The Technological Simulacra: On the Edge of Reality and Illusion

Dr. Lawrence Terlizzese says that our addiction to technology is heading toward the opposite of the life we want.

What Saccharine is to Sugar, or The Technological Simulacra: On the Edge of Reality and Illusion

"Anyone wishing to save humanity today must first of all save the word."{1} – Jacques Ellul

Simulacra

Aerosmith sings a familiar tune:

"There's something wrong with the world today,
I don't know what it is,
there's something wrong with our eyes,
we're seeing things in a different way
and God knows it ain't [isn't] his;
there's melt down in the sky. We're living on the edge."{2}

What saccharine is to sugar, so the technological simulacra is to nature or reality—a technological replacement, purporting itself to be better than the original, more real than reality, sweeter than sugar: hypersugar.

This article without footnotes

Simulacra, (*Simulacrum,* Latin, pl., *likeness, image, to simulate*): or simulation, the term, was adapted by French social philosopher Jean Baudrillard (1929-2007) to express his critical interpretation of the technological transformation of reality into hyperreality. Baudrillard's social critique provided the premise for the movie *The Matrix* (1999). However, he was made famous for declaring that the Gulf War never happened; TV wars are not a reflection of reality but projections (recreations) of the TV medium.{3}

Simulacra reduces reality to its lowest point or one-dimension and then recreates reality through attributing the highest qualities to it, like snapshots from family vacation. When primitive people refuse to have their picture taken because they are afraid that the camera steals their souls, they are resisting simulacra. The camera snaps a picture and recreates the image on paper or a digital medium; it then goes to a photo album or a profile page. Video highlights amount to the same thing in moving images; from three dimensions, the camera reduces its object to soulless one-dimensional fabrication.{4}

Simulacra does not end with the apparent benign pleasures of family vacation and media, although media represents its most recent stage.{5} Simulacra includes the entire technological environment or complex, its infrastructure, which acts as a false "second nature"{6} superimposed over the natural world, replacing it with a hyperreal one, marvelously illustrated in the movie *Terminator 2: Judgment Day* (1991). As liquid metal conforms itself to everything it touches, it destroys the original.{7}

Humanity gradually replaces itself through recreation of human nature by technological enhancements, making the human race more adaptable to machine existence, ultimately for the purpose of space exploration. Transhumanists believe that through the advancements in genetic engineering, neuropharmaceuticals (experimental drugs), bionics, and

artificial intelligence it will redesign the human condition in order to achieve immortality. “Humanity+,” as Transhumanists say, will usher humanity into a higher state of being, a technological stairway to heaven, “glorification,” “divinization” or “ascendency”in theological terms.{8}

God made man in his own image and now mankind remakes himself in the image of his greatest creation (image), the computer. If God’s perfection is represented by the number seven and man’s imperfection by the number six, then the Cyborg will be a five according to the descending order of being; the creature is never equal or greater than the creator but always a little lower.{9}

Glorious Reduction!{10}

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Hyperreality

An old tape recording commercial used to say, “Is it real or is it Memorex?” By championing the superiority of recording to live performance the commercial creates hyperreality, a reproduction of an original that appears more real than reality, a replacement for reality with a reconstructed one, purported to be better than the original.

Disneyland serves as an excellent example by creating a copy of reality remade in order to substitute for reality; it confuses reality with an illusion that appears real, “more real than real.”{11} Disney anesthetizes the imagination, numbing it against reality, leaving spectators with a false or fake impression. Main Street plays off an idealized past. The technological reconstruction leads us to believe that the illusion “can give us more reality than nature can.”{12}

Hyperreality reflects a media dominated society where “signs

and symbols" no longer reflect reality but are manipulated by their users to mean *whatever*. Signs recreate reality to achieve the opposite effect (metastasis){13}; for example, in Dallas I must travel west on Mockingbird Lane in order to go to East Mockingbird Lane. Or, Facebook invites social participation when no actual face to face conversation takes place.{14}

Hyperreality creates a false perception of reality, the glorification of reduction that confuses fantasy for reality, a proxy reality that imitates the lives of movie and TV characters for real life. When reel life in media becomes real life outside media we have entered the high definition, misty region—the Netherlands of concrete imagination—hyperreality!{15}

Hyperreality goes beyond escapism or simply "just entertainment." If that was all there was to it, there would be no deception or confusion, at best a trivial waste of time and money. Hyperreality is getting lost in the pleasures of escapism and confusing the fantasy world for the real one, believing that fantasy is real or even better than reality. Hyperreality results in the total inversion of society through technological sleight of hand, a cunning trick, a sorcerer's illusion transforming the world into a negative of itself, into its opposite, then calling it progress.

Hyperreality plays a trick on the mind, a self-induced hypnotism on a mass scale, duping us by our technological recreation into accepting a false reality as truth. Like Cypher from the movie *The Matrix* who chose the easy and pleasant simulated reality over the harsh conditions of the "desert of the real" in humanity's fictional war against the computer, he chose to believe a lie instead of the truth.{16}

The Devil is a Liar

A lie plays a trick on the mind, skillfully crafted to deceive through partial omission or concealment of the truth. The lie is the devil's (devil means liar) only weapon, always made from a position of inferiority and weakness (Revelation 20:3, 8). A lie never stands on its own terms as equal to truth; it does not exist apart from twisting (recreating) truth. A lie never contradicts the truth by standing in opposition to it.

A lie is not a negative (no) or a positive (yes), but obscures one or the other. It adds by revealing what is not there—it subtracts by concealing what is there. A lie appears to be what is not and hides what it really is. "Satan disguises himself as an angel of light" (2 Corinthians 11:14).

A lie does not negate (contradict) or affirm truth. Negation (No) establishes affirmation (Yes). Biblically speaking, the no comes before the yes—the cross then the resurrection; law first, grace second. The Law is no to sin (disobedience); the Gospel is yes to faith (obedience). Truth is always a synthesis or combination between God's no in judgment on sin and His yes in grace through faith in Jesus Christ. "For the Law was given through Moses; grace and truth were realized through Jesus Christ" (John 1:17). Law without grace is legalism; grace without law is license.{17}

www.probe.org/law-and-grace-combating-the-american-heresy-of-pelagianism/

The devil's lie adds doubt to the promise of God; "Indeed, has God said, 'you shall not eat from any tree of the garden'?"(Genesis 3:1 NASB) It hides the promise of certain death; "You surely will not die" (Genesis 3:4). The serpent twists knowledge into doubt by turning God's imperative, "Don't eat!" into a satanic question "Don't eat?"{18}

But it is Eve who recreates the lie in her own imagination.

“When the woman saw that the tree was good for food, and that it was a delight to the eyes, and that the tree was desirable to make one wise, she took from its fruit and ate; and she gave also to her husband with her, and he ate” (Genesis 3:6).{19}

Sight incites desire. We want what we see (temptation). Eve was tempted by “the lust of the eyes” (1 John 2:16) after seeing the fruit, then believed the false promise that it would make her wise. “She sees; she no longer hears a word to know what is good, bad or true.”{20} Eve fell victim to her own idolatrous faith in hyperreality that departed from the simple trust in God’s word.{21}

The Void Machine

Media (television, cell phone, internet, telecommunications) is a void machine.{22} In the presence of a traditional social milieu, such as family, church or school, it will destroy its host, and then reconstruct it in its own hyperreal image (Simulacra). Telecommunication technology is a Trojan Horse for all traditional institutions that accept it as pivotal to their “progress,” except prison or jail.{23}. The purpose of all institutions is the promotion of values or social norms, impossible through the online medium.

Media at first appears beneficial, but this technology transforms the institution and user into a glorified version of itself. The personal computer, for example, imparts values not consistent with the mission of church or school, which is to bring people together in mutual support around a common goal or belief for learning and spiritual growth (community). This is done primarily through making friends and forming meaningful relationships, quite simply by people talking to each other. Values and social norms are only as good as the people we learn them from. Values must be embodied in order to be transmitted to the next generation.{24}

Talking as the major form of personal communication is disappearing. Professor of Communications John L. Locke noted that "Intimate talking, the social call of humans, is on the endangered species list."{25} People prefer to text, or phone.{26} Regrettably, educational institutions such as high schools and universities are rapidly losing their relevance as traditional socializing agents where young people would find a potential partner through like interests or learn a worldview from a mentor. What may be gained in convenience, accessibility or data acquisition for the online student is lost in terms of the social bonds necessary for personal ownership of knowledge, discipline and character development.{27}

An electronic community is not a traditional community of persons who meet face to face, in person, in the flesh where they establish personal presence. Modern communication technologies positively destroy human presence. What philosopher Martin Heidegger called *Dasein*, "being there," (embodiment or incarnation) is absent.{28} As Woody Allen put it, "90 percent of life is showing up."{29} The presence of absence marks the use of all electronic communication technology. Ellul argued, "The simple fact that I carry a camera [cell phone] prevents me from grasping everything in an overall perception."{30} The camera like the cell phone preoccupies its users, creating distance between himself and friends. The cellphone robs the soul from its users, who must exchange personal presence for absence; the body is there tapping away, but not the soul! The cell phone user has become a void!{31}

The Power of Negative Thinking

According to popular American motivational speakers, the key to unlimited worldly wealth, success and happiness is in the power of positive thinking that unleashes our full potential; however, according to obscure French social critics the key to

a meaningful life, lived in freedom, hope and individual dignity is in the power of negative thinking that brings limits, boundaries, direction and purpose.

Negativity gives birth to freedom, expanding our spiritual horizons with possibilities and wise choices, which grounds faith, hope and love in absolute truth, giving us self-definition greater than our circumstances, greater than reality of the senses. To freely choose in love one's own path, identity and destiny is the essence of individual dignity.

According to French social critics Jacques Ellul and Herbert Marcuse, freedom is only established in negation that provides limits and boundaries, which tells us who we are. Technological hyperreality removes all natural and traditional limits in the recreation of humanity in the image of the cyborg. The transhuman transformation promises limitless potential at the expense of individual freedom, personal identity and ultimately human dignity and survival.

www.probe.org/into-the-void-the-coming-transhuman-transformation/

All limitless behavior ends in self-destruction. Human extinction looms over the technological future, like the Sword of Damocles, threatening humanity's attempt to refit itself for immortality in a grand explosion (nuclear war), a slow poisoning (ecocide) or suicidal regressive technological replacement. Stephen Hawking noted recently that technological progress threatens humanity's survival with nuclear war, global warming, artificial intelligence and genetic engineering over the course of the next 100 years. Hawking stated, "We are not going to stop making progress, or reverse it, so we must [recognize] the dangers and control them."{32}

In asserting "NO!" to unlimited technological advance and establishing personal and communal limits to our use of all

technology, especially the cell phone, computer and TV, we free ourselves from the technological necessity darkening our future through paralyzing the will to resist.{33}

After we "JUST SAY NO!"{34} to our technological addictions, for instance, after a sabbatical fast on Sunday when the whole family turns off their electronic devices, and get reacquainted, a new birth of freedom will open before us teeming with possibilities. We will face unmediated reality in ourselves and family with a renewed hope that by changing our personal worlds for one day simply by pushing the off button on media technology we can change the future. Through a weekly media fast (negation) we will grow faith in the power of self-control by proving that we can live more abundant lives without what we once feared absolute necessity, inevitable and irresistible. "All things are possible with God" (Mark 10: 27). When we exchange our fear of idols for faith in the Living God the impossible becomes possible and our unlimited potential is released that will change the world forever!{35}

I see trees of green, red roses, too,
I see them bloom, for me and you
And I think to myself
What a wonderful world.

I see skies of blue, and clouds of white,
The bright blessed day, the dark sacred night
And I think to myself
What a wonderful world.

The colors of the rainbow, so pretty in the sky,
Are also on the faces of people going by.
I see friends shaking hands, sayin', "How do you do?"
They're really sayin', "I love you."

I hear babies cryin'. I watch them grow.
They'll learn much more than I'll ever know
And I think to myself

What a wonderful world.{36}

"[I]f man does not pull himself together and assert himself . . . then things will go the way I describe [cyborg condition]." – Jacques Ellul{37}

Notes

1. Jacques Ellul, *The Humiliation of the Word* (Grand Rapids: Eerdmans, 1985), vii.

2. Aerosmith, *Eat the Rich*, "Livin' on the Edge," Sony, 1993.

3. The same is true of the game last night—I caught the highlights on ESPN—no difference really—it never happened! The Presidential debates, my Facebook page, 911, televangelism, the online (electric) church: all reproductions, all exist at the level of Santa Claus in a dreamy, surreal world not really real: hyperreal, really!

4. French social critic Herbert Marcuse (1898-1979) described dimensional reduction in human nature through the process of "mimesis" very similar to Baudrillard's conception of *simulacra* (technological simulation) and Ellul's *la technique* (technological order). *Mimesis* eradicates all protest and opposition to the prevailing technological normalcy and silences all conscientious objections to the obvious or self-evident benefits (taken for granted) and blessings of technological progress. Like a frontal lobotomy when a section of the brain is removed that leaves all necessary automatic biological functions but removes the capacity to higher critical thinking, effectively silencing all differences, removing unique personality, individuality, and private space. The person is reduced to *one dimension* without the critical higher thought process or skills. Mimesis or mimicry transcends the adjustment phase to new technology known as *Future Shock* and brings the population into a direct and immediate relationship with the technological environment comparable to prehistoric and primitive cultures in their

relationship to their natural milieus, climates and habitats. Mimesis replaces the traditional social environment with a technological one, an imitation or mimicry (simulacra). Mimesis removes the ability to feel alienation. Through reduction of the individual to a cell (atomization) in the social body, one never feels out of place, discomfort or disease, etc., because there is no longer any sense of individuality or difference. Anesthetizing the soul kills the pain of maladjustment to modernity leaving all feelings alike; joy is indistinguishable from hate. What do people feel after a lobotomy? They feel nothing, *comfortably numb* describes postmodern sentimentality.

Mimesis reduces the population to impulsive consumers. Material goods tie us to the system. "People recognize themselves in their commodities; they find their soul in their automobile, hi-fi set, split-level home, kitchen equipment. The very mechanism which ties the individual to his society has changed and social control is anchored in the new needs it has produced" (Herbert Marcuse, *One-Dimensional Man: Studies in Advanced Industrial Society* [Boston: Beacon Press, 1964], 9). People are in love with their technology. Consumer objects express passion and spirituality; "For example, cars are not simply neutral transportation objects but beloved expressions of soul." Their self-image is locked in the kind of cars they drive, houses they live in: "From teen dreaming about a hot set of wheels to the self-imagined sophisticate, it is image that dictates our purchase . . . Most of us can't imagine why anyone would buy a Hummer except to flaunt his financial ability to conspicuously consume . . . . Anyone who doubts the role of image needs only drive a rust bucket" (Lee Worth Bailey, *The Enchantments of Technology* [Chicago: University of Illinois Press, 2005], 7). "Image is everything!" Modern technological materialism has become the antithesis of the Christian way of life. Jesus said, "A man's life does not consist in the abundance of his possessions" (Luke 12:15).

5. Orders of Simulacra:

Renaissance: Copies of Original

Industrial: Mass Production of Original

Hyperreality: Recreation of Original

Metastasis: Reverse effects of the hyperreal stage of simulacra proliferate, comparable to the spread of cancerous tissue. “Metastasis: the transfer of disease from one organ or part to another not directly connected with it” (Benjamin F. Miller and Claire Brackman Keane *Encyclopedia and Dictionary of Medicine and Nursing* [Philadelphia: Saunders, 1972]). Hyperreality “more real than real” purports to be a technological improvement on nature and “the signs and symbols,” (language) and institutions of traditional society, “better than real;” however, despite the apparent success of the hyperreal stage to deliver on its promise of improvement or “progress,” opposite results threaten social stability. Disneyland gets boring. Media technology isolates people rather than bringing them together. Social media turns out to be anti-social. The automobile extends the commute to work. The computer increases the average work load and illiteracy, reduces jobs, depersonalizes individuals, kills privacy, creates universal surveillance, makes pornography and depictions of violence readily accessible to children. The cell phone is actually an excellent bomb detonating device. The computer atrophies human intelligence, logic, and thinking (creative and problem solving skills); through societal dependence on the computer people have forgotten how to think for themselves, and solve problems in any other way. The computer is not a simple tool used to organize knowledge, making it readily accessible, but as the centralizing technology through the digitalization process it recreates the world in its own image. Instead of happiness, the technological order is producing mass neurosis evident in the increase in depression, anxiety, attention deficit disorder,

anorexia, bulimia, suicide and the mass inability to differentiate between reality and illusion.

Metastasis in the Orders of Simulacra according to Baudrillard also reflects Jacques Ellul's critical technological analysis in his assertion of the law of diminishing returns (law of reverse effects), *The Technological Bluff* (Grand Rapids: Eerdmans, 1990). Once the threshold of reversal in technological progress is reached, a saturation point, beyond which any further advance is completely unnecessary (and thus further progress despite mass optimism) will produce reverse or opposite effects than intended. The technological threshold is reached when new technology is imposed on the population which was unnecessary prior to its invention. When necessity for a new technology appears after its invention the threshold of beneficial effects inverts and harmful consequences, side effects—intended or not—rapidly multiply. There is no use or felt needs for much of the technology developed in the 20th century; TV, computer, jet engine, rockets, atom bomb, cell phone, innumerable widgets and gadgets, so use is found and need artificially created. People have no felt need for a technology that does not yet exist. When useless technology is developed for its own sake (knowledge for knowledge's sake), rather than liberation it displaces *the good of mankind to the glory of God* as its object or *telos* and becomes an end in itself. The general population never asks for new technology; rather, technology is developed according to the technological imperative—whatever can be done should be done. Its beneficial use is unquestionably assumed and its use promoted through mass advertising and commercials (technological propaganda), and in short order a new necessity is added to the litany of technological requirements. As the list of "must haves" and "can't live without" grows in order to keep pace with the tempo of modern life, *users* voluntarily surrender their freedom for self-imposed technological necessity, blissfully unaware of any potential side-effects or untoward consequences.

