

FILE NO. 6

**Research
and
Discovery On:**

**The Sanctuary
and
The Health Reform**

METHOD 6

THE SANCTUARY AND THE HEALTH REFORM SUGGESTED METHOD:

- The purpose of this file is to establish the definition of health from the Bible and the Bible Companions.
- Using the informations drawn from the Ministry of Healing and prepared in [Health Bulletin Forms](#), evaluate the [8 Laws of Health](#) and the need to apply them:

OBEDY AND LIVE
DISOBEY AND DIE

FILE NO. 06

THE SANCTUARY AND THE HEALTH REFORM

IT IS WRITTEN:

"Beloved, I wish above all things that thou mayest prosper and be in health, even as thy soul prospereth." 3 John 2.

"Be not wise in thine own eyes: fear the Lord, and depart from evil. It shall be health to thy navel, and marrow to thy bones."

Proverbs 3: 7, 8

THE BIBLE COMPANIONS:

"Our Lord Jesus-Christ came to this world as the unwearied servant of man's necessity. He "took our infirmities and bare our sicknesses," that He might minister to every need of humanity. Matthew 8:17. The burden of disease and wretchedness and sin He came to remove. It was His mission to bring to men perfect restoration; He came to give them health and peace and perfection of character."

Ministry of Healing, p. 17

HEALTH DEFINITION:

"God has endowed us with a certain amount of vital force. He has also formed us with organs suited to maintain the various functions of life, and He designs that these organs shall work together in harmony."

Ministry of Healing, p. 234

"Too little attention is generally given to the preservation of health. It is far better to prevent disease than to know how to treat it when contracted...

We cannot be too often reminded that health does not depend on chance.

It is a result of obedience to law." Ministry of Healing, p. 128

"Pure air, sunlight, temperance, rest, exercise, proper diet, the use of water, trust in divine power - these are the true remedies. Every person should have a knowledge of nature's remedial agencies and how to apply them. It is essential both to understand the principles involved in the treatment of the sick and to have a practical training that will enable one rightly to use this knowledge." Ministry of Healing, p. 127

FILE NO. 06

"It is not only the privilege but the sacred duty of all to understand the laws God has established in their beings... And as they more fully understand the human body... they will seek to bring their bodies into subjection to the noble powers of the mind. The body will be regarded by them as a wonderful structure, formed by the Infinite Designer, and given in their charge to keep this harp of a thousand strings in harmonious action."
Mind, Character and Personality, p. 374

"The mind controls the whole man. All our actions, good or bad, have their source in the mind that worships God and allies us to heavenly beings... All the physical organs are the servants of the mind, and the nerves are the messengers that transmit its orders to every part of the body, guiding the motions of the living machinery...

The harmonious action of all the parts - brain, bone, and muscle - is necessary to the full and healthful development of the entire human organism.

The electric power of the brain, promoted by mental activity, vitalizes the whole system, and is thus an invaluable aid in resisting disease." Mind, Character and Personality, p. 396

"A continual transgression of nature's law is a continual transgression of the law of God." Mind, Character and Personality, p. 416

File 06 - Appendix of Studies

STUDY: [THE HEALTH BULLETINS](#) (See File 06 p. 6-16)

STUDY: [THE EIGHT LAWS OF HEALTH](#) (See File 06. p. 17-26)

STUDY: [NEED OF CARBOHYDRATES FOR THE BRAIN CELLS](#) (See File 06 p. 27-35)

STUDY: [EFFECTS OF TELEVISION ON THE BRAIN PARTS I - IV](#) (See File 06 p. 36-52)

REFERENCES:

It is written, the Bible
Deuteronomy, Chapter 30

The Bible Companions: E. G. White, Author
Ministry of Healing, p. 17-24, 127-128, 234

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Mind, Character and Personality, p. 374
Counsels on Diet and Foods, p. 31-36

FILE NO. 06

HEALTH BULLETIN #1

THE TRUE PHYSICIAN

THE SOURCE OF HEALING

Through the agencies of nature, God is working, day by day, hour by hour, moment by moment, to keep us alive, to build up and restore us. When any part of the body sustains injury, a healing process is at once begun; nature's agencies are set at work to restore soundness. But the power working through these agencies is the power of God. All life-giving power is from Him. When one re- covers from disease, it is God who restores him.

