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**Abstract**

As higher education becomes an industry, it commercializes. This process is giving rise to certain anxieties. True, commercialization is bringing certain evils; at the same time, it is generating impulses towards the development of higher education as an essential factor of social progress and economic growth. The commercialization of higher education leads to governance; governance leads to the flow of money; and governance plus money lead to quality. The twin industries of the mass media and higher education are together contributing to mutual benefits and to the benefits of civilization. It is time to rethink their missions in contemporary society and to revise the idea that the right to education is of less importance than the freedom of opinion. In fact, these rights are of equal significance and are interdependent. (HRK / Abstract übernommen)