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# Four Arguments For The Elimination Of Television Jerry Mander

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Kenneth Ellman Reviews Four Arguments for the Elimination of Television by Jerry Mander An Endless Debate with Terrible Consequences. From Kenneth Ellman, ke@kennethellman.com, Box 18, Newton, New Jersey 07860.

## **Four Arguments for the Elimination of Television: Mander**

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Four Arguments for the Elimination of Television is a book by Jerry Mander, who argues that many of the problems with television are inherent in the medium and technology itself, and

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thus cannot be reformed. Mander spent 15 years in the advertising business, including five as president and partner of Freeman, Mander & Gossage, San Francisco, a nationally-known advertising agency.

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If Four Arguments for the Elimination of Television has any basis in "authority," it lies in the fifteen years I worked as a public relations and advertising executive. During that time, I learned

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arguments together is that they deal with aspects of television  
that are not reformable.

## **Four Arguments For The Elimination of Television, Jerry**

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by Jerry Mander presents a compelling position that there are a  
number of problems with the medium of television. Its author  
argues that many of the problems with television are inherent in  
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### **Four Arguments for the Elimination of Television, Jerry ...**

Excerpted from Jerry Mander. Four Arguments for the Elimination of Television. Mapusa, Goa: Other India Press, 1998 reprint.

"Section I: The Mediation of Experience - Adrift in Mental Space"

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