Sickness, suffering, and death are work of an antagonistic power. The enemy is the destroyer; God is the restorer. The words spoken to Israel are true today of those who recover health of body or health of soul. "I am the Lord that healeth thee." Exodus 15:26.

When Christ healed disease, He warned many of the afflicted ones, "Sin no more, lest a worse thing come unto thee." John 5:14. Thus He taught that they had brought disease upon themselves by transgressing the laws of God, and that health could be preserved only by obedience. The desire of God for every human being is expressed in the words, "Beloved, I wish above all things that thou mayest prosper and be in health, even as thy soul prospereth." 3 John 2.

The Ministry of Healing, p. 110-112 (excerpts)

HEALTH BULLETIN #2

FIT FOR LIFE

EXERCISE - THE REMEDY

Action is a law of our being. Every organ of the body has its appointed work, upon the performance of which its development and strength depend. The normal action of all the organs gives strength and vigor, while the tendency of disuse is toward decay and death. Bind up an arm, even for a few weeks, then free it from its bands, and you will see that it is weaker than the one you have been using moderately during the same time. Inactivity produces the same effect upon the whole muscular system.

Inactivity is a fruitful cause of disease. Exercise quickens and equalizes the circulation of the blood, but in idleness the blood does not circulate freely, and the changes in it, so necessary to life and health, do not take place. The skin, too, becomes inactive. Impurities are not expelled as they would be if the circulation had been quickened by vigorous exercise, the skin kept in a healthy condition, and the lungs fed with plenty of pure, fresh air. This state of the system throws a double burden on the excretory organs, and disease is the result.

Invalids should not be encouraged in inactivity. When there has been serious over taxation in any direction, entire rest for a time will sometimes ward off serious illness; but in the case of confirmed invalids, it is seldom necessary to suspend all activity.

If those who have broken down from mental labor should have rest from wearing thought; but they should not be led to believe that it is dangerous to use their mental powers at all. Many are inclined to regard their condition as worse than it really is. This state of mind is unfavorable to recovery, and should not be encouraged.

Brain workers often suffer from illness as the result of severe mental taxation, unrelieved by physical exercise. What these persons need is a more active life. strictly temperate habits, combined with proper exercise, would ensure both mental and physical vigor, and would give power of endurance to all brain workers.

Those who have overtaxed their physical powers should not be encouraged to forgo manual labor entirely. But labor, to be of the greatest advantage, should be systematic and agreeable. Outdoor exercise is the best; it should be so planned as to strengthen by use the organs that have become weakened; and the heart should be in it; the labor of the hands should never degenerate into mere drudgery.

Exercise aids the dyspeptic by giving the digestive organs a healthy tone. To engage in severe study or violent physical exercises immediately after eating, hinders the work of digestion; but a short walk after a meal, with the head erect and the shoulders back is a great benefit. Some grow corpulent because the system is clogged; others become thin and feeble because their vital powers are exhausted in disposing of an excess of food. The liver is burdened in its effort to cleanse the blood of impurities, and illness is the result.

Those whose habits are sedentary should, when the weather will permit, exercise in the open air every day, summer or winter. Walking is preferable for it brings more of the muscles into exercise. The lungs are forced into healthy action, since it is impossible to walk briskly without inflating them.

Such exercise would in many cases be better for the health than medicine.

The Ministry of Healing, p. 236-240 (excerpts).