The technological condition may be compared to generational slavery. Those born into servitude accept it as normal. The "happy slave" remains so through refusal to recognize his condition as "slave." He embraces the world as he finds it with all his material needs and appetites satiated. There is no reason to protest, compounded by the fact that he has no ability to do so. A slave will always remain a slave until he recognizes that he is a slave. And without an intellectual horizon to lift him above his condition as a real possibility he will forever remain a slave. The first step to freedom for the slave is to recognize his condition of slavery and the possibility of a different way of life through self-determination, but that is impossible without a degree of abstract analysis and a measure of critical reason. Comparatively, technological determinism imposes its frightful inescapable necessity as a natural order without a meaningful future beyond the present way of life. In stripping society of critical ability to reason and negate that order from a metaphysical view, humanity has lost its only absolute reference point outside its own limited existence and above its concrete situation from which to criticize technology and bring it under ethical control and moral limitation. God is greater than any technological idol made by human hands and provides an immovable ground from which humanity can reassert control, but mankind's Creator, Savior and Helper does him no good if he does not believe in his power or worse confuses it with the status quo, so that the apocalyptic power of God's confrontational judgment that leveled Babel (Genesis 11), Egypt (Exodus), Jerusalem and Rome is convoluted through blessing the technological utopia as *New Atlantis*.

The idolization of technology follows in the wake of modern science and rationalism but has a dehumanizing effect rather than amelioration. New technology brings new necessity and demands rather than freedom that exacts its price from humanity and nature, resulting in a much more complicated and dangerous world. The Apostle Paul stated that if we have food

and shelter we should be content (1 Timothy 6:8). The accumulation of material things beyond meeting basic needs becomes a new burden, an added necessity not there before, resulting in bondage not freedom. People are owned by their possessions, must work harder for their technology and have been reduced to cogs in the wheel of progress rather than individuals with inherent value made in the image of God. From electricity, to phones, appliances to automobiles to computers, cell phones, *ad infinitum, ad nauseam* each new technology begins with the promises of convenience and improving modern life by making it faster, then through habitual use it becomes necessary, eventually addictive. From the basic material needs of food and shelter modern life has added dishwashers, microwave ovens, vacuum cleaners, TVs, cars, computers and most recently the cell phone as necessary for life in modern times. The devaluation of human life pays for the technology that is developed for the sake of expanding the frontiers of knowledge and exploration rather than creating the condition of freedom. Human freedom is lost with each new artificial technical necessity, resulting in an increasingly nihilistic society; where power increases, choice is lost, resulting in increased meaninglessness. Nihilistic sentiment develops along with technological power; "*We know that power always destroys values and meaning* . . . Where power augments indefinitely there is less and less meaning" (Jacques Ellul, *Perspectives on Our Age* [New York: Seabury, 1981], 45). Technological necessity proliferates along with technological power over nature, reducing the scope of available choices, options or way of life that differs from those ensnared in the modern mechanized mainstream. What possibilities for a decent way of life are open to those who own neither car nor home, do not use a cell phone or computer, or possess at least a college degree? How *successful* will any corporate organization, church, school or business be if it does not use modern communication technology, radio, TV, computer or advertising techniques (propaganda) to promote its cause or product? As the world conforms itself to

technological necessity, “you must get a cell phone and use a computer or risk getting left behind,” it loses touch with the reality outside these devices, which is reduced and recreated online. For example, the traditional “church service” where believers join together in the unity of faith around the communion table as community and family becomes the embarrassing forgery of a lone spectator in front of a one dimensional monitor.

6. Paul Tillich, *The Spiritual Situation in Our Technical Society* (Macon, GA: University Press, 1988), 7. “Tillich describes the creation of a ‘second nature’ that results from science’s attempt to control nature. Second nature in turn subjects man to the same domination he wishes to exert over nature, making himself subject to the very thing he had created to liberate him” (Lawrence J. Terlizzese, *Trajectory of the 21st Century: Essays on Theology and Technology* [Eugene, OR: Resource Publications, 2009, 155]).

7. Baudrillard’s description of Simulacra is reminiscence of Herbert Marcuse’s depiction of “Mimesis” in *One-Dimensional Man*. Mimesis: the total identification of the individual with technological environment that mimics, apes or imitates historical social conditions, for example the city replaces nature, the automobile replaces the horse and carriage, TV replaces the family hearth, social media substitutes for personal relationships. Muk-bang replaces family members at the dinner table, traditional institutions that requires a personal presence, school and church, are rapidly transferring to the online medium. Likewise Jacques Ellul in *The Technological Society* describes technological advancement or “*la technique*” as creating a new environment, one that overlays both the natural and historical social environments with an urban/industrial/digital one.

8. Braden Allenby and Daniel Sarewitz, *The Techno-Human Condition* (Cambridge, MA: MIT Press, 2011), 1-13; *Humans Need Not Apply*, CGP Grey, 2014. The Transhuman Transformation is

the ultimate in works salvation that lifts humanity to the next stage in evolutionary development through technological immortality or digitalized godhood that replaces all his physical corruptions with artificial replacements in the simulated heaven of a computer server. The computer does not dominate the will of humanity, enforcing universal peace through fear of annihilation as in the movie *Colossus: The Forbin Project* (1970), but assimilates humanity digitally and recreates it in its own image or highest ideal. The robots are not taking over, rather humanity is surrendering its will and decisions to the computer in tired resignation of life which has become too difficult by its own design.

9. "O LORD . . . What is man that you are mindful of him or the son of man that you visit him? For you have made him a little lower than the angels and crowned him with glory and honor" (Psalm 8:4, 5). "Angels," Elohim (God) in Psalm 8:5 refers to the divine visitation (theophany) mentioned in verse 4, the Angel of The LORD, i.e., Genesis 18; 19; 22:15; 32:24-32; Exodus 12:12, 13. Humanity was made highest in God's created order, below the creator and above the angelic host in the chain of being; "Don't you know you will judge angels?" (1 Corinthians 6:3). Angels are "ministering spirits sent to minister to the heirs of salvation" (Hebrews 1:14).

10. We are not saying one cannot reduce a complicated argument, book, movie etc., to its main points in outline form. We are saying that reduction does not replace the original, as somehow "better." A well-done outline does not alleviate the audience's responsibility to discover for itself, to pick up and read, but will inspire the audience to do so. Reading Calvin's *Institutes*, or Augustine's *City of God* or Thomas' *Summa Theologica* in PowerPoint or Cliff Notes is comparable to watching the Super Bowl in highlights instead of in its entirety from kickoff.

The proliferation of the digital camera as appendage to the cell phone has created the absurd phenomenon of reduction of

reduction in the class room. As the PowerPoint slide has allowed professors to reduce all learning to three pertinent bullet points per slide, so students have followed their cue in picturing the text (taking a picture of the slide). Instead of suffering the laborious and tedious task of jotting down a simple outline in a note book, a helpful mnemonic practice, they take a picture of it, reducing the slide to digital acknowledgement and temporary storage before deletion, in order to make room for the pictures of tomorrow night's Harry Potter costume gala. Education isn't what it used to be, it just isn't!

11. Jean Baudrillard, *Simulacra and Simulation*, 166 ff.

12. Umberto Eco, *Travels in Hyperreality* (New York: HBJ, 1986), 43.

13. The projections of visual media may have their origins in "the desert of the real" as Baudrillard puts it, but what the spectator sees on his screen, monitor or photograph should not be confused with "reality," but recreated reality mediated through an electronic medium. Marshall McLuhan's famous maxim for media analysis, "The medium is the message," undergirds this critical understanding of media technology. Any fan of live entertainment or sports knows immediately that TV broadcast of a live venue is an entirely different event than being there live behind home plate or on the fifty yard line. Preference for the surreal, sterilized, cartoonish, Apollonian images on TV and in film, rather than seeing the actual blots, blemishes and facial scars of people, perspiring athletes or hearing the crack of the bat is not the central moral issue, which does not come down to preferences, which are already conditioned by excessive media exposure at an early age. The failure to distinguish between reality and hyperreality constitutes the greatest dangers of the technological simulacra. When the general audience mistakes or confuses the hyperreal for reality, it allows itself to be deceived. When it believes what it sees on TV to be the literal unbiased

truth, when in fact TV broadcasts a highly opinionated reconstructed version designed to transport its audience to a dream-like existence, the audience loses touch with reality and becomes immune to moral conscience, guilt and remorse for its actions—for example, war, ecological destruction, racism, etc. Group deception and delusion is rooted in personal inability to distinguish fact and fantasy, reality and illusion creating a strange self-hypnotic mass psychosis, easily persuaded by the predominate image projected into its thinking. “Brainwashing” or “mind control” are not the best choice of words, yet the terms still resonate for many people in describing the immediate effects of visual media on the audience. Electronic media bypass the rational process and speaks directly to the emotional or subconscious. Media effects the shaping of behavior through mass appeal of image, a reproduction of reality framed in drama and grounded in the erotic (sex appeal), moving the mass to do something (doing is being), buy, give, join, fight, etc., without the ballast of critical reflection that will spare a people from rushing headlong into disaster. The irrational nature of the emotional appeal was the cause for Plato’s expulsion of artists, musicians and dramatists from his fictional utopia *The Republic*. By allowing irrational appeal free reign, the public loses the appeal to critical reason as the measure of truth and the people become prone to deception and mass manipulation by a tyrant. Likewise Jesus urges all to pause in rational reflection, “to count the cost” like a king going to war or building a tower, before deciding to follow him (Luke 14:25-33).

The failure to discern the difference between reality and illusion in mass and social media is due to the intoxicating effects of hyperreality and the loss of critical reason in the public’s media consumption. Electronic media numbs awareness to reality and allows escape to fantasy, as the universal *soma* (perfect drug from Huxley’s fictional tale *Brave New World*). The condition of intoxication or “drunkardness” is one of

self-induced madness, so the self-hypnotic condition of electronic media creates a similar neurosis. Karl Marx criticized religion as “the opiate of the people,” accurate for the masses living in the industrial conditions of the 19th century, but obsolete as a description of the masses since the invention of television, which has replaced religion as the opiate of the people.

When image dominates a societal mindset and learning, emotional (sex) appeal moves the population in mass conformity or group behavior that ousts critical reason in herd mentality, subject to the whims of the image makers, propagandists, clergy, advertisers, etc. Ellul noted two orders of thinking determined by the means of learning: image and language. Image learning presents knowledge as a totality, each image is a world, complete and ready-made, certain of its own truthfulness, imparting its information instantly so long as we occupy the same space as the image. “The image conveys to me information belonging to the category of evidence, which convinces me without any prior criticism” (Ellul, *The Humiliation of the Word*, 36). The image impresses itself on the character of the learner through unconscious acceptance that does not follow the logical sequence of language from start to finish, beginning to end but produces a haphazard collage of contradicting light totalities that appeal immediately to the moment (instant gratification). Image based learning produces a monolithic mentality or stereotypical thinking and prescribed behavior. Critical reason is never allowed to assert differences; extremes are normalized so that everything is accepted. This is very apparent in the current PC orthodoxy widely accepted in the Millennial generation, the first generation raised on the computer, that stupidly pontificates that any assertion of difference between sexes, races, religion, etc., etc., amounts to “hate-crime.” For example, the gay lifestyle is no longer an acceptable alternative to monogamy but now has legal sanction as part of the mainstream establishment, despite its irrational and

unnatural character. Islam is accepted as a religion of peace and compatible with Western democracies, yet no proof is ever offered to support this claim from the history of Islam. And the universal inanity of technological neutrality that provides the false sense of individual control over technological use, rapidly degenerates to technological necessity and inevitability of technological progress in actual daily behavior. Technology cannot be both neutral in its character under control of human choices and necessary or not under control of human choices, but autonomous (developing according to its own inner logic) at the same time; yet this inherent contradiction is completely ignored by all advocates of unlimited technological progress, Transhumanists, Futurists or simply all those who feel invested in the latest innovation: intellectuals, preachers, writers, professors, technogeeks, technognostics and technophiles. The smartest people in society appear completely oblivious to the contradiction of believing that technology is neutral in its essence yet necessary in application, rationalizing its rapid acceleration, not because they are bad people but because their thinking is dominated by the image of unlimited progress and human perfectibility projected onto them from the computer, rather than a rational way of thinking growing out of the book and lecture. Computerization of all human life creates the cardinal value of speed for its own sake (faster is better), which necessarily leads to nonlinear or irrational (emotional) learning through images because it is easy, instant, and unconscious, producing stereotypical categories and behavior. The word expressed in speech and writing produces opposition to image domination of the computer because it is slower, linear and critical.

The second order of thinking Ellul says comes from language or the spoken and written word which must follow an arduous task of connecting letters, words, sentences and thoughts to each other through the process of speaking, reading and writing which follows the contours of logical sequence in step by step

growth in knowledge and reason. Language learning does not begin with the self-asserting certainty of the totalitarian image, but develops progressively from “the unknown to uncertain and then from the uncertain to the known.” (Ellul, *The Humiliation of the Word*, 36); dialectically including doubt, objection, protest or difference in the attainment of knowledge. Language is rational, self-aware or conscious, certain of what it knows but never exhaustive in its claim to absolute total knowledge, therefore it remains critical or open to differences of opinion and further learning; there is always something new to learn, discover and explore. Language allows for personal identity through individual choices that are free but never absolute or final beyond correction or criticism. In the total world imposed by the image, knowledge is absolute with nothing new possible, therefore it must be accepted uncritically.

Because language is rational it also produces the highest standards in ethics and morality-rooted individual values and beliefs. Rationalism always produces the greatest moralism. In the ancient world the rational school of philosophy (Stoicism) based on their belief in logos (universal reason) was also the most ethical in their practice of universal peace, and equality. In world religions Buddhism stands as the most rational in its beliefs of simple universal truths leading to practical moral behavior (Four Noble Truths: life is suffering, suffering is caused by selfish desire, suffering is alleviated by limiting selfish desire, curb selfish desire through the practical application of the Eightfold Path). Modern Rationalism culminating in the 19th century was also one of the profoundest in moral character in all strata of society, education, politics, economics and religion. The ethic of love rooted in the Fatherhood of God and Brotherhood of Man was considered the essence of Christianity in the 19th century (Harnack, *What is Christianity?*). The Jewish rabbinical approach to learning through language is legendary for its rationalism and strict legalism as well as its Islamic

counterpart in the Muslim devotion to the Koran, Sharia Law and iconoclasm.

In the second order of language, ethics are grounded in personal choices as a product of rational criticism, which allows for meaningful differences of opinion and the free creation of values. In the first order of image learning, all views are standard and all behavior an expression of group conformity. “The image tends . . . to produce conformity, to make us join a collective tendency” (Ellul, *The Humiliation of the Word*, 35). Thus the two orders of thinking are opposed to each other. The first order in totalitarian fashion is in the process of eradicating the second order through purging critical reason from the mindset of the population like a mass spiritual lobotomy that removes part of the brain that contains the higher function of reason and abstract thought process. The image overwhelms the word through reduction and then removal and remaps the collective mind to think accordingly, freedom of thought is left open as possibility only because most people cannot think for themselves but are programed through media saturation. Note the drift in social media from glorified email responses on Facebook to the forced shrinkage of the word to 120 characters on Twitter, to finally pictures only on Tumblr, and Instagram. The second order in critical toleration of the image does not want to eradicate it, but put image in its place, not as an expression of truth or reality but a simple illustration in service of the word and higher critical function of human nature through which humanity creates its self-definition, limits and significance. The second order of language thinking does not separate rational discourse in philosophy from a dramatic presentation in literature, or the arts, film or TV, etc. The Twentieth Century French Existentialists demonstrated the compatibility of rational discourse through abstract prose and exposition and the concrete embodiment of their ideas in dramatic forms such as plays, novels and movie illustrations. Jean Paul Sartre, Albert Camus, Gabriel Marcel wrote the most

penetrating philosophical analysis of the modern condition of alienation as well as the greatest poetic description of modern despair and hope, for example, compare Sartre's tome Being and Nothingness with his play "No Exit" or Camus' essay on The Myth of Sisyphus to his novel The Stranger. Theologian Paul Tillich argued likewise that art serves as the spiritual barometer of culture. Through rational analysis of art, literature and drama the church will gain a better read on the spiritual climate of the society it hopes to evangelize and better tailor its message of the gospel to the concrete situation expressed through peoples felt needs. Even Jacques Ellul the leading social critic of visual media and advocate of word over image adopted a similar method of point and counter point as the existentialists by pairing the most penetrating sociological analysis of technology, raising the question how to limit autonomous technique and answering it with an allegorical interpretative method of the biblical text under the respectable umbrella of Barthian theology through his ethic of limits or nonpower. Compare The Technological Society to his biblical exposition of Genesis in The Meaning of the City.

14. On Facebook, friends can number into the thousands. New friends are just a click away; you don't even have to know them or even meet them to be friends. Aristotle said that friends are the people we eat with every day. Simple enough to grasp, but what does an ancient Greek philosopher know compared to the moguls of social media?

