

# We Are Television

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

## **Introduction**

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.<sup>{1}</sup>

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 flu 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 cliché 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.<sup>{3}</sup> 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 Britney 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.<sup>{4}</sup> 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 shown 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.<sup>{5}</sup> 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.