**

Education is one of the most important building bricks of a successful generation. However, due to inefficient government policies for stabilizing the educational institutions, business trends have paved their way into them. Barber stated that Commercialization within the institutions have led to non-academic, non-constructive activities giving rise to the social discrimination and categorization within the educational institutions as stated by Tannen in his article. As a consequence, the Knoblauch states that the contemporary education system has almost collapsed and deterred since it is unable to make the students literate and educated in the true sense.

Knotting down the entire argument, it can be stated that similar to every other social and psychological aspect of life, the colleges also have their own advantages and disadvantages. However, their true worth can only be analyzed by understanding their underlying objectives and ideologies. A college is the hub of education that is provided by highly experienced and qualified teachers.

No robot or technology can compete with a human mind since they are themselves the child products of a human mind and can never bypass them in quality and efficiency. The colleges have already started to overcome the geographical and political barriers by starting the concepts of e-learning and online courses that are not only cheaper for the international students but also offer flexibility in timings. Therefore, there is no excuse in accusing the colleges to be worthless entities of the society.

***Work Cited***

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