15. Baudrillard and Eco validated Gasset's thesis in *Revolt of the Masses* that science and technology sows the seeds of its own demise by elevating the mass of humanity through its values of discovery, invention and discipline, yet the mass revolt against those values that brought them to dominance. This is the same basic thesis that argues we are the victims of our own success as applied to capitalism and the accumulation of wealth. One generation works to achieve a

level of wealth that the next generation inherits with all the benefits of wealth but none of the sacrifice of the previous generation. Therefore it squanders it not knowing the value of wealth not having to work for it and being raised in privilege.

Gay Marriage is another recent example of simulacra. The hyperreal replaces the real with a copy made in our own image. Contemporary society is under a spell, thinking it can remake the institution of marriage founded in the Bible between one man and one woman (Genesis 2 and Matthew 19) to include its opposite or whatever the courts deem acceptable; eventually the courts will accept the union of people and their pets. Already the Disney Corporation has changed the name of The Family Channel to Free Form, an ominous precursor to the dissolution of meaning to the sacred word family in American popular culture and its reprobate legal system.

16. Reality and Truth are not coequal or synonymous terms, but signify different metaphysical orders. Ellul noted that the unity of reality and truth expresses "the unity of being" (Ellul, *Humiliation of the Word*, 96), or the right relationship between the Creator and his creation. Truth belongs to God's essence alone, as the One Eternal Absolute. Reality expresses the multifaceted finite human concrete situation. When our reality aligns with God's truth we experience the peace of redemption that passes understanding, harmonious being. Reality is the realm of sight that leads us away from the truth of the invisible God who cannot be seen and is found only through the word (speech, talk, conversation, discourse, lecture, song). The visible is the realm of false idols incarnated as very real visible powers (gods): Money, the State, and Technology (Ellul, *The Humiliation of the Word*, 94, 95). The order of reality is the order of human life which Nietzsche argued may include error. "Life no argument—We have fixed up a world for ourselves in which we can live-assuming bodies, lines, planes, causes and

effects, motion and rest, form and content: without these articles of faith, nobody now would endure life. But that does not mean that they have been proved. Life is no argument; the conditions of life could include error." (Friedrich Nietzsche, *The Gay Science* (New York: Vintage, 1974), 177 [121]). Iconoclasm then becomes the mission of the church as it proclaims the gospel and demolishes spiritual strong holds which is the battle for the mind "destroying speculations . . . raised up against the knowledge of God" (2 Corinthians 10:3-6); "iconoclasm is always essential to the degree that other gods and other representations are manifested . . . Today reality triumphs, has swept everything away and monopolizes all our energy and projects. The image is everywhere, but now we bestow dignity, authenticity and spiritual truth on it. We enclose within the image everything that belongs to the order of truth" (Ellul, *The Humiliation of the Word*, 94, 95).

17. In terms of an ethic of technology biblical truth translates as limit before use or law before license. For example, When adults set time limits on media use for their children anywhere from twenty minutes to an hour of screen time be it TV, computer or cell phone, they are practicing an ethic of technology.

Social critic Jacques Ellul stated; "The 'yes' makes no sense unless there is also the 'no' . . . the no comes first, death before resurrection. If the 'No!' is not lived in its reality the yes is a nice pleasantry, a comfort one adds to one's material comfort, and as Barth has conclusively shown the No is included in the gospel" Quoted in Lawrence J. Terlizzese, *Hope in the Thought of Jacques Ellul* (Cascade: Eugene, OR, 2005), 127; Jacques Ellul, *False Presence of the Kingdom*, 25.

18. Original Divine Command: "From any tree of the Garden you may eat freely, but from the tree of the knowledge of good and evil you shall not eat, for in the day that you eat from it you shall surely die" (Genesis 2:16, 17 NASB).

Satanic Recreation of the original command: “Indeed, has God said, ‘You shall not eat from any tree of the garden'”(Genesis 3:1 NASB).

Imperative turns into question through a simple shift in voice emphasis, “Don’t eat!” to “Don’t eat?”, inciting disobedience instead of obedience as its effect, confusing the knowledge of good and evil.

19. The hyperreal replaces the real with a copy made in our own image. A copy is never greater than the original and to believe that a glorified reduction, a snap shot somehow surpasses the original shows just how far along the popular delusion has advanced. Simulacra is portent to antichrist: “The one whose coming is in accord with the activity of Satan, with all power and signs and false wonders, and with all the deception of wickedness for those who perish, because they did not receive the love of the truth so as to be saved. For this reason God will send upon them a deluding influence so that they will believe what is false in order that they all may be judged who did not believe the truth, but took pleasure in wickedness”(2 Thessalonians 2:9-12). Mass media qualifies as “a deluding influence”: remaking the image of God in the image of an image. “Language is unobtrusive in that it never asserts itself on its own. When it [mass media] uses a loudspeaker and crushes others with its powerful equipment, when the television set speaks, the word is no longer involved, since no dialogue is possible. What we have in these cases is machines that use language as a way of asserting themselves. Their power is magnified, but language is reduced to a useless series of sounds which inspires only reflexes and animal instincts” (Jacques Ellul, *The Humiliation of the Word*, 23).

The first commandment teaches that “You shall not make any graven images . . . you shall not bow down to them nor worship them (Exodus 20:4, 5). The construction of image is always a reduction from an original and imperfectly copies what it claims to represent; presenting a false image of God, an idol.

The idol transforms its worshipers into its own image. All those who worship idols become like them (Psalms 115).

By worshiping the creature humanity dehumanizes itself by bowing down to the created order lower than itself. The prohibition against worshiping idols is meant to spare God's people from corrupting God's glory by reducing the invisible Creator to the visible creation and enslaving themselves to the works of their own hands. Idolatry exchanges "the glory of the incorruptible God for an image in the form of corruptible man . . ." (Romans 1:23). The idol is the construction of man, representing his ideal of God (image) in his own image, which in turn recreates man as slave in the image of the idol. Here we see perfectly in the biblical model of idolatry, the same Transhumanists enterprise of constructing an ideal image (cyborg) in the image (mankind) of an image (the computer), leading not to human ascendance or godhood but dehumanization or slavery by placing humanity lower than its own creation (the cyborg condition). Man builds an idol he thinks represents God which in truth is a reduction of the glory of God into the image of the creature and lowers himself through worship of the false image of God making himself a slave to a thing that appears real but really does not exist outside of humanity's faith in its own self-projection.

The first commandment prohibits "graven images" the invisible God cannot be seen in the works of human hands (Acts 17). All images of God are an affront to his holiness and danger to his children. Idols reduce God to the false image which then further reduces worshipers.

Iconoclasm is the central liberation mission of the church in its declaration of the gospel.

"No one can see God and live" (Exodus 33:20). "Images are incapable of expressing anything about God. In daily life as well, the word remains the expression God Chooses. Images are in a completely different domain—the domain that is not God

and can never become God on any grounds” (Ellul, *The Humiliation of the Word*, 91).

20. Ellul, *The Humiliation of the Word*, 96.

21. God’s revelation comes only through the spoken word received by faith never through sight, which must remain subservient to the oral, spoken invisible message. “Faith comes from hearing and hearing by the word of Christ” (Romans 10:17). “We look not at the things that are seen, but at the things that are not seen; for the things that are seen are temporal, but the things that are not seen are eternal” (2 Corinthians 4:18). “We walk by faith, not by sight (2 Corinthians 5:7). “Faith is the assurance of things hoped for, conviction of things not seen . . . By faith we understand . . . Without faith it is impossible to please God” (Hebrews 11). “The righteousness of God is revealed from faith to faith, as it is written; ‘The righteous live by faith'” (Romans 1:17). “Set your mind on things above [the invisible Christ, “the way, the truth and the life”], not on the things that are on earth [the visible, material, tangible, concrete reality of the present world].” “Fixing our eyes on Jesus the author and perfecter of faith” (Hebrews 12:2). The aural, auditory sense or put simply the ear is the organ of perception and faith never the eyes. Sight brings only doubt; despite popular opinion seeing is not believing, but unbelief. The desire to see the truth is rooted in doubt and unbelief; “Unless I see . . .” doubting Thomas said, “. . . I will not believe” (John 20:25). “Blessed are they who have not seen and yet believe” (John 20:29). “Sight played an enormous role in the Fall and caused all of humanity and language to swing to its side. Under these circumstances, it is understandable that the Bible so often relates sight to sin. Sight is seen as the source of sin, and the eye becomes the link between reality and the flesh. The eye is seen as the focusing lens of the body (but only of the body). The Bible speaks of the lust of the eye and of the eye as the source and means of coveting. Now we know

that covetousness is the crux of the whole affair, since sin always depends on it. “You shall not covet” (Ex. 20: 17) is the last of the commandments because it summarizes everything—all the other sins” (Ellul, *The Humiliation of the Word*, 100, 101). Because Eve looked upon the fruit, she lusted after wisdom, the knowledge of good and evil, a possession she desired but did not work for or earn that did not belong to her. “Eve coveted equality with God . . . She coveted autonomy of decision” (Ellul, *The Humiliation of the Word*, 101). Lust is born from sight of the material possession. The Tenth Commandment lists a prohibition of desire on what does not belong to us but is rightfully our neighbor’s: his wife, house, domesticated animals and servants, all must first be seen before desired. Today we call these possessions status symbols, spouse, house, cars, money, etc., etc., all the objects of consumer desire that dominate our visual horizon through advertising, commercials and the all-pervasive world of image, which fills us with materialistic greed.

22. Technological convergence brings TV, computer, cell phone, video game (telecommunications) together as one medium. Professor of Philosophy Andy Clark notes that the cell phone is the gateway to the cyborg condition: “The cell phone is, indeed, a prime, if entry-level cyborg technology” (Andy Clark, *Natural-Born Cyborgs: Minds, Technologies, and the Future of Human Intelligence* [New York: Oxford University Press, 2003], 27). The cell phone has evolved from a clumsy mobile phone into a sleek microcomputer that puts the full resources of the internet at the fingertips of the user.

The computer medium heralds the absolute closing of the human mind and cultural diversity by subverting all ends to its means it creates the condition necessary for total domination of the human spirit. All total systems subvert ends to means in their revolutionary beginning, such as the Napoleonic empire, fascism and communism. “By any means necessary,” or “for the good of the cause” becomes the motto of the radical

on the road to totalitarian paradise (Serfdom). The computer coopts all nontechnical areas; in the form of “technical aid and support” subverting their ends by overbearing means. As the absolute single point of convergence for all humanity the computer fixes its own organizational categories on every person, discipline (field) or organization that uses it. The passage of admission to digital utopia is technical conformity (surrender). All nontech people and fields must soon learn the ways of the computer, if they expect to survive in the new universal cyber regime (the technological order). Liberal Arts, for instance no longer exists as a separate track or discipline in a dialectical counter balance to Science. Beholden to the computer for success it has sold its spiritual birth right as moral conscience through cultural critic or prophet to the rational establishment. By way of apt analogy, in the past when churches received State support through official recognition as the established religion they became in effect the court prophets, chaplain’s to the king. They “sold out” to the powers that be, forfeiting their divisive voice. Dissent is never allowed in any total system by definition, otherwise it would not be total. Those who profit from the system are not in a position to disagree with its direction without mortal endangerment. The old maxim “never bite the hand that feeds you” was rigorously applied by the official religions in the past. Likewise, rarely is a critical voice heard today through the prodigious production of liberal arts in media, except for science fiction film. The old dichotomy of art and technology embodied in the Intellectual verses the City model has resolved itself in the computer. Chilton Williamson, Jr. noted the subtle reeducation the older generation of writers must endure in order to practice their craft using the computer. “Writing ought to be, technically speaking, among the simplest and natural of human actions. The computer makes it one of the most complex and unnatural ones. It is nothing less than a crime against humanity, and against art, that a writer should be required to learn how to master a machine of any kind whatsoever in order to write a single

sentence. But no writer today can succeed in his craft if he does not learn to become a more or less skillful machine operator first." ("Digital Enthusiasm" in *Chronicles* [June 2014, 38.6], 33). The end or goal of writing (to be read by others) has been subverted by means of the computer (Subversion: to corrupt an alien system for different ends from within, for example; primitive Christianity was subverted by the political forces of the later Roman Empire, creating Christendom). Computer subversion of humanity has been repeated simultaneously with writing since the digital revolution in the 1990's.

By giving children at the earliest age possible a computer to play with and master, turning work into play, the technological oligarchy has guaranteed that they will grow to become computer technicians in some degree and has successfully circumvented the nasty reeducation process necessary to all revolutions in the past. As the product of the digital revolution the Millennial generation has inherited the onerous responsibility of being the first generation raised on the computer as their defining characteristic. They are the first non-national generation, identifiable by digital acuity, video game addiction and the cell phone, rather than by race, gender or creed. The world that they create will ultimately prove their humanity or not.

One machine that can do everything controls everyone, even now as I write an unsolicited advertisement appears on my computer screen telling me that "Technical support is designed to monitor your system for issues." Positively Orwellian! No greater insidious subtlety to seduce the human spirit than the emerging global technological order has appeared since the Tower of Babel!

All total systems are inherently corrupt and eventually self-destruct.

23. Philosopher Michael Foucault builds on Jeremy Bentham's

purposed panoptic system theory by arguing that Bentham's proposed universal prison surveillance system that kept prisoners under constant watch has been extended to contemporary society through media saturation. Law Professor Jerry Rosen argues that through social media society has entered a condition he describes as "Omniopticon" where we are all watching each other (*The Naked Crowd*); Ellul, *The Humiliation of the Word*, 152; Reg Whitaker *The End of Privacy: How Total Surveillance Is Becoming a Reality* (New York: New Press, 1999).

24. Hyperreal communities, churches, schools, dating sites do not allow for individual charisma, personal persona, flamboyancy, speech impediments, warts, blemishes, ugliness, beauty, intelligence, everything thing that makes an individual unique disappears behind the brilliance of a cartoon reality.

The modern socialization process once reserved for family, church and community in traditional society has been usurped by media and the State. Socialization is the rather sensitive and all important process through which values are imprinted on youth. Socialization is everything! Society receives its understanding of right and wrong, good and evil in a word normalcy through socialization. In the mission of the church socialization is equal to evangelism. If the church successfully evangelizes a society, converting everyone to the Christian faith, it must then pass those values to the next generation, if it fails to do so it must then start the whole evangelization process over. Regrettably, the American church is learning this lesson the hard way, after surrendering the socialization process of Christian youth to media, and public schools. The most media saturated and technologically adapt generation in human history is rapidly becoming the most nihilistic since late antiquity.

Media transmits collective values directly to the social body by passing the individual consciousness. Mass media transmits

its own values of consumption and materialism that traditional family, church and community as social agents cannot compete with according to social critic Herbert Marcuse. Media transmits the values of “efficiency, dream, and romance.” “With this education, the family can no longer compete.” The father’s authority is the first traditional value to fall.(Herbert Marcuse, *Eros and Civilization: A Philosophical Inquiry to Freud* (New York: Vintage 1955, 88).

25. John L. Locke, *The De-Voicing of Society: Why We Don’t Talk to Each Other Anymore* (New York: Simon & Schuster, 1998), 19.

26. The only reason people give as to why they use media technology is because of its convenience, it is easier to send an email or text than write a letter and use a postage stamp. However, ease of use and convenience shows lack of understanding as well as accountability. “I use it because it is easy” is hardly a thought-out moral defense for one’s action! And here is where the trap lies for all of us. The history of technology demonstrates that convenient and pervasive use over time slowly turns into necessity. What was once done because it was so easy to do, eventually must be done. TV, computer and most recently the cell phone, these technologies never appeared as necessities but convenience, but now they are irresistible necessities. Convenience turns into necessity because it was so easy to send a text, or email, we have forgotten how to communicate in any other way, or refuse to relearn those old ways. Convenience dulls the spirit and numbs the mind, producing stupidity and apathy by removing all other practices from our intellectual horizon. Beware of anything thing that looks so easy, it is nothing more than a hook to necessity. The old saying, “If it sounds too good to be true it probably is,” applies to technology as well. “Whatever appears to make your life easier right now in the long run may make it more difficult.” Convenience turns into habit, habit turns into need, need turns into addiction.

27. The friendships forged in traditional institutions create the social support network for an individual throughout his professional career. As an online professor I did not know how to write a letter of recommendation for a student I have never met in person. Education has become so dominated by technical learning, all students in essence are studying to be engineers in their field whether teachers, medical practitioners, social workers etc.; they are taught efficient methods as administrators or managers of large groups of people.

28. Martin Heidegger, *Being and Time* (San Francisco: Harper and Row, 1962).

29. Quoted in Locke, *The De-Voicing of Society*, 43.

30. Ellul, *The Humiliation of the Word*, 122. "Even more, it [the camera] keeps me from proceeding to cultural assimilation, because these two steps can be taken only in a state of availability and lack of preoccupation with other matters – a state of "being there." (Ibid).

31. In line with Baudrillard thesis on the orders of simulacra, popular cell phone use, namely texting, demonstrates regressive effects of the latter stage of simulacra: metastasis or reversal of effects. It is quite common to see people texting and even preferring texting to any other mode of communication, especially phone calling, when it is obviously easier to call and talk than it is to text, time wise and in terms of context and amount of content necessary for successful conversation, yet texting is preferred because of its impersonal nature; people prefer the harder task of texting because it is impersonal, however, impersonal communication is less effective to the point of communication.

32. *Radio Times* (January 2016). Hawking said bluntly, "I think the development of full artificial intelligence could spell the end of the human race." Quoted in "Rise of the Machines"

in the *Dallas Morning News* Sunday, February 14, 2016, 1P. Recognizing and controlling the dangers of progress is a call for limits and boundaries to technological acceleration possible only through negation.

33. The fear of living without the necessity that controls us reveals the modern condition of technological determinism. In confronting determinism we must appeal to "the individual's sense of responsibility . . . the first act of freedom, is to become aware of the necessity" (Ellul, *The Technological Society*, xxxiii).

