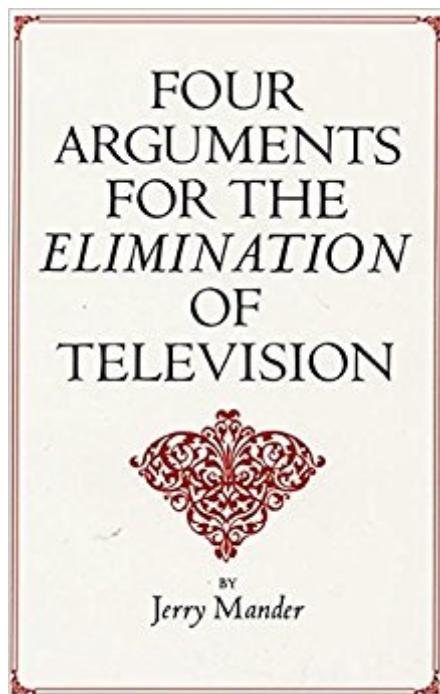


The book was found

Four Arguments For The Elimination Of Television



Synopsis

A total departure from previous writing about television, this book is the first ever to advocate that the medium is not reformable. Its problems are inherent in the technology itself and are so dangerous - to personal health and sanity, to the environment, and to democratic processes - that TV ought to be eliminated forever. Weaving personal experiences through meticulous research, the author ranges widely over aspects of television that have rarely been examined and never before joined together, allowing an entirely new, frightening image to emerge. The idea that all technologies are "neutral," benign instruments that can be used well or badly, is thrown open to profound doubt. Speaking of TV reform is, in the words of the author, "as absurd as speaking of the reform of a technology such as guns."

Book Information

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Customer Reviews

Jerry Mander holds B.S. and M.S. degrees in Economics, spent 15 years in the advertising business, including five as president and partner of Freeman, Mander & Gossage, San Francisco, one of the most celebrated agencies in the country. After quitting commercial advertising, he achieved national fame for his public service campaigns, leading the Wall Street Journal to call him "the Ralph Nader of advertising." In 1972 he founded the country's first non-profit ad agency, taking leave of that in 1974. Mander is co-author of The Great International Paper Airplane Book.

WRITTEN YEARS AGO AND PREDICTED our current 'asfixiation' !!!

I loved it although I thought some of it was a little redundant he brings great points I never thought about.

If you want to know why our culture is in decline, read this book. Mander's latter books are well written also.

My new years resolution this year was to watch less tv and read more, so when I came across this book recently I thought it would be the perfect book to help me get started. This book is amazingly researched and well written. I was afraid it was going to be written in a fancy hard to understand way but Mander manages to explain the effects of television from every possible angle in a way that is perfectly understandable and draws from personal experiences as well as literature and the history of television itself. Everyone should at least know that television is really a waste of time but this book goes beyond that to show that not only is it a waste of time but it is harmful to your overall mental and even physical health. Being that I have always been interested in technological things this book has given me a new outlook at where even when something new seems like a good thing how it effects us mentally and changes social aspects and can be something that as time goes on is actually kind of scary. Even though this was written awhile ago it is even more meaningful now with not only tv interfering in our lives but also computers, smartphones, and 24 hour news stations. I highly recommend this book.

Most people think that television is harmful in some ways, or at least it isn't very helpful. This book shows that the impact of television is much worse than most people realize. If you "only watch television now and then," this book will convince you to stop completely. I wish I had read it twenty years ago.

Great book! I read this book maybe 30 years ago and now look at the state of the world. This book is ahead of its time.

This is an excellent and insightful book, one that is eerily prescient of the era to come. If the brainwashing effects of television were obvious enough to the author in 1975 (the date of publication), one can only imagine what he would have to say in the era of Direct TV and Cablevision. Jerry Mander's references to "Big Brother" and other sinister entities are entirely

appropriate as he catalogues the "induced passivity" caused by the massive amounts of television watching that mark the modern era. What's interesting is that it doesn't even seem to matter WHAT one watches on television -- rather, the experience of television watching itself is one that suspends some very necessary functions of the human mind and retards the imagination. I did cringe as he mentions shows that I loved as a kid, but I could not help agreeing with his overall philosophies -- as radical as they might sometime seem to the less enlightened. In fact, I frequently cheered the author's brilliance as I was reading, to the point that others in my vicinity looked to see what book could possibly produce such an impassioned reaction. I underlined certain passages, drew asterisks and arrows, all in an effort to remind myself of the importance of Mander's words and discoveries. Again, this book is extremely relevant in today's society, where an entire generation of people have been systematically emptied of their emotions and humanity by an all-consuming addiction to television and other forms of technology. This book should be mandatory reading in all schools.

I am glad I am reading this book, after thinking about reading it for years. I have not owned a television for decades, and have not been interested in watching it (at others' homes) for years, so I thought this book would be just due diligence. Mander writes in depth analysis with a witty prose style of how television permits massive culture-shaping through reaching the population (us) in an unprecedented way via image, light projection, and also sense deprivation, the workings of which go unnoticed because the method is non argumentative and biological/psychological. I am definitely learning things that are widely applicable to our entire culture of cars, offices, highways, iphones. I am glad I am raising my kids television-free.

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