Necessity (whatever we fear we cannot live without) is always a limitation placed on human nature, such as the basic biological needs to eat and sleep. Necessity limits freedom and therefore power and ability. Death is also a necessity, without which new life and growth cannot take place. However, death is the last enemy, which is defeated finally in the resurrection of the saints (1 Corinthians 15:50-58). To believe as Transhumanists do that death can be overcome through technological enhancement can only result in abomination. Professor of Computer Science Matthew Dickerson prophetically asks, what if the Transhuman "transformation is based on something that is not true? What will we be transformed into?" (*The Mind and the Machine: What it Means to be Human and Why it Matters*, Grand Rapids, MI: Brazos Press, 2011), xiv.

34. A campaign to "JUST SAY NO!" to further technological advance that threatens human existence, such as artificial intelligence, must be a collective effort for the entire human race, but begins with our own personal individual choices in limiting technological use, i.e. TV, computer, cell phone, and automobiles, and set boundaries to consumption on all consumer products. Resist the digitalization of traditional life through technological transfer of community to the online medium. Despite the convenience of a total online education it is unconscionable and detrimental if online students never

encounter a real college classroom, talk face to face with a professor and argue in group discussion with peers. Likewise, the church cannot remain the Body of Christ by shunting its responsibilities to parishioners, new members and seekers by declaring online and televised services equal to a live one. “Do not forsake the assembly of yourselves together” (Hebrews 10:25) prohibits a total digitalization of Christian worship and community. Christ said, “Where two or three have gathered in my name, I am there in the midst of them” (Matthew 18:20). The bodily presence necessary for community conveyed in these passages must not be allegorized by techno-gnostics who equate physical isolation in front of an electric screen to be “just as good” as being there.

35. We are enslaved to what we fear we cannot live without whether it be money, sex or technology. The rich young ruler did not follow Christ because he could not imagine life without his wealth, the security, comfort and power it bestowed was greater than the promise of eternal life through Jesus Christ. “Children, how hard it is for those who trust in riches to enter the kingdom of God” (Mark 10:24). The disciples were in shock at Jesus’ utter intolerance to devotion to anything other than God: “You cannot serve God and money [technology, power]” (Matthew 6:24). Knowing their own attachment to wealth, they despaired, “Who then can be saved?” (Mark 10:26). It appears impossible to give up what we fear we cannot live without. “What shall we eat? What shall we drink? What shall we wear?” (Matthew 6:25); the perennial anxiety and pursuit of the faithless and fearful enslaved to material (bodily) necessity; “Is not life more than food and the body more than clothing [enhancement]?” (Matthew 6:25). “For after all these things the Gentiles [unregenerate] seek” (Matthew 6:32). “But Lord Jesus, we cannot live without cell phones and computers, any more than we can live without money! Get real, be reasonable—Lord you are asking the impossible of mortal sinners.” And Jesus agrees, “With people it is impossible, but not with God; for all things are possible with God” (Mark

10:27).

36. Louis Armstrong – *What A Wonderful World* Lyrics | MetroLyrics

37. Ellul, *The Technological Society*, xxxi.

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The Technological Simulacra [no footnotes]

What Saccharine is to Sugar, or The Technological Simulacra: On the Edge of Reality and Illusion

"Anyone wishing to save humanity today must first of all save the word." – Jacques Ellul

Simulacra

Aerosmith sings a familiar tune:

"There's something wrong with the world today,
I don't know what it is,
there's something wrong with our eyes,
we're seeing things in a different way
and God knows it ain't [isn't] his;
there's melt down in the sky. We're living on the edge."

What saccharine is to sugar, so the technological simulacra is to nature or reality—a technological replacement, purporting itself to be better than the original, more real than reality, sweeter than sugar: hypersugar.

This article with footnotes

Simulacra, (*Simulacrum,* Latin, pl., *likeness, image, to simulate*): or simulation, the term, was adapted by French social philosopher Jean Baudrillard (1929-2007) to express his critical interpretation of the technological transformation of reality into hyperreality. Baudrillard's social critique provided the premise for the movie *The Matrix* (1999). However, he was made famous for declaring that the Gulf War never happened; TV wars are not a reflection of reality but projections (recreations) of the TV medium.

Simulacra reduces reality to its lowest point or one-dimension and then recreates reality through attributing the highest qualities to it, like snapshots from family vacation. When primitive people refuse to have their picture taken because they are afraid that the camera
steals their souls, they are resisting simulacra. The camera snaps a picture and recreates the image on paper or a digital medium; it then goes to a photo album or a profile page. Video highlights amount to the same thing in moving images; from three dimensions, the camera reduces its object to soulless one-dimensional fabrication.

Simulacra does not end with the apparent benign pleasures of family vacation and media, although media represents its most recent stage. Simulacra includes the entire technological environment or complex, its infrastructure, which acts as a false "second nature" superimposed over the natural world, replacing it with a hyperreal one, marvelously illustrated in the movie *Terminator 2: Judgment Day* (1991). As liquid metal conforms itself to everything it touches, it destroys the original.

Humanity gradually replaces itself through recreation of human nature by technological enhancements, making the human race more adaptable to machine existence, ultimately for the purpose of space exploration. Transhumanists believe that through the advancements in genetic engineering, neuropharmaceuticals (experimental drugs), bionics, and artificial intelligence it will redesign the human condition in order to achieve immortality. “Humanity+,” as Transhumanists say, will usher humanity into a higher state of being, a technological stairway to heaven, “glorification,” “divinization” or “ascendency”in theological terms.

God made man in his own image and now mankind remakes himself in the image of his greatest creation (image), the computer. If God’s
perfection is represented by the number seven and man’s imperfection by the number six, then the Cyborg will be a five according to the descending order of being; the creature is never equal or greater than the creator but always a little lower.{9}

Glorious Reduction!

www.probe.org/machinehead-from-1984-to-the-brave-new-world-order-and-beyond/

Hyperreality

An old tape recording commercial used to say, “Is it real or is it Memorex?” By championing the superiority of recording to live
performance the commercial creates hyperreality, a reproduction of an original that appears more real than reality, a replacement for reality with a reconstructed one, purported to be better than the original.

Disneyland serves as an excellent example by creating a copy

of reality remade in order to substitute for reality; it confuses reality
with an illusion that appears real, “more real than real.” Disney anesthetizes the imagination, numbing it against reality, leaving spectators with a false or fake impression. Main Street plays off an idealized past. The technological reconstruction leads us to believe that the illusion “can give us more reality than nature can.”

Hyperreality reflects a media dominated society where “signs and symbols” no longer reflect reality but are manipulated by their
users to mean *whatever*. Signs recreate reality to achieve the opposite effect (metastasis); for example, in Dallas I must travel west on Mockingbird Lane in order to go to East Mockingbird Lane. Or, Facebook invites social participation when no actual face to face conversation takes place.

Hyperreality creates a false perception of reality, the glorification of reduction that confuses fantasy for reality, a proxy reality
that imitates the lives of movie and TV characters for real life. When reel life in media becomes real life outside media we have entered the high definition, misty region—the Netherlands of concrete imagination—hyperreality!

Hyperreality goes beyond escapism or simply “just entertainment.” If that was all there was to it, there would be no deception or
confusion, at best a trivial waste of time and money. Hyperreality is getting lost in the pleasures of escapism and confusing the fantasy world for the real one, believing that fantasy is real or even better than reality. Hyperreality results in the total inversion of society through technological sleight of hand, a cunning trick, a sorcerer’s illusion transforming the world into a negative of itself, into its opposite, then calling it progress.

Hyperreality plays a trick on the mind, a self-induced hypnotism on a mass scale, duping us by our technological recreation into
accepting a false reality as truth. Like Cypher from the movie *The Matrix* who chose the easy and pleasant simulated reality over the harsh conditions of the "desert of the real" in humanity's fictional war against the computer, he chose to believe a lie instead of the truth.

The Devil is a Liar

A lie plays a trick on the mind, skillfully crafted to deceive through partial omission or concealment of the truth. The lie is the
devil's (devil means liar) only weapon, always made from a position of inferiority and weakness (Revelation 20:3, 8). A lie never stands on its own terms as equal to truth; it does not exist apart from twisting (recreating) truth. A lie never contradicts the truth by standing in opposition to it.

A lie is not a negative (no) or a positive (yes), but obscures one or the other. It adds by revealing what is not there—it subtracts by concealing what is there. A lie appears to be what is not and hides what it really is. "Satan disguises himself as an angel of light" (2 Corinthians 11:14).

A lie does not negate (contradict) or affirm truth. Negation (No) establishes affirmation (Yes). Biblically speaking, the no comes
before the yes—the cross then the resurrection; law first, grace second. The Law is no to sin (disobedience); the Gospel is yes to faith (obedience). Truth is always a synthesis or combination between God's no in judgment on sin and His yes in grace through faith in Jesus Christ. "For the Law was given through Moses; grace and truth were realized through Jesus Christ" (John 1:17). Law without grace is legalism; grace without law is license.

www.probe.org/law-and-grace-combating-the-american-heresy-of-pelagianism/

The devil's lie adds doubt to the promise of God; "Indeed, has God said, 'you shall not eat from any tree of the garden'?"(Genesis 3:1
NASB) It hides the promise of certain death; "You surely will not die" (Genesis 3:4). The serpent twists knowledge into doubt by turning God's imperative, "Don't eat!" into a satanic question "Don't eat?"

But it is Eve who recreates the lie in her own imagination. "When the woman saw that the tree was good for food, and that it was a delight to the eyes, and that the tree was desirable to make one wise, she took from its fruit and ate; and she gave also to her husband with her, and he ate" (Genesis 3:6).

Sight incites desire. We want what we see (temptation). Eve was tempted by "the lust of the eyes" (1 John 2:16) after seeing the fruit, then believed the false promise that it would make her wise. "She sees; she no longer hears a word to know what is good, bad or true." Eve fell victim to her own idolatrous faith in hyperreality that departed from the simple trust in God's word.

The Void Machine

Media (television, cell phone, internet, telecommunications) is a void machine. In the presence of a traditional social milieu, such as family, church or school, it will destroy its host, and then reconstruct it in its own hyperreal image (Simulacra). Telecommunication technology is a Trojan Horse for all traditional institutions that accept it as pivotal to their "progress," except prison or jail. The purpose of all institutions is the promotion of values or social norms, impossible through the online medium.

Media at first appears beneficial, but this technology

transforms the institution and user into a glorified version of itself. The personal computer, for example, imparts values not consistent with the mission of church or school, which is to bring people together in mutual support around a common goal or belief for learning and spiritual growth (community). This is done primarily through making friends and forming meaningful relationships, quite simply by people talking to each other. Values and social norms are only as good as the people we learn them from. Values must be embodied in order to be transmitted to the next generation.

Talking as the major form of personal communication is disappearing. Professor of Communications John L. Locke noted that "Intimate
talking, the social call of humans, is on the endangered species list." People prefer to text, or phone. Regrettably, educational institutions such as high schools and universities are rapidly losing their relevance as traditional socializing agents where young people would find a potential partner through like interests or learn a worldview from a mentor. What may be gained in convenience, accessibility or data acquisition for the online student is lost in terms of the social bonds necessary for personal ownership of knowledge, discipline and character development.

An electronic community is not a traditional community of persons who meet face to face, in person, in the flesh where they establish
personal presence. Modern communication technologies positively destroy human presence. What philosopher Martin Heidegger called *Dasein*, "being there," (embodiment or incarnation) is absent. As Woody Allen put it, "90 percent of life is showing up." The presence of absence marks the use of all electronic communication technology. Ellul argued, "The simple fact that I carry a camera [cell phone] prevents me from grasping everything in an overall perception." The camera like the cell phone preoccupies its users, creating distance

between himself and friends. The cellphone robs the soul from its users, who must exchange personal presence for absence; the body is there tapping away, but not the soul! The cell phone user has become a void!

The Power of Negative Thinking

According to popular American motivational speakers, the key to unlimited worldly wealth, success and happiness is in the power of
positive thinking that unleashes our full potential; however, according to obscure French social critics the key to a meaningful life, lived in freedom, hope and individual dignity is in the power of negative thinking that brings limits, boundaries, direction and purpose.

Negativity gives birth to freedom, expanding our spiritual horizons with possibilities and wise choices, which grounds faith, hope and
love in absolute truth, giving us self-definition greater than our circumstances, greater than reality of the senses. To freely choose in love one's own path, identity and destiny is the essence of individual dignity.

According to French social critics Jacques Ellul and Herbert Marcuse, freedom is only established in negation that provides limits
and boundaries, which tells us who we are. Technological hyperreality removes all natural and traditional limits in the recreation of humanity in the image of the cyborg. The transhuman transformation promises limitless potential at the expense of individual freedom, personal identity and ultimately human dignity and survival.

www.probe.org/into-the-void-the-coming-transhuman-transformation/

All limitless behavior ends in self-destruction. Human

extinction looms over the technological future, like the Sword of Damocles,
threatening humanity's attempt to refit itself for immortality in a grand explosion (nuclear war), a slow poisoning (ecocide) or suicidal regressive technological replacement. Stephen Hawking noted recently that technological progress threatens humanity's survival with nuclear war, global warming, artificial intelligence and genetic engineering over the course of the next 100 years. Hawking stated, "We are not going to stop making progress, or reverse it, so we must [recognize] the dangers and control them."

In asserting "NO!" to unlimited technological advance and establishing personal and communal limits to our use of all technology,
especially the cell phone, computer and TV, we free ourselves from the technological necessity darkening our future through paralyzing the will to resist.

After we "JUST SAY NO!" to our technological addictions, for instance, after a sabbatical fast on Sunday when the whole family turns off their electronic devices, and get reacquainted, a new birth of freedom will open before us teeming with possibilities. We will face unmediated reality in ourselves and family with a renewed hope that by changing our personal worlds for one day simply by pushing the off button on media technology we can change the future. Through a weekly media fast (negation) we will grow faith in the power of self-control by proving that we can live more abundant lives without what we once feared absolute necessity, inevitable and irresistible. "All things are possible with God" (Mark 10: 27). When we exchange our fear of idols for faith in the Living God the impossible becomes possible and our unlimited potential is released that will change the world forever!

I see trees of green, red roses, too,
I see them bloom, for me and you
And I think to myself

What a wonderful world.

I see skies of blue, and clouds of white,
The bright blessed day, the dark sacred night
And I think to myself
What a wonderful world.

The colors of the rainbow, so pretty in the sky,
Are also on the faces of people going by.
I see friends shaking hands, sayin', "How do you do?"
They're really sayin', "I love you."

I hear babies cryin'. I watch them grow.
They'll learn much more than I'll ever know
And I think to myself
What a wonderful world.

"[I]f man does not pull himself together and assert himself . . . then things will go the way I describe [cyborg condition]." – Jacques Ellul

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"How Do I Get Over False Guilt About Watching Profanity on TV?"

I had/have a conviction to not listen to TV profanity. So I bought a TV Guardian (a device which blocks out all of TV profanity). I was so happy, problem solved. However, I still sense a somewhat deep sense of guilt. I believe I am struggling with false guilt, because I am feeling guilty for doing something (using a TV Guardian) which I know to be godly

and just. Is this a fair assessment? If so, how do I cure false guilt?

I applaud your desire not to expose yourself to profane language. That's commendable. Further, you took steps to ensure. That desire is for holiness and let me affirm that.

The fact that you feel guilty about it is difficult for me to assess without knowing precisely what it is you feel guilty about, or why. Answering these questions will help you determine whether your guilt is in fact false guilt, as you put it, or just good old fashioned conviction from the Holy Spirit.

Probe's president Kerby Anderson wrote an article on False Guilt which explores these very issues and can help you answer just such questions. Check it out. I pray it will bless you. I hope this is helpful

Praying for you,

Paul Rutherford

Thank you. Somebody else pointed out to me that maybe the problem is that I am remembering a little of the profanity. You see, I used to watch some of the same shows with no filter. God convicted me so I bought a TV Guardian. However, since I had already watched the shows without the Guardian I can still remember some of the curse words. What should I do?

Hi _____,

Allow me to "jump in" here and try to help you a bit. I think Paul did a good job of counseling you.

After reading your follow up to his response, I sense an uneasy pattern may be at work in you: a need to perform holiness for God and not mess up. This could be the root of the problem you are having—not understanding very fully the grace God offers.

Rather than focus on the curse words that you recall (or that fact that you recall them, which is no surprise, since God's forgiveness does not mean He gives us a lobotomy), it would be more fruitful to concentrate on the enabling of God's Holy Spirit for any believer to experience and live out holiness in our lives. It's a subtle shift to talk about, but profoundly different in effect.

How might this look in your situation? Try applying some biblical principles to your thinking:

- *Make your mind up to fill it (your mind) with Scripture—the holy words of life. Read Scripture daily like your life depends on it (your spiritual life and health DO depend on it), but it's not to get favor with God. That's already yours if you put your faith in Him—Jesus took care of our relationship with His Father.*

- *John 15:3-5 says, "Already you are clean because of the word that I have spoken to you. Abide in me, and I in you. As the branch cannot bear fruit by itself, unless it abides in the vine, neither can you, unless you abide in me. I am the vine; you are the branches. Whoever abides in me and I in him, he it is that bears much fruit, for apart from me you can do nothing." So, if you have believed in Jesus to forgive your sin and keep you from everlasting punishment that we all deserve, you are clean. He said so. Act like you believe it and move on.*

- *Abide in Christ (live, breathe, think about, aim your life at and depend on Him for everything). This doesn't mean you lay down and expect Him to do your living out of faith for you, but it means you have no confidence in yourself to either care about sin or defeat it. It's He who works in you to make you holy. (Notice those two verses linked to above are back-to-back in the same thought. You cooperate with God's work in your life by letting Him work and doing your*

part.) Your job is to let him, to yield, to put to death (stop feeding) the flesh. Getting TV Guardian seems like a great step—but it's Christ who has to work out the memories, etc. for believers.

• Speaking of memories of images (sexual or otherwise), curses / cuss words, violence, ungodly things, here is something that is effective for me: give them to God to bury them, to take them off your mental screen or from your mental "hearing." I base this on the verse: "We destroy arguments and every lofty opinion raised against the knowledge of God, and take every thought captive to obey Christ" (2 Corinthians 10:5). This applies a general principle to our own rebellious, fleshly thoughts that have gotten corrupted by things like bad language.

• Most of all, don't worry about it. "Don't worry about anything; instead, pray about everything. Tell God what you need, and thank him for all he has done." (Philippians 4:6, NLT)

You seem to be obsessed with "doing it right" and "not messing up" (as I would put it). This is not trust, so it's not God-centered or God-honoring—and it won't work. Ephesians 1 says, "It was for freedom that Christ set you free." You neither have to live in bondage to sin (like cursing) OR to having to keep the Law (keeping from cursing or thinking about those words). You're free to rise above all of that by living a genuinely Spirit-led holy life—believe it and learn to live it. It takes practice and you *will* fail! Go back to God, ask forgiveness for this particular failure (you've already been saved from the penalty of sin if you believe Him for that) and start all over.

Ultimately, if you cannot get past this any other way, are you willing to give up the movies—even if your TV Guardian goes

unused and you miss those fave movies? Giving them up could, for you, be part of putting the deeds of the flesh to death and picking up your cross to follow Him ("Then, calling the crowd to join His disciples, He said, 'If any of you wants to be My follower, you must turn from your selfish ways, take up your cross, and follow Me.'" —Mark 8:34)

Believe me as one who's been asked to give up various things enough times in my 35 years of walking with Christ, when the Lord leads you to give something up, it's well worth it.

I hope this provides some guidance. It goes deep. Read it and the Scripture passages many times, praying that the Lord will make things clear to you and apply them with others holding you accountable—share with mature Christians, your pastor, etc.

Praying with Paul for you, _____. Thanks for writing.

Byron Barlowe

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Sex and Violence on Television – A Christian Worldview Perspective

Kerby Anderson takes a reasoned look at the amount of sex and violence portrayed on television and comes away with a sobering understanding of the intensity of the problem. From a biblical perspective, this level of consumption of disturbing images will result in a deadening of even Christian hearts to the clear call of Scripture to a life of

purity in mind and action.

The Extent of the Problem

Is there too much sex and violence on television? Most Americans seem to think so. One survey found that seventy-five percent of Americans felt that television had "too much sexually explicit material." Moreover, eighty-six percent believed that television had contributed to "a decline in values."{1} And no wonder. Channel surfing through the television reveals plots celebrating premarital sex, adultery, and even homosexuality. Sexual promiscuity in the media appears to be at an all-time high. A study of adolescents (ages twelve to seventeen) showed that watching sex on TV influences teens to have sex. Youths were more likely to initiate intercourse as well as other sexual activities.{2}

A study by the Parents Television Council found that prime time network television is more violent than ever before. In addition, they found that this increasing violence is also of a sexual nature. They found that portrayals of violence are up seventy-five percent since 1998.{3}

The study also provided expert commentary by Deborah Fisher, Ph.D. She states that children, on average, will be exposed to a thousand murders, rapes, and assaults per year through television. She goes on to warn that early exposure to television violence has "consistently emerged as a significant predictor of later aggression."{4}

A previous study by the Parents Television Council compared the changes in sex, language, and violence between decades. The special report entitled *What a Difference a Decade Makes* found many shocking things.{5}

First, on a per-hour basis, sexual material more than tripled in the last decade. For example, while references to homosexuality were once rare, now they are mainstream. Second,

the study found that foul language increased five-fold in just a decade. They also found that the intensity of violent incidents significantly increased.

These studies provide the best quantifiable measure of what has been taking place on television. No longer can defenders of television say that TV is “not that bad.” The evidence is in, and television is more offensive than ever.

Christians should not be surprised by these findings. Sex and violence have always been part of the human condition because of our sin nature (Romans 3:23), but modern families are exposed to a level of sex and violence that is unprecedented. Obviously, this will have a detrimental effect. The Bible teaches that “as a man thinks in his heart, so is he” (Proverbs 23:7, KJV). What we see and hear affects our actions. And while this is true for adults, it is especially true for children.

Television’s Impact on Behavior

What is the impact of watching television on subsequent behavior? There are abundant studies which document that what you see, hear, and read does affect your perception of the world and your behavior.

The American Academy of Pediatrics in 2000 issued a “Joint Statement on the Impact of Entertainment Violence on Children.” They cited over one thousand studies, including reports from the Surgeon General’s office and the National Institute of Mental Health. They say that these studies “point overwhelmingly to a causal connection between media violence and aggressive behavior in some children.”{6}

In 1992, the American Psychological Association concluded that forty years of research on the link between TV violence and real-life violence has been ignored, stating that “the ‘scientific debate is over’ and calling for federal policy to

protect society."{7}

A 1995 poll of children ten to sixteen years of age showed that children recognize that "what they see on television encourages them to take part in sexual activity too soon, to show disrespect for their parents, [and] to lie and to engage in aggressive behavior." More than two-thirds said they are influenced by television; seventy-seven percent said TV shows too much sex before marriage, and sixty-two percent said sex on television and in movies influences their peers to have sexual relations when they are too young. Two-thirds also cited certain programs featuring dysfunctional families as encouraging disrespect toward parents.

The report reminds us that television sets the baseline standard for the entire entertainment industry. Most homes (ninety-eight percent) have a television set. And according to recent statistics, that TV in the average household is on more than eight hours each day.{8}

By contrast, other forms of entertainment (such as movies, DVDs, CDs) must be sought out and purchased. Television is universally available, and thus has the most profound effect on our culture.

As Christians we need to be aware of the impact television has on us and our families. The studies show us that sex and violence on TV can affect us in subtle yet profound ways. We can no longer ignore the growing body of data that suggests that televised imagery does affect our perceptions and behaviors. So we should be concerned about the impact television (as well as other forms of media) has on our neighbors and our society as a whole.

Sex on Television

Most Americans believe there is too much sex on television. A survey conducted in 1994 found that seventy-five percent of

Americans felt that television had “too much sexually explicit material.” Moreover, eighty-six percent believed that television had contributed to “a decline in values.”{9} As we documented earlier, sexual promiscuity on television is at an all-time high.

I have previously written about the subject of pornography and talked about the dangerous effects of sex, especially when linked with violence.{10} Neil Malamuth and Edward Donnerstein document the volatile impact of sex and violence in the media. They say, “There can be relatively long-term, anti-social effects of movies that portray sexual violence as having positive consequences.”{11}

In a message given by Donnerstein, he concluded with this warning and observation: “If you take normal males and expose them to graphic violence against women in R-rated films, the research doesn’t show that they’ll commit acts of violence against women. It doesn’t say they will go out and commit rape. But it does demonstrate that they become less sensitized to violence against women, they have less sympathy for rape victims, and their perceptions and attitudes and values about violence change.”{12}

It is important to remember that these studies are applicable not just to hard-core pornography. Many of the studies used films that are readily shown on television (especially cable television) any night of the week. And many of the movies shown today in theaters are much more explicit than those shown just a few years ago.

Social commentator Irving Kristol asked this question in a *Wall Street Journal* column: “Can anyone really believe that soft porn in our Hollywood movies, hard porn in our cable movies and violent porn in our ‘rap’ music is without effect? Here the average, overall impact is quite discernible to the naked eye. And at the margin, the effects, in terms most notably of illegitimacy and rape, are shockingly visible.”{13}

Christians must be careful that sexual images on television don't conform us to the world (Rom. 12:2). Instead we should use discernment. Philippians 4:8 says, "Finally, brothers, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable, if anything is excellent or praiseworthy, think about such things."

Sex on television is at an all-time high, so we should be even more careful to screen what we and our families see. Christians should be concerned about the images we see on television.

Violence on Television

Children's greatest exposure to violence comes from television. TV shows, movies edited for television, and video games expose young children to a level of violence unimaginable just a few years ago. The American Psychological Association says the average child watches eight thousand televised murders and one hundred thousand acts of violence before finishing elementary school.{14} That number more than doubles by the time he or she reaches age eighteen.

At a very young age, children are seeing a level of violence and mayhem that in the past may have been seen only by a few police officers and military personnel. TV brings hitting, kicking, stabbings, shootings, and dismemberment right into homes on a daily basis.

The impact on behavior is predictable. Two prominent Surgeon General reports in the last two decades link violence on television and aggressive behavior in children and teenagers. In addition, the National Institute of Mental Health issued a ninety-four page report, *Television and Behavior: Ten Years of Scientific Progress and Implications for the Eighties.* They found "overwhelming" scientific evidence that "excessive"

violence on television spills over into the playground and the streets.{15} In one five-year study of 732 children, “several kinds of aggression, conflicts with parents, fighting and delinquency, were all positively correlated with the total amount of television viewing.”{16}

Long-term studies are even more disturbing. University of Illinois psychologist Leonard Eron studied children at age eight and then again at eighteen. He found that television habits established at the age of eight influenced aggressive behavior throughout childhood and adolescent years. The more violent the programs preferred by boys in the third grade, the more aggressive their behavior, both at that time and ten years later. He therefore concluded that “the effect of television violence on aggression is cumulative.”{17}

Twenty years later Eron and Rowell Huesmann found the pattern continued. He and his researchers found that children who watched significant amounts of TV violence at the age of eight were consistently more likely to commit violent crimes or engage in child or spouse abuse at thirty.{18} They concluded that “heavy exposure to televised violence is one of the causes of aggressive behavior, crime and violence in society. Television violence affects youngsters of all ages, of both genders, at all socioeconomic levels and all levels of intelligence.”{19}

Violent images on television affect children in adverse ways and Christians should be concerned about the impact.

Biblical Perspective

Television is such a part of our lives that we often are unaware of its subtle and insidious influence. Nearly every home has a television set, so we tend to take it for granted and are often oblivious to its influence.

I’ve had many people tell me that they watch television, and

that it has no impact at all on their worldview or behavior. However the Bible teaches that “as a man thinks in his heart, so is he” (Proverbs 23:7). What we view and what we think about affects our actions. And there is abundant psychological evidence that television viewing affects our worldview.

George Gerbner and Larry Gross, working at the Annenberg School of Communications in the 1970s, found that heavy television viewers live in a scary world. “We have found that people who watch a lot of TV see the real world as more dangerous and frightening than those who watch very little. Heavy viewers are less trustful of their fellow citizens, and more fearful of the real world.”{20} Heavy viewers also tended to overestimate their likelihood of being involved in a violent crime. They defined heavy viewers as those adults who watch an average of four or more hours of television a day. Approximately one-third of all American adults fit that category.

And if this is true of adults, imagine how television violence affects children’s perceptions of the world. Gerbner and Gross say, “Imagine spending six hours a day at the local movie house when you were twelve years old. No parent would have permitted it. Yet, in our sample of children, nearly half of the twelve-year-olds watch an average of six or more hours of television per day.” This would mean that a large portion of young people fit into the category of heavy viewers. Their view of the world must be profoundly shaped by TV. Gerbner and Gross therefore conclude, “If adults can be so accepting of the reality of television, imagine its effect on children. By the time the average American child reaches public school, he has already spent several years in an electronic nursery school.”{21}

Television viewing affects both adults and children in subtle ways. We must not ignore the growing body of data that suggests that televised imagery does affect our perceptions and behaviors. Our worldview and our subsequent actions are

affected by what we see on television. Christians, therefore, must be careful not to let television conform us to the world (Romans 12:2), but instead should develop a Christian worldview.

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Media and Discernment

We live in the midst of a media storm, and Christians need to develop discernment in their consumption of various media (TV, movies, music, videos, computer, etc).

Media Exposure

We live in the midst of a media storm. Every day we are confronted by more media messages than a previous generation could even imagine.

For example, more homes have TV sets (98 percent) than have indoor plumbing. In the average home the television set is on for more than six hours a day. Children spend more time

watching television than in any other activity except sleep.{1} Nearly half of elementary school children and 60 percent of adolescents have television sets in their bedrooms.{2}

But that is just the beginning of the media exposure we encounter. The *Journal of the American Medical Association* estimates that the average teenager listens to 10,500 hours of music during their teen years.{3} Families are watching more movies than every before since they can now watch them on cable and satellite and rent or buy movies in video and DVD format.

The amount of media exposure continues to increase every year. Recent studies of media usage reveal that people spend more than double the time with media than they think they do. This amounts to nearly twelve hours a day total. And because of media multitasking, summing all media use by medium results in a staggering fifteen hours per day.{4}

Student use of the Internet has been increasing to all-time levels. A study done at the University of Massachusetts at Amherst found the following:{5}

- Nearly 90 percent of the students access the Internet every day.
- Students spent over ten hours per week using IM (instant messaging).
- Those same students spent over twenty-eight hours per week on the Internet.
- Nearly three-fourths spent more time online than they intended.

In addition to concerns about the quantity of media input are even greater concerns about the quality of media input. For example, the average child will witness over 200,000 acts of violence on television, including 16,000 murders before he or she is 18 years old. And consider that the average child views

30,000 commercials each year.

A study of adolescents (ages 12-17) showed that watching sex on TV influences teens to have sex. Youths were more likely to initiate intercourse as well as other sexual activities.{6}

Over 1000 studies (including reports from the Surgeon General's office and the National Institute of Mental Health) "point overwhelmingly to a causal connection between media violence and aggressive behavior in some children."{7}

To put it simply, we are awash in media exposure, and there is a critical need for Christians to exercise discernment. Never has a generation been so tempted to conform to this world (Rom. 12:1-2) because of the growing influence of the proliferating forms of media.

Biblical Discernment

Although the Bible does not provide specific instructions about media (you can't find a verse dealing with television, computers, or DVDs), it nevertheless provides broad principles concerning discernment.

For example, the apostle Paul in 2 Timothy 2:22 instructs us to "Flee from youthful lusts." We should stay away from anything (including media) that inflames our lust. Paul also goes on to say that in addition to fleeing from these things, we should also "pursue righteousness, faith, love and peace." We should replace negative influences in our life with those things which are positive.

Paul says in Colossians 3:8, "But now you must rid yourselves of all such things as these: anger, rage, malice, slander, and filthy language from your lips." Now, does that mean you could never read something that has anger or rage or slander in it? No. After all, the Bible has stories of people who manifest those traits in their lives.

What Paul is saying is that we need to rid ourselves of such things. If the input into our lives (such as through media) manifests these traits, then a wise and discerning Christian would re-evaluate what is an influence in his or her life.

Paul tells us in Philippians 4:8, “Finally, brothers, whatever is true, whatever is noble, whatever is right, whatever is pure, whatever is lovely, whatever is admirable—if anything is excellent or praiseworthy—think about such things.” We should focus on what is positive and helpful to our Christian walk.

We are also admonished in Romans 13:13 to “behave decently as in the daytime, not in orgies and drunkenness, not in sexual immorality and debauchery, not in dissension and jealousy.”

As Christians, we should develop discernment in our lives. We can do this in three ways: stop, listen, and look. Stop what you are doing long enough to evaluate the media exposure in your life. Most of us just allow media to wash over us everyday without considering the impact it is having on us.

Second, we should listen. That is, we should give attention to what is being said. Is it true or false? And what is the message various media are bringing into our lives?

Finally, we should look. We need to look at the consequences of media in our lives. We should rid ourselves of influences which are negative and think on those things which are positive.

Worldview of the News Media

Of all the forms of media, the news media have become a primary shaper of our perspective on the world. Also, the rules of journalism have changed in the last few decades. It used to be assumed that reporters or broadcasters would attempt to look at events through the eyes of the average reader or viewer. It was also assumed that they would not use

their positions in the media to influence the thinking of the nation but merely to report objectively the facts of an event. Things have changed dramatically in the news business.

The fact that people in the media are out of step with the American people should be a self-evident statement. But for anyone who does not believe it, there is abundant empirical evidence to support it.

Probably the best-known research on media bias was first published in the early 1980s by professors Robert Lichter and Stanley Rothman. Their research, published in the journal *Public Opinion*{8} and later collected in the book *The Media Elite,*{9} demonstrated that reporters and broadcasters in the prestige media differ in significant ways from their audiences.

They surveyed 240 editors and reporters of the media elite—*New York Times*, *Washington Post*, *Time*, *Newsweek*, ABC, NBC, and CBS. Their research confirmed what many suspected for a long time: the media elite are liberal, secular, and humanistic.

People have always complained about the liberal bias in the media. But what was so surprising is how liberal members of the media actually were. When asked to describe their own political persuasion, 54 percent of the media elite described themselves as left of center. Only 19 percent described themselves as conservative. When asked who they voted for in presidential elections, more than 80 percent of them always voted for the Democratic candidate.

Media personnel are also very secular in their outlook. The survey found that 86 percent of the media elite seldom or never attend religious services. In fact, 50 percent of them have no religious affiliation at all.

This bias is especially evident when the secular press tries to cover religious events or religious issues. Most of them do not attend church, nor do they even know people who do.

Instead, they live in a secularized world and therefore tend to underestimate the significance of religious values in American lives and to paint anyone with Christian convictions as a "fundamentalist."

Finally, they also found that the news media was humanistic in their outlook on social issues. Over 90 percent of the media elite support a woman's so-called "right to abortion" while only 24 percent agreed or strongly agreed that "homosexuality is wrong."

For a time, members of the media elite argued against these studies. They suggested that the statistical sample was too small. But when Robert Lichter began to enumerate the 240 members of the news media interviewed, that tactic was quickly set aside. Others tried to argue that, though the media might be liberal, secular, and humanistic, it did not affect the way the press covered the news. Later studies by a variety of media watchdogs began to erode the acceptance of that view.

A second significant study on media bias was a 1996 survey conducted by the Freedom Forum and the Roper Center.{10} Their survey of 139 Washington bureau chiefs and congressional correspondents showed a decided preference for liberal candidates and causes.

The journalists were asked for whom they voted in the 1992 election. The results were these: 89 percent said Bill Clinton, 7 percent George Bush, 2 percent Ross Perot. But in the election, 43 percent of Americans voted for Clinton and 37 percent voted for Bush.

Another question they were asked was, "What is your current political affiliation?" Fifty percent said they were Democrats, 4 percent Republicans. In answer to the question, "How do you characterize your political orientation?" 61 percent said they were liberal or moderately liberal, and 9 percent were conservative or moderately conservative.

The reporters were also asked about their attitudes toward their jobs. They said they see their coverage of news events as a mission. No less than 92 percent agreed with the statement, “Our role is to educate the public.” And 62 percent agreed with the statement, “Our role is sometimes to suggest potential solutions to social problems.”

A more recent survey by the Pew Research Center further confirms the liberal bias in the media. They interviewed 547 media professionals (print, TV, and radio) and asked them to identify their political perspective. They found that 34 percent were liberal and only 7 percent were conservative. This compares to 20 percent of Americans who identify themselves as liberal and 33 percent who define themselves as conservative.{11}

It is also worth questioning whether a majority of media professionals who labeled themselves as moderate in the survey really deserve that label. John Leo, writing for *U.S. News and World Report*, says that it has been his experience “that liberal journalists tend to think of themselves as representing the mainstream, so in these self-identification polls, moderate usually translates to liberal. On the few social questions asked in the survey, most of the moderates sounded fairly liberal.”{12}

Once again we see the need for Christians to exercise discernment in their consumption of media.

Dealing with the Media

Christians must address the influence of the media in society. It can be a dangerous influence that can conform us to the world (Rom. 12:2). Therefore we should do all we can to protect against its influence and to use the media for good.

Christians should strive to apply the following two passages to their lives as they seek discernment concerning the media:

Philippians 4:8, which we quoted above, and Colossians 3:2–5:

> Set your minds on things above, not on earthly things. For you died, and your life is now hidden with Christ in God. When Christ, who is your life, appears, then you also will appear with him in glory. Put to death, therefore, whatever belongs to your earthly nature: sexual immorality, impurity, lust, evil desires and greed, which is idolatry.

Here are some suggestions for action.

First, control the quantity and quality of media input. Parents should set down guidelines and help select television programs at the start of the week and watch only those. Parents should also set down guidelines for movies, music, and other forms of media. Families should also evaluate the location of their television set so that it is not so easy to just sit and watch TV for long hours.

Second, watch TV with children. One way to encourage discussion with children is to watch television with them. The plots and actions of the programs provides a natural context for discussion. The discussion could focus on how cartoon characters or TV characters could solve their problems without resorting to violence. What are the consequences of violence? TV often ignores the consequences. What are the consequences of promiscuous sex in real life?

Third, set a good example. Parents should not be guilty to saying one thing and doing another. Neither adults nor children should spend long periods of time in front of a video display (television, video game, computer). Parents can teach their children by example that there are better ways to spend time.

Fourth, work to establish broadcaster guidelines. No TV or movie producer wants to unilaterally disarm all the actors on their screens for fear that viewers will watch other programs and movies. Yet many of these TV and movie producers would

like to tone down the violence, even though they do not want to be the first to do so. National standards would be able to achieve what individuals would not do by themselves in a competitive market.

Fifth, make your opinions known. Writing letters to programs, networks, and advertisers can make a difference over time. A single letter may not make a difference, but large numbers of letters can even change editorial policy. Consider joining with other like-minded people in seeking to make a difference in the media.

While the media has a tremendous potential for good, it can also have some very negative effects. Christians need wisdom and discernment to utilize the positive aspects of media and to guard against its negative effects.

Notes

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3. Elizabeth F. Brown and William R. Hendee, "Adolescents and Their Music: Insights Into the Health of Adolescents," *The Journal of the American Medical Association* 262 (September 22-29, 1989): 1659.

4. Robert A. Papper, et. al., "Middletown Media Studies," *International Digital Media & Arts Association Journal,* Vol. 1, No. 1, Spring 2004, 5.

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8. S. Robert Lichter and Stanley Rothman, "Media and Business Elites," *Public Opinion,* (October-November 1981): 42-46.

9. S. Robert Lichter, Stanley Rothman, and Linda S. Lichter, *The Media Elite* (New York: Adler and Adler, 1986).

10. S. Robert Lichter, "Consistently Liberal: But Does It Matter?" *Media Critic* (Summer 1996): 26-39.

11. "Survey: Liberals dominate news outlets: Far higher number in press than in general population," WorldNetDaily, 24 May 2004.

12. John Leo, "Liberal media? I'm shocked!" *U.S. News and World Report,* 7 June 2004, 12.

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We Are Television

Todd Kappelman makes a powerful argument for the elimination of TV from an industry insider's perspective.

This article is also available in Spanish.

In 1977 Jerry Mander wrote *Four Arguments for the Elimination of Television*, a work that has since gained a cult following. It is a voice for all of those who know that something has gone terribly wrong, and that the television is a major part

of the problem. It is not, as one might suppose, the ramblings of a Luddite or lunatic, but the careful considerations of an economics major who spent fifteen years as a partner at the prestigious advertising firm Freeman, Mander & Gossage in San Francisco. He has an insider's perspective on the advertising business and how it relates to television and the culture at large.{1}

Mander says that according to statistics in the 1970's ninety-nine percent of homes in the country already had at least one television set. On an average evening more than eighty million people would be watching television and thirty million of those would be viewing the same program. During special events approximately 100 million viewers would simultaneously be tuned in to the same broadcast.

These millions of individuals believe they have blissfully escaped into their own unique ideal world in the comforts of their living rooms, isolated from interaction with the rest of society. Mander claims that this notion is an illusion manufactured by the television industry. In reality, each individual has been manipulated into a group activity mechanically lured into the same identical viewing experience of their peers, yet isolated from all spheres of influence outside of the staged television performance. He believes that this phenomenon, which he calls the unification of experience, is a strategic tactic created and skillfully used by the advertising industry to maneuver people into a controlled environment where they can be indoctrinated with the gospel of consumerism. The individual experience dissolves into the melting pot of the media's manufactured virtual world where they visually ingest their false idea of reality and accept it as the really real. A strategy this powerful and potentially destructive certainly merits our attention as our future individuality will be altered by our participation in or resistance to the media's attempt to dominate our minds.

In this article we will examine Mander's four arguments for

the elimination of television to determine the relevance for our current culture and some possible responses. The first section considers how the media impacts our perceptions and interpretations of life experiences. The second and third arguments focus on the role of advertising in television programming and how it affects society and culture. The fourth and final arguments looks at the advertising industry's method for usurping our attention in order to dominate collective consciousness. The conclusion will challenge Christians to consider a fast or hiatus from television as an act of moral responsibility.

The Mediated Environment

In his first argument Mander asks us to examine the implications of the television viewing experience as man's removal from his natural environment to an artificial one. He holds that television programming inherently deprives man of his natural sensory experiences of taste, smell and touch, replacing them with an artificial visual and auditory experience capable of capturing our attention and altering our desires and self perceptions.

The medium of television is psychologically programmed to isolate the viewer into a kind of sensory deprivation chamber where the experience of nature is recreated into the pixel-points on our screens. For example, we "see" the grass moving but do not experience the sensations of the wind on our skin, the gentle rustling, the dampness of the ground or the scent of the blades and decomposing material underneath. Television facilitates only a visual experience that is a highly reinterpreted experience from an artificial perspective. This simulation becomes our own new reality. We abandon the natural world created by God in favor of the one recreated by man. Rather than turn off the virtual reality machine to return to the natural world and walk barefoot in the grass, we choose to return again and again to the artificially simulated sensory

deprivation chamber. Outside influences are illuminated and our environment is strategically replaced by the new television world. It is not long before the only world we know is the television world. The television news becomes our source for information, the nature program our new environment, and the sit-com and serial dramas our entertainment. The knowledge we once gained through personal experience has been reformatted into outline form, psychologically modified, packaged and delivered with a smile by the most beautiful host the advertising dollar can buy. Mander's sarcastic list of the things we learn from television will serve as an illustration of how absurd and horrible things have become.

"Mother's milk is unsanitary. Mice like cheese. Mars has life on it. Technology will cure cancer. The stars do not have influence on us. A little X-ray is okay. Mother's milk is healthy. Mars has no life on it. Technology will clean up pollution. Preservatives do not cause cancer. Swine flue vaccine is safe. Swine flu vaccine causes paralysis. Humans are the royalty of nature. We have the highest standard of living. Touching children is good for them. And so it goes."{2} After sustained quantities of television viewing it is very likely that we may find ourselves people who are blown about by every wind of doctrine and unable to distinguish fact from fiction.

Television and the Commodity Man

The television is extremely instrumental in our understanding of our natural environment. It frequently satisfies us with artificial experiences of our world and drives us to understand reality as it is spoon-fed to us through images. We know that mother's milk is good for infants not because we made our own comparisons, but because the lead story on the evening news has assured us of this fact based on the latest study from the most prominent universities and specialists.

If our understanding of the external world has been significantly altered we should also suspect that television is capable of altering our self-perspective. In *Four Arguments for the Elimination of Television* Jerry Mander argues that we have for some time treated the individual as a commodity, and now television allows this to be accomplished with an amazing efficiency.

Under a kind of spell, adults see people on television who are beautiful, driving fancy cars, live in magnificent homes, wear the best clothes, and live every imaginable life style in full autonomy and frequently without condemnation for any behavior. Adults and children both ingest media images that dictate what they should want, however it is the adults who have the power to go out and transform the world into a reality that will deliver the goods. Who it may be asked has the greater responsibility here? Television is used by the advertising agencies to create value by portraying human nature as something artificial and constructed rather than created by God. The natural state of man is characterized by those who would, or at least could, be reasonably satisfied with family, friends, and modest living accommodations. The unnatural man is a new standardized individual who wants the same cars, homes, and clothing that everyone else wants. We not only want to keep up with the Joneses who live next door, we now want to keep up with the Joneses who "live" in the television world.

The only problem with this scenario is that the real family must earn a living and pay the bills, while the television family is provided with a new Ford, clothes from The Gap, and a beautiful home that they did not purchase. We literally cannot win against, or catch up with these people. The TV generation finds itself in a never-ending quest to be remade into the image it sees on the television screen. Although it is cliche to say that "we are what we eat," it seems necessary to remind ourselves that we also are what we watch.

Man Made into a New Image

In the third argument Mander argues that the television media uses the power of the image to transform an individual into a copy of what he or she watches on television.

In a section titled *Imitating Media* Mander recounts an early experience on a first date when he kissed a girl. Having witnessed very little real life kissing, and using the television as his only guide he imitated what he had seen.{3} The media kiss became the primary model for the real. The result is that the imitation and mastery of television behavior becomes the standard by which we can judge success and failure. If a man can kiss a woman like Tom Cruise, or shoot a gun like John Wayne then he has passed the test for what a real man is according to television standards.

Like the child, the adult sees people on television who are beautiful, drive fancy cars, live in magnificent homes, wear the best clothes, and again the list continues. Adults and children ingest media images that dictate what they should want, however it is the adult that has the greatest moral responsibility and the power to initiate change.

The desire for all of these possessions is bought at a price far greater than the mere dollars used to purchase them. Parents frequently work long hard hours at jobs they dislike in order to provide such luxuries while they drown in massive consumer debt. This workaholic syndrome leads to strained family relationships and divorce. The failure to achieve the kind of computerized synthesized beauty found in the television world is viewed as a tragedy so profound that young and old alike resort to eating disorders, develop neurosis, and practice self-medication in order to cope.

As children watch television they become products of an image factory that tells them how to behave toward their parents and peers. They are also told what to want, what to ask for, what

to expect, and even what to demand from others. It is no wonder that young people have such a profound sense of entitlement. They have come to believe the world should give them many luxuries as a birthright, that parents should pay for cars, clothes, and college, that only the latest fashion is really fashionable, that the beautiful people are inherently more valuable than the average, that a good Christian really can look and act like Brittney Spears, Tom Cruise, or "gangsta" rappers without any moral dilemma, that junk food is the primary food group for most people, or that a happy meal will make you happy.

Television Biases and the Culture of Death

Mander's thesis throughout the book is that television is basically an irredeemable medium, and the belief that this particular technology is neutral (an idea popularized by the late Marshall McLuhan) is erroneous.{4} We realize this is extreme, and would like to acknowledge that television can be used in a variety of ways that are believed to be good and profitable. However, Mander points out that in the thousands of books he consulted regarding television, he only found one that actually advocated abandoning the medium altogether. His thesis is a minority opinion but worthy of attention.

Mander's background is in advertising, and while working on a campaign to promote awareness of the redwoods that were being cut down in California he noticed something that we all seem to be aware of, but are not certain why. Death is the world's number one bestseller. This conclusion was drawn from the fact that when television pictures of redwood forests were shone in an effort to promote awareness of the problem and gain sympathy for the cause, few people responded. However, when pictures of acres and acres of stumps from a clear cutting were shown people wanted to know more. The same sympathy resulted with respect to the civil rights movement and

Vietnam. Insiders in the media have characterized this phenomenon with the phrase: “if it bleeds, it leads.”

Businessmen, television executives, and advertising people learned a valuable lesson; death sells. Negative emotions, violence, and carnage get the viewer’s attention faster and hold it longer than the positive, the peaceful, or the beautiful. When we add to this the fact that the corporate structure behind television exists to make money through selling advertising space, we see that it is only a secondary concern, if it is a concern at all, that the viewers become enlightened about the humanities, the natural environment or religion. The purpose of the advertising is not to pay for the programming, as we are led to believe. The purpose of the programming is to isolate people in their living rooms in order to show them commercials in the hope that consumers will rush out to buy the products they have seen.

The conclusion of this examination should lead Christians, and all people, to seriously consider the cost benefit ratio of the medium. Mander may be correct in thinking that the elimination of television will have only beneficial effects.{5} We could do little harm by calling for something along the lines of a television fast, remembering that the purpose of fasting is to mortify the desires of the flesh.

Notes

1. Jerry Mander, *Four Arguments for The Elimination Of Television,* (New York, N.Y.: Quill Press, 1978), 13-28.
2. Ibid., 85.
3. Ibid., 236.
4. Ibid., 347-357.
5. Ibid., 356.

Marshall McLuhan: The Medium is the Message

The High Priest of Pop-Culture

In this article we will begin an examination of someone who most people do not know, but who is considered by many to be the first father and leading prophet of the electronic age, Marshall McLuhan. A Canadian born in 1911, McLuhan became a Christian through the influence of G.K. Chesterton in 1937. He wrote his monumental work, one of twelve books and hundreds of articles, *Understanding Media: The Extensions of Man,* in 1964. The subject that would occupy most of McLuhan's career was the task of understanding the effects of technology as it related to popular culture, and how this in turn affected human beings and their relations with one another in communities. Because he was one of the first to sound the alarm, McLuhan has gained the status of a cult hero and "high priest of pop-culture".{1} This status is not undeserved, and McLuhan said many things that are still pertinent today.

His thought, though voluminous, is frequently reduced to one-liners, and small sound bites, which sum up the more complicated content of his probing and rigorous examination of the *media*, a word that he coined. Concerning the new status of man in technological, and media-dominated society, he said:

> *If the work of the city is the remaking or translating of man into a more suitable form than his nomadic ancestors achieved, then might not our current translation of our entire lives into the spiritual form of information seem to make of the entire globe, and of the human family, a single consciousness?{2}*

In statements like this, McLuhan both announces the existence of a *global village*, another word he is credited for coining, and predicts the intensification of the world community to its present expression. All of this was done in the early 1960s at a time when television was still in its infancy, and the personal computer was almost twenty years into the future.

McLuhan is announcing what Lewis H. Lapham says is a world of people who worship the objects of their own invention in the form of fax machines and high speed computers, and accept the blessings of *Coca-Cola* and dresses by Donna Karan as the mark of divinity.{3} The fact that more people watch television than go to church is nothing new to us, but it was one of the tell-tale signs of a cultural shift in history for McLuhan; a shift which has been imperceptible to most, and devastating to all. If anyone doubts McLuhan's warning that "we become what we behold," he should reflect on the consuming desire of many average teenagers to be like Michael Jordan, Madonna, or Britney Spears: a desire that has resulted in a culture of plastic surgery and drive-by shootings to obtain tennis shoes.

Objects of Desire

In our continuing examination of Marshall McLuhan, the patriarch of media criticism, we will explore the totalitarian techniques of American advertising and market research on the unsuspecting consumer.{4} How this is accomplished, and the effects it has, were outlined in *The Mechanical Bride*, first published in 1951. The book dealt with the influence of print media on the male and female psyche. The objective of advertising men, said McLuhan, is the manipulation, exploitation, and control of the individual.{5} If this is true, then who, one might ask, was doing the controlling, and what was the desired effect?

The advertising companies were doing the controlling, and the desired effect was nothing loftier than selling products to unsuspecting customers. Making women into objects of desire by

men, and then in turn selling the women the products to help them achieve the effect of desirability, accomplished the entire enterprise. The advertising men succeeded in creating a market where one did not previously exist. The purpose here, and earlier for McLuhan, is not to vilify the advertising industry, rather it is to provide insight into how media functions. One such insight is McLuhan's description of the contemporary mindset of a woman under the influence of advertising geniuses. He said:

> *To the mind of the modern girl, legs, like busts, are power points, which she has been taught to tailor, but as parts of the success kit rather than erotically or sensuously. She swings her legs from the hip . . . she knows that a "long-legged girl can go places." As such, her legs are not intimately associated with her taste or with her unique self but are merely display objects like the grille on a car. They are date-bated power levers for the management of the male audience.{6}*

What McLuhan correctly ascertains is not the fact that women try to look attractive for men (presumably women have been doing this for a long time), but the idea of "polishing" each and every part for a kind of optimal performance. The modern woman has been taught through advertising bombardments that every feature of her physical makeup can be enhanced for the specific purposes of gaining a husband, a promotion, or just getting a door opened.

As one might suspect, there is a male counterpart to this advertising bombardment. The overwhelming superwoman, the possessor of beauty and grace in degrees hitherto unimaginable, demands an impossibly high standard of virility from her male counterpart. The result says McLuhan, are men who are readily captured by the gentleness and guile of women, but who are also surrounded by a barrage of body parts. The man is not won over, but slugged, and beaten down in

defeat.{7}

Technology as Extensions of the Human Body

In our continuing look at Marshal McLuhan, the man who coined the term “global village” and the phrase “the medium is the message,” we will reflect on what he had to say about the various ways human beings *extend* themselves, and how these extensions affect our relationships with one another. First, we must understand what McLuhan meant by the term “extension(s).”

An extension occurs when an individual or society makes or uses something in a way that extends the range of the human body and mind in a fashion that is new. The shovel we use for digging holes is a kind of extension of the hands and feet. The spade is similar to the cupped hand, only it is stronger, less likely to break, and capable of removing more dirt per scoop than the hand. A microscope, or telescope is a way of seeing that is an extension of the eye.

Considering more complicated extensions, one might think of the automobile as an extension of the feet. It allows man to travel places in the same manner as the feet, only faster and with less effort. In addition, this extension enables one to travel in relative comfort in extreme weather conditions. Most individuals already understand the concept of extension, but many are unreflective when it comes to what McLuhan calls “*amputations;*” the counterpart to extensions.

Every extension of mankind, especially technological extensions, have the effect of amputating or modifying some other extension. An example of an amputation would be the loss of archery skills with the development of gunpowder and firearms. The need to be accurate with the new technology of guns made the continued practice of archery obsolete. The extension of a technology like the automobile “amputates” the

need for a highly developed walking culture, which in turn causes cities and countries to develop in different ways. The telephone extends the voice, but also amputates the art of penmanship gained through regular correspondence. These are a few examples, and almost everything we can think of is subject to similar observations.

McLuhan believed that mankind has always been fascinated and obsessed with these extensions, but too frequently we choose to ignore or minimize the amputations. For example, we praise the advantages of high speed personal travel made available by the automobile, but do not really want to be reminded of the pollution it causes. Additionally, we do not want to be made to think about the time we spend alone in our cars isolated from other humans, or the fact that the resulting amputations from automobiles have made us more obese and generally less healthy. We have become people who regularly praise all extensions, and minimize all amputations. McLuhan believed that we do so at our own peril.

The Dangers of Over-extended Technology

We have discussed the idea of extensions and amputations caused by new technology, which is introduced into society. The automobile was previously mentioned as an extension of the foot. The car allows one to travel, just as the foot does, only faster and with less effort. The amputations which result would include loss of muscle strength in the under-utilized legs, and the reduction in the quality of air we breathe.

Something occurs when a medium like the automobile, used for transportation, becomes over-extended. The resulting amputations such as muscle atrophy, smog, and high-speed fatalities increase at a rate that challenges the benefits initially gained. Automobile fatalities, lung disease, and obesity caused by modern transportation begin to outweigh the benefits of getting to our destinations quicker and with less effort. The final movement is the reversal of the benefits.

McLuhan said:

> *Although it may be true to say that an American is a creature of four wheels, and to point out that American youth attributes much more importance to arriving at driver's-license age than at voting age, it is also true that the car has become an article of dress without which we feel uncertain, unclad, and incomplete in the urban compound.{8}*

To this observation might be added the fact that we train children from a very young age to stand within a few feet of high-speed vehicles without being afraid. Less than two hundred years ago a screaming locomotive or a high speed automobile would have caused a person to flee in terror for their lives. We have slowly conditioned ourselves to not be afraid of something that is in fact extremely dangerous. Similarly, we know that speed limits of twenty miles an hour would almost certainly eliminate most car fatalities, but we also consider the advantages of getting to our destinations quicker to be worth the resulting death rate. Proof of this casual acceptance of the disadvantages of the car could be imagined if one were to consider the fate of a political candidate who ran on a platform of reducing the national speed limit to twenty miles per hour. We know the advantages, even before implementation, but we choose to accept the disadvantages because there is a privileging of all types of technological extension, even deadly and horrific forms.

We are now prepared to consider the specific types of extensions realized by the television, mobile phone, and computer. If we take McLuhan's lead then all of these must be simultaneously considered as extensions with both positive and negative amputations of previous technologies.

Four Questions Applied to Media

We are concluding our considerations of Marshall McLuhan's

pertinence with an examination of ideas found in his last work, *The Global Village,* published in 1989, twenty-five years after his monumental *Understanding Media: The Extensions of Man.* In his early works McLuhan focused on the rapid change in the five centuries since the development of the printing press and movable type, and the especially rapid developments of the twentieth-century. McLuhan died in 1980 and was beginning to see the first fruits of the television generations as well as the fulfillment of some of his predictions. He was deeply concerned about man's willful blindness to the downside of technology, yet McLuhan was not an irrational alarmist.

In his later years, and partially as a response to his critics, McLuhan developed a scientific basis for his thought around what he termed the *tetrad*. The *tetrad* allowed McLuhan to apply four laws, framed as questions, to a wide spectrum of mankind's endeavors, and thereby give us a new tool for looking at our culture.

The first of these questions or laws is "What does it (the medium or technology) extend?" In the case of a car it would be the foot, in the case a phone it would be the voice. The second question is "What does it make obsolete?" Again, one might answer that the car makes walking obsolete, and the phone makes smoke signals and carrier pigeons unnecessary. The third question asks, "What is retrieved?" The sense of adventure or quest is retrieved with the car, and the sense of community returns with the spread of telephone service. One might consider the rise of the cross-country vacation that accompanied the spread of automobile ownership. The fourth question asks, "What does the technology reverse into if it is over-extended?" An over-extended automobile culture longs for the pedestrian lifestyle, and the over-extension of phone culture engenders a need for solitude.

With the radio and television we have simultaneous access to events on the entire planet. However, television culture diminishes, or amputates, many of the close ties of family

life based on oral communication. The simple act of turning on a television can reduce a room of people to silence. What is retrieved is the tribal or interrelated view of man. What it becomes or returns to is the global theater, where people are actors on a stage. One need only witness the event status of an airplane crash or weather disaster.

On McLuhan's gravestone are the words "The Truth Shall Make You Free." We do not have to like or even agree with everything that McLuhan said, but we should nevertheless remember that his life was dedicated to showing men the truth about the world they live in, and the hidden consequences of the technologies he develops.

Notes

1. 1969 interview in *Playboy* magazine originally titled "A Candid Conversation with the High Priest of Popcult and Metaphysician of Media," pp. 53-74, in *The Essential McLuhan*, Eric McLuhan and Frank Zingrone (ed.), (New York: Basic Books, 1995), pp.233-69.

2. *Understanding Media: The Extensions of Man* (Cambridge: The MIT Press, 1994), p.61

3. Lewis H. Lapham in the introduction to the thirtieth anniversary edition of *Understanding Media* (Cambridge: The MIT Press, 1994), pp.xx-xi.

4. See McLuhan's work *The Mechanical Bride: Folklore of Industrial Man* (New York: Vanguard Press, 1951). This is an intensive examination of the effects of advertising and comics in producing new perceptions about what we should and do desire, as well as why we believe these things will bring us happiness.

5. "The Mechanical Bride," in *The Essential McLuhan*, Eric

McLuhan and Frank Zingrone (ed.), (New York: Basic Books, 1995), p.21.

6. “The Mechanical Bride,” in *The Essential McLuhan*, p.24.

7. Ibid. p.25.

8. *The Essential McLuhan*, p.217.

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Television – A Christian Response

Years ago I witnessed something that has been written indelibly in my memory. The occasion was a week-long summer conference for high school students on the campus of a major university. I was serving as the leader of one of the groups at this conference. In fact, I was given the elite students. They were described as the “Advanced School” because they had attended the conference previously, and they had leadership positions on their respective campuses.

Each of our teaching sessions, which were usually focused on matters of worldviews, theology, cultural criticism, and evangelism, began with music. Before one memorable session the music leader began to play the theme music from various television shows of the past. To my great surprise the students began to sing the lyrics to each of the tunes with great gusto. They were able to respond to each theme without hesitation; the songs were ingrained in their memories. Obviously they had heard the themes and watched the programs numerous times during their relatively young lives. Whether it was “Gilligan’s Island,” “The Beverly Hillbillies,” “Green

Acres," "Sesame Street," or a host of others, they knew all of them. Whereas many of these bright students could not relate a good grasp of biblical content, they had no problem recalling the content of frivolous television programs that were not even produced during their generation.

The Rise and Influence of TV

In a short period of time television has cemented itself in our cultural consciousness. As you read the following titles of television programs certain memories will probably come to mind: "The Milton Berle Show," "I Love Lucy," "The Steve Allen Show," "The $64,000 Question," "The Millionaire," "Leave It To Beaver," "Gunsmoke," "The Andy Griffith Show," "Candid Camera," "As the World Turns," "The Twilight Zone," "Captain Kangaroo," "Dallas," "Happy Days," "Let's Make a Deal," "The Tonight Show," "Sesame Street," "M*A*S*H*," "All in the Family," "The Cosby Show," "Monday Night Football."

Perhaps you remember a particular episode, a certain phrase, an indelible scene, a unique character, or, as with my high school friends, the title tune. These television programs, and a litany of others, have permeated our lives. It is difficult, if not impossible, to find a more pervasive, influential conduit of ideas and images than television. For a large segment of the population "television has so refashioned and reshaped our lives that it is hard to imagine what life was like before it."(1)

This powerful medium began to gather the attention of the population soon after World War II. "By 1948, the number of stations in the United States had reached 48, the cities served 23, and sales of TV sets had passed sales of radios."(2) But it was not until "1952 . . . that TV as we know it first began to flow to all sections of the United States."(3) Interest was so intense that "by 1955 about two-thirds of the nation's households had a set; by the end of the 1950s there was hardly a home in the nation without one."(4)

And by 1961 “there were more homes in the United States with TV than with indoor plumbing.”(5) Such statistics have continued to increase to the point where “99 percent of all households possess at least one TV, and most have two or more.”(6)

So the middle- to late-twentieth century has included the development of one of the most dramatic and powerful methods of communication in recorded history.

Can TV Be Redeemed?

But as with all media, the Christian should weigh carefully the use and abuse of TV. Some are quick to call it an “idiot box” while continuing to watch it endlessly. Others, borrowing from a famous poem by T.S. Eliot, may disparagingly refer to TV as a “wasteland.” Still others, as with certain evangelists, may claim that TV is the most powerful tool yet devised for the spreading of the gospel.(7)

But whether your perception of TV is negative or positive, the Christian must understand that the medium is here to stay, and it will continue to have a significant influence on all of us, whether we like it or not. And whether we are discussing TV or any other media, it is the Christian’s responsibility “to maintain an informed, critical approach to all media while joyfully determining how best to use every medium for the glory of God.”(8)

There is no doubt this is a challenging endeavor, because at first glance it may be difficult to picture ways in which TV can be used legitimately for God’s glory. Perhaps many of us tend to have what may be called the “Michal Syndrome.” Michal, King David’s wife, rebuked David for dancing before the ark of God. She had concluded that the “medium” of dancing in this manner was shameful. But Scripture obviously demonstrates that she was the one to be rebuked in that she “had no child to the day of her death” (2 Samuel 6:12 23). We will do well to heed

at least one of the lessons of this story and be cautious if we are tempted to reject TV outright as a potentially unredeemable avenue of expression.

This is an important thought in light of the fact that many highly esteemed thinkers have espoused pessimistic analyses of TV. For example, Malcolm Muggeridge, the great English sage, wrote: “Not only can the camera lie, it always lies.”(9) In fairness we must add that Muggeridge added balance in his critique and even agreed to be interviewed on William Buckley’s “Firing Line,” but his skepticism continues to be well-chronicled. Jacques Ellul has written in the same vein. Neil Postman, another respected critic, wrote an oft-quoted book entitled *Amusing Ourselves To Death* in 1985. In his volume Postman argues that Aldous Huxley’s belief that “what we love will ruin us” is a perfect description of TV.(10) More recently Kenneth Myers, an insightful cultural critic, also has concluded that it is highly doubtful that the medium can be redeemed(11) (that is, brought under the Lordship of Christ and conformed to His teachings). Such gloomy perspectives continue to be expressed by many of those who study media.

On the other hand, such viewpoints have been questioned, if not rejected, by many other well-qualified critics. Their analyses of TV usually are based upon a more optimistic view of technology. Clifford Christians, a communications scholar, writes: “I defend television. Contrary to Postman and Ellul, I do not consider it the enemy of modern society, but a gift of God that must be transformed in harmony with the redeemed mind.”(12) Quentin Schultze, another communications scholar, believes that many Christian intellectuals “are comfortable with printed words and deeply suspicious of images, especially mass-consumed images.”(13) David Marc, an American Civilization professor, offers a provocative outlook by relating that the “distinction between taking television on one’s own terms and taking it the way it presents itself is of critical importance. It is the difference between activity and

passivity. It is what saves TV from becoming the homogenizing, monolithic, authoritarian tool that the doomsday critics claim it is."(14) We must view TV with an active mind that responds with a Christian worldview. We are responsible for what TV communicates to us.

How Should We Respond to TV?

So it is obvious there are great disparities of opinion among those who think about TV more than most of us. How can we humbly approach the subject while considering both positions? I propose that we reflect on an answer to this question by giving attention to several facets of a response.

TV and Communication

First, we should remember that as with many contemporary forms of communication and entertainment, the Bible does not include explicit insights about TV. We are left to investigate applicable passages and gather perspectives based upon our study. Let's consider some of those passages and see if we can discover needed insights.

Neil Postman relates an intriguing thought regarding the second of the Ten Commandments: "You shall not make for yourself an idol, or any likeness of what is in heaven above or on the earth beneath or in the water under the earth" (Exod. 20:4, NASB). Postman's response to this verse is that "it is a strange injunction to include as part of an ethical system unless its author assumed a connection between forms of human communication and the quality of a culture."(15) Postman's statement strongly suggests that the ways in which we communicate significantly influence our lives. He continues by stating that "iconography thus became blasphemy so that a new kind of God could enter a culture."(16)

There is much food for thought in such statements. First, it is true that the "author," in this case God via the

personality of Moses, was emphasizing the importance of “forms of communication.” But it is a misapplication of the text to conclude anything more than that it is not permissible for man to form visual images of God. Second, it is also true that “forms of communication” are connected to the “quality of a culture.” But again it is a mis- application to conclude that visual images cannot be a positive or beneficial part of that quality. Third, it is not true that “iconography thus became blasphemy” for the people of God. If that were so it would make a mockery of the tabernacle and temple that were so important in the cultural and religious life of the Israelites (in particular, see Exod. 31 and 35-40). Both structures contained icons that were representative of God’s revelation, and they were filled with images that were pleasing to the eye. There was an aesthetic dimension. Of course the icons were not representative of God Himself, but they were representative of His actions and commands. They symbolized God’s presence and power among His people.

The point of this dialogue with Postman and his analysis of the second commandment is that he has related one of the more prominent biases against TV. That is, TV is an image-bearer, and thus it is inferior to forms of communication that are word-bearers. Even if we were to concede that this is true, it does not follow that the inferiority of TV means that it cannot be a legitimate form of communication. It simply means that it may be inferior to other forms. Steak may be superior to hamburger, but that doesn’t mean steak should be our only food.

Let’s reverse the emphasis upon the superiority of written communication by considering a contrast between reading the letters of the apostle Paul and actually being in his presence and hearing him expound upon them. Most of us would probably say that actually hearing Paul is superior to reading him, but few of us would say that reading his letters is not a worthwhile enterprise. If we follow Postman’s reasoning, and

the reasoning of other critics, we may be tempted to conclude that the issue of inferiority/superiority could lead us to reject reading Paul because that does not provide the same level of communication as would his actual presence. Television may be inferior to other things in our lives, but that doesn't mean it must excluded.

The Cultural Mandate and TV

Second, we should analyze TV in light of the cultural mandate. Clifford Christians has related that Christians "often seem to be aliens in a strange land." That is, we are living in a secularized society that makes it increasingly difficult to assert biblical principles. But he goes on to draw a parallel between the ancient Israelites in their Babylonian captivity to our present condition. He quotes the prophet Jeremiah: "Build houses and live in them; and plant gardens, and eat their produce…. And seek the welfare of the city where I have sent you into exile, and pray to the LORD on its behalf; for in its welfare you will have welfare…. For I know the plans that I have for you,' declares the LORD, 'plans for welfare and not for calamity to give you a future and a hope'" (Jeremiah 29:4,7,11).

This passage can serve to remind us that we are to "convert cultural forms, not…eliminate them wholesale."(17) The Israelites were forced to live in a culture not their own, but they were still enjoined to "cultivate" it. In the same sense we should be cultivating the medium of television.

TV Is Still In Its Infancy

Third, we should give thought to the fact that TV is still in its childhood. As a result, it is possible that it has not yet realized its potential beyond the banalities that we tend to associate with it at the present time. A study of the history of various media indicates that all of them have proceeded through stages of development, and that is still true. For example, even though drama was born in ancient Greece, its

development had to wait to a great extent until Shakespeare and the Elizabethan Era. During this period, the theater began to acquire its present form, and many were outraged. It was a suspicious and inferior form of communication in the opinion of the learned and pious. And with this development came the idea of a “spectator” who observed the action and dialogue on the stage. This manner of communication or entertainment led the London city fathers to eradicate it from the city into the suburbs. Thus the famous Globe theater was built on the south side of the Thames and not in the walled city.(18)

So it could be that many of us, like the London city fathers, are too impatient, or we are biased toward certain media. We often cry that there is reason to be impatient or biased because of the TV content that has become so much a part of our lives. Yes, there is too much violence, sex, secularism, and there are too many vapid plots and insipid dialogue. But our concerns about content should not automatically lead us to assume that the medium is irredeemable. Perhaps we have not allowed TV the time it may need to attract its most creative and redeeming champions. And again, this is where the Christian should enter armed with the cultural mandate. The Christian who seeks to communicate through TV should understand its peculiarities and surpass the unimaginative, superficial, narcissistic productions offered by too many contemporary Christians.

TV and Visual Literacy

Fourth, we should give consideration to the possibility that many of us are visually illiterate. Just as the disciples of Jesus were frequently “parable illiterate,” we may have need for more insights as to how to react to TV. This may sound strange since such a great percentage of the population spends so much time with TV. Unfortunately, most of us don’t “view” TV. Instead, we “watch” TV. That is, we don’t often engage in a mental, much less verbal, discussion with the images and dialogue.

The critical viewer of television has the difficult job of translating the tube's images into words. Then the words can be processed by the viewer's mind, evaluated and discussed with other viewers. This is a crucial process that all Christians must engage in if they hope to be discerning users of the tube.(19)

Much of current television is designed to appeal to the emotions, as opposed to the intellect. The frenetic style of MTV, for example, is increasingly used for everything from commercials to news programs. Unless we want to leave TV as a medium that only applies to our emotions, we must find ways to interact intellectually with what TV delivers. And perhaps more importantly, we need to encourage a new generation to become visually literate to the point that they will begin to affect the use of the medium.

Good Decisions About TV

Fifth, many of us need to make decisions prior to spending time with the medium. This should be done not only for ourselves, but for our children and grandchildren. Perhaps a good rule for turning on the tube is to "map out" what may be worthy of our attention each day. Of course this means that we will have to spend a few minutes to read about what is available. But surely this will prove to be beneficial. Instead of automatically activating the power switch as part of a daily routine, regardless of what may be "on" at the time, selectivity should be routine.

Television is with us and will continue to exert its influence in ways that are difficult to predict at the present time. The proliferation of cable TV, the increasing interest in satellite systems, the unfolding of futuristic technology, virtual reality, and a host of other developments will probably force us to give even more attention to TV than we have to this point in its history.

So as Christians it appears that we will continue to have the same dilemma: do we reject the medium, or do we redeem it? Since we are called to glorify God in all we do, it appears we should not leave TV out of this mandate. Let us commit ourselves to the redemption of television.

Notes

1. Douglas Gomery, “As the Dial Turns,” *Wilson Quarterly* (Autumn 1993), 41.
2. Ibid.
3. Ibid.
4. Ibid.
5. John W. Kennedy, “Redeeming the Wasteland,” *Christianity Today* (2 October 1995), 92-102.
6. Quentin J. Schultze, *Redeeming Television* (Downers Grove, Ill.: InterVarsity, 1992), 28.
7. Malcolm Muggeridge, *Christ and the Media* (Grand Rapids, Mich.:
8. Neil Postman, *Amusing Ourselves to Death* (New York: Viking Penguin, 1985), viii.
9. Kenneth A. Myers, *All God’s Children and Blue Suede Shoes: Christians & Popular Culture* (Westchester, Ill.: Crossway, 1989), 157-77.
10. Clifford G. Christians, “Television: Medium Rare,” *Pro Rege* (March 1990), 2.
11. Schultze, 28.
12. David Marc, “Understanding Television,” *The Atlantic Monthly* (August 1984), 35-36.
13. Postman, 9.
14. Ibid.
15. Christians, 5.
16. Daniel J. Boorstin, *The Creators* (New York: Random House, 1992), 308 9.
17. Schultze, 94-95.

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Violence in Society

Kerby Anderson helps us take a biblical perspective on a very scary and touchy issue: violence in America. Applying a Christian worldview, he shines the spotlight on areas of today's culture that should concern us all.

It's a scary world today!

Growing up used to be less traumatic just a few decades ago. Children back then worried about such things as a flat tire on their Schwinns and hoped that their teacher wouldn't give too much homework.

How life has changed. A 1994 poll found more than half the children questioned said they were afraid of violent crime against them or a family member. Are these kids just paranoid, or is there a real problem?

Well, it turns out this is not some irrational fear based upon a false perception of danger. Life has indeed become more violent and more dangerous for children. Consider the following statistics: One in six youths between the ages of 10 and 17 has seen or knows someone who has been shot. The estimated number of child abuse victims increased 40 percent between 1985 and 1991. Children under 18 were 244 percent more likely to be killed by guns in 1993 than they were in 1986. Violent crime has increased by more than 560 percent since 1960.

The innocence of childhood has been replaced by the very real threat of violence. Kids in school try to avoid fights in the hall, walk home in fear, and sometimes sleep in bathtubs in order to protect themselves from stray bullets fired during drive-by shootings.

Even families living in so-called “safe” neighborhoods are concerned. They may feel safe today, but there is always a reminder that violence can intrude at any moment. Polly Klaas and her family no doubt felt safe in Petaluma, California. But on October 1, 1993, she was abducted from her suburban home during a sleepover with two friends. If she can be abducted and murdered, so can nearly any other child.

A child’s exposure to violence is pervasive. Children see violence in their schools, their neighborhoods, and their homes. The daily news is rife with reports of child molestations and abductions. War in foreign lands along with daily reports of murder, rape, and robberies also heighten a child’s perception of potential violence.

Television in the home is the greatest source of visual violence for children. The average child watches 8,000 televised murders and 100,000 acts of violence before finishing elementary school. That number more than doubles by the time he or she reaches age 18.

And the latest scourge is MTV. Teenagers listen to more than 10,000 hours of rock music, and this impact is intensified as they spend countless hours in front of MTV watching violent and sensual images that go far beyond the images shown on commercial television.

It’s a scary world, and children are exposed to more violence than any generation in recent memory. An article in *Newsweek* magazine concluded: “It gets dark early in the Midwest this time of year. Long before many parents are home from work, the shadows creep up the walls and gather in the corners, while on the carpet a little figure sprawls in the glow emanating from an anchorman’s tan. There’s been a murder in the Loop, a fire in a nightclub, an indictment of another priest. Red and white lights swirl in urgent pinwheels as the ambulances howl down the dark streets. And one more crime that never gets reported, because there’s no one to arrest. Who killed childhood? We all

did.”

“As a man thinks in his heart, so is he.”

Violence has always been a part of the human condition because of our sin nature (Rom. 3:23). But modern families are exposed to even more violence than previous generations because of the media. Any night of the week, the average viewer can see levels of violence approaching and even exceeding the Roman Gladiator games.

Does this have an effect? Certainly it does. The Bible teaches that “as a man thinks in his heart, so is he” (Prov. 23:7). What we view and what we think about affects our actions.

Defenders of television programs say that isn’t true. They contend that televised imagery doesn’t make people violent nor does it make people callous to suffering. But if televised imagery doesn’t affect human behavior, then the TV networks should refund billions of advertising dollars to TV sponsors.

In essence, TV executives are talking out of both sides of their mouths. On the one hand, they try to convince advertisers that a 30-second commercial can influence consumer behavior. On the other hand, they deny that a one-hour program wrapped around the commercials can influence social behavior.

So, how violent is the media? And what impact does media have on members of our family? First, we will look at violence in the movies, and then we’ll take up the issue of violence on television.

Ezra Pound once said that artists are “the antennae of the race.” If that is so, then we are a very sick society judging by the latest fare of violence in the movies. The body count is staggering: 32 people are killed in “RoboCop,” while 81 are killed in the sequel; 264 are killed in “Die Hard 2,” and the film “Silence of the Lambs” deals with a psychopath who murders women and skins them.

Who would have imagined just a few years ago that the top grossing films would be replete with blood, gore, and violence? No wonder some film critics now say that the most violent place on earth is the Hollywood set.

Violence has always been a part of movie-making, but until recently, really violent movies were only seen by the fringe of mass culture. Violence now has gone mainstream. Bloody films are being watched by more than just punk rockers. Family station wagons and vans pull up to movie theaters showing R-rated slasher films. And middle America watches these same programs a few months later on cable TV or on video. Many of the movies seen at home wouldn't have been shown in theaters 10-20 years ago.

Movie violence these days is louder, bloodier, and more anatomically precise than ever before. When a bad guy was shot in a black-and-white Western, the most we saw was a puff of smoke and a few drops of fake blood. Now the sights, sounds, and special effects often jar us more than the real thing. Slow motion, pyrotechnics, and a penchant for leaving nothing to the imagination all conspire to make movies and TV shows more gruesome than ever.

Children especially confront an increasingly violent world with few limits. As concerned parents and citizens we must do what we can to reduce the level of violence in our society through the wise use of discernment and public policy. We need to set limits both in our homes and in the community.

Does Media Violence Really Influence Human Behavior?

Children's greatest exposure to violence comes from television. TV shows, movies edited for television, and video games expose young children to a level of violence unimaginable just a few years ago. The average child watches 8,000 televised murders and 100,000 acts of violence before

finishing elementary school. That number more than doubles by the time he or she reaches age 18.

The violent content of TV includes more than just the 22 minute programs sent down by the networks. At a very young age, children are seeing a level of violence and mayhem that in the past may have only been witnessed by a few police officers and military personnel. TV brings hitting, kicking, stabbings, shootings, and dismemberment right into homes on a daily basis.

The impact on behavior is predictable. Two prominent Surgeon General reports in the last two decades link violence on television and aggressive behavior in children and teenagers. In addition, the National Institute of Mental Health issued a 94-page report entitled, “Television and Behavior: Ten Years of Scientific Progress and Implications for the Eighties.” They found “overwhelming” scientific evidence that “excessive” violence on television spills over into the playground and the streets. In one five-year study of 732 children, “several kinds of aggression— conflicts with parents, fighting and delinquency—were all positively correlated with the total amount of television viewing.”

Long-term studies are even more disturbing. University of Illinois psychologist Leonard Eron studied children at age eight and then again at eighteen. He found that television habits established at the age of eight influenced aggressive behavior through childhood and adolescent years. The more violent the programs preferred by boys in the third grade, the more aggressive their behavior, both at that time and ten years later. He therefore concluded that “the effect of television violence on aggression is cumulative.”

Twenty years later Eron and Rowell Huesmann found the pattern continued. He and his researchers found that children who watched significant amounts of TV violence at the age of 8 were consistently more likely to commit violent crimes or

engage in child or spouse abuse at 30.

They concluded “that heavy exposure to televised violence is one of the causes of aggressive behavior, crime and violence in society. Television violence affects youngsters of all ages, of both genders, at all socioeconomic levels and all levels of intelligence.”

Since their report in the 1980s, MTV has come on the scene with even more troubling images. Adolescents already listen to an estimated 10,500 hours of rock music between the 7th and 12th grades. Now they also spend countless hours in front of MTV seeing the visual images of rock songs that depict violence, rebellion, sadomasochism, the occult, drug abuse, and promiscuity. MTV reaches 57 million cable households, and its video images are even more lurid than the ones shown on regular TV. Music videos filled with sex, rape, murder, and other images of mayhem assault the senses. And MTV cartoons like Beavis and “the other guy” assault the sensibilities while enticing young people to start fires and commit other acts of violence. Critics count 18 acts of violence in each hour of MTV videos.

Violent images on television and in the movies do contribute to greater violence in society. Sociological studies along with common sense dictate that we do something to reduce the violence in the media before it further damages society.

Television Promotes Not Only Violence But Fear As Well.

Children see thousands of TV murders every year. And the impact on behavior is predictable. Various reports by the Surgeon General in the last two decades link violence on television and aggressive behavior in children and teenagers. In addition, the National Institute of Mental Health issued a 94-page report entitled, “Television and Behavior: Ten Years of Scientific Progress and Implications for the Eighties.”

They found “overwhelming” scientific evidence that “excessive” violence on television spills over into the playground and the streets. In one five-year study of 732 children, “several kinds of aggression (such as conflicts with parents, fighting and delinquency) were all positively correlated with the total amount of television viewing.”

Confronted with such statistics, many parents respond that their children aren’t allowed to watch violent programs. Such action is commendable, but some of the greatest dangers of television are more subtle and insidious. It now appears that simply watching television for long periods can manipulate your view of the world– whether the content is particularly violent or not.

George Gerbner and Larry Gross working at the Annenberg School of Communications in the 1970s found that heavy TV viewers live in a scary world. “We have found that people who watch a lot of TV see the real world as more dangerous and frightening than those who watch very little. Heavy viewers are less trustful of their fellow citizens, and more fearful of the real world.”

So heavy viewers were less trustful and more fearful than the average citizen. But what constitutes a heavy viewer. Gerber and Gross defined heavy viewers as those adults who watch an average of four or more hours of television a day. Approximately one-third of all American adults fit that category.

They found that violence on prime-time TV exaggerated heavy viewers’ fears about the threat of danger in the real world. Heavy viewers, for example, were less likely to trust someone than light viewers. Heavy viewers also tended to overestimate their likelihood of being involved in a violent crime.

And if this is true of adults, imagine how much TV violence affects children’s perception of the world. Gerbner and Gross

say, “Imagine spending six hours a day at the local movie house when you were 12 years old. No parent would have permitted it. Yet, in our sample of children, nearly half the 12-year-olds watch an average of six or more hours of television per day.” This would mean that a large portion of young people fit into the category of heavy viewers. Their view of the world must be profoundly shaped by TV. Gerbner and Gross therefore conclude: “If adults can be so accepting of the reality of television, imagine its effect on children. By the time the average American child reaches public school, he has already spent several years in an electronic nursery school.”

Television violence affects both adults and children in subtle ways. While we may not personally feel or observe the effects of TV violence, we should not ignore the growing body of data that suggests that televised imagery does affect our perception and behavior.

Obviously something must be done. Parents, programmers, and general citizens must take responsible actions to prevent the increasing violence in our society. Violent homes, violence on television, violence in the movies, violence in the schools all contribute to the increasingly violent society we live in. We have a responsibility to make a difference and apply the appropriate principles in order to help stem the tide of violence in our society.

Some Suggestions for Dealing with Violence in the Media

Christians must address this issue of violence in our society. Here are a number of specific suggestions for dealing with violence.

1. Learn about the impact of violence in our society. Share this material with your pastor, elders, deacons, and church members. Help them understand how important this issue is to

them and their community.

2. Create a safe environment. Families live in the midst of violence. We must make our homes safe for our families. A child should feel that his or her world is safe. Providing care and protection are obvious first steps. But parents must also establish limits, provide emotional security, and teach values and virtue in the home.

3. Parents should limit the amount of media exposure in their homes. The average young person sees entirely too much violence on TV and at the movies. Set limits to what a child watches, and evaluate both the quantity and quality of their media input (Rom. 12:2). Focus on what is pure, beautiful, true, right, honorable, excellent, and praiseworthy (Phil. 4:8).

4. Watch TV with children. Obviously we should limit the amount of TV our children watch. But when they watch television, we should try to watch it with them. We can encourage discussion with children during the programs. The plots and actions of the programs provides a natural context for discussion and teach important principles about relationships and violence. The discussion could focus on how cartoon characters or TV actors could solve their problems without resorting to violence. TV often ignores the consequences of violence. What are the consequences in real life?

5. Develop children’s faith and trust in God. Children at an early age instinctively trust their parents. As the children grow, parents should work to develop their child’s trust in God. God is sovereign and omnipotent. Children should learn to trust Him in their lives and depend upon Him to watch over them and keep them safe.

6. Discuss the reasons for pain and suffering in the world. We live in the fallen world (Gen. 3), and even those who follow

God will encounter pain, suffering, and violence. Bad things do happen to good people.

7. Teach vigilance without hysteria. By talking about the dangers in society, some parents have instilled fear—even terror— in their children. We need to balance our discussions with them and not make them hysterical. Kids have been known to become hysterical if a car comes down their street or if someone looks at them.

8. Work to establish broadcaster guidelines. No TV or movie producer wants to unilaterally disarm all the actors on their screens out of fear that viewers will watch other programs and movies. Yet many of these same TV and movie producers would like to tone down the violence, but they don’t want to be the first to do so. National standards would be able to achieve what individuals would not do by themselves in a competitive market.

Violence is the scourge of our society, but we can make a difference. We must educate ourselves about its influence and impact on our lives. Please feel free to write or call Probe Ministries for more information on this topic. And then take time to apply the principles developed here to make a difference in your home and community. You can help stem the tide of violence in our society.

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