HEALTH BULLETIN #3

COMPLETE REST

OBEY = LIVE

The way of God's commandments is the way of life. God has established the laws of nature, but his laws are not, arbitrary exactions. Every "Thou shalt not", whether in physical or in moral law, implies a promise. If we obey it, blessing will attend our steps. God never forces us to do right, but He seeks to save us from the evil and lead us to the good.

God gave the Israelites definite instructions regarding their habits of life. He made know to them the laws relating to both physical and spiritual well-being; and on condition of obedience He assured them, "The Lord will take away from thee all sickness" Deuteronomy 7:15.

"Set your hearts unto all the words which I testify among you this day." For they are life unto those that find them, and health to all their flesh." Deuteronomy 32:46; Proverbs 4:22. Not all that this world bestows can heal a broken heart, or impart peace of mind, or remove care, or banish disease. Fame, genius, talent, all are powerless to gladden the sorrowful heart or to restore the wasted life. The life of God in the soul is man's only hope.

The love which Christ diffuses through the whole being is a vitalizing power. Every vital part, the brain, the heart, the nerves, it touches with healing. The highest energies of the being are roused to activity. It frees the soul from the guilt and sorrow, the anxiety and care, that crush the life forces. with it come serenity and composure. It implants in the soul, joy that nothing earthly can destroy, joy in the Holy spirit, health-giving, life-giving joy. Our Savior's word, "Come unto Me, ... and I will give you rest" Matthew 11:28, are a prescription for the healing of physical, mental, and spiritual ills.

The Ministry of Healing, p. 114,115 (excerpts)

HEALTH BULLETIN #4

SUN'S RAY

MENTAL HEALING

The relation that exists between the mind and the body is very intimate. When one is affected, the others sympathizes. The condition of mind affects the health to a far greater degree than many realize. Many of the diseases from which men suffer are the result of mental depression. Grief, anxiety, discontent, remorse, guilt, distrust, all tend to break down the life forces and to invite decay and death.

Disease is sometimes produced, and is often greatly aggravated, by the imagination. Many are lifelong invalids who might be well if they only thought so. Many imagine that every slight exposure will cause illness, and the evil effect is produced because it is expected. Many die from disease the cause of which is wholly imaginary.

Courage, hope, faith, sympathy, love, promote health and pro- long life. A contented mind, a cheerful spirit, is health to the body and strength to the soul. "A merry (rejoicing) heart doeth good like a medicine". Proverbs 17:22. In the treatment of the sick the effect of mental influence should not be overlooked. Rightly used, this influence affords one of the most effective agencies for combating disease.

There is, however, a form of mind cure that is one of the most effective agencies for evil. Trough this so-called science, one mind is brought under the control of another so that the individuality of the weaker is merged in that of the stronger mind. One person acts out the will of another. Thus it is claimed that the tenor of the thoughts may be changed, that health-giving impulses may be imparted, and patients may be enabled to resist and overcome disease.

But the so-called science is based upon false principles. The one who attracts minds to himself leads them to separate from the true Source of their strength. He who made man's mind knows what the mind needs. God alone is the One who can heal.

The power of the will is not valued as it should be. Let the will be kept awake and rightly directed, and it will impart energy to the whole being and will be a wonderful aid in the maintenance of health. It is a power also in dealing with disease. For those who are weak in moral power, the cities abound in dangers. In them, patients who have unnatural appetites to overcome are continually exposed to temptation. They need to be placed amid new surroundings where the current of their thoughts will be changed; they need to be placed under influences wholly different from those that have wrecked their lives. Let them for a season be removed from those influences that lead away from God, into a purer atmosphere.

How grateful to the invalids weary of city life, the glare of many lights, and the noise of the streets, are the quiet and freedom of the country! How eagerly do they turn to the scenes of nature! How glad would they be to sit in the open air, rejoice in the sunshine, and breathe the fragrance of tree and flower! There are life-giving properties in the balsam of the pine, in the fragrance of the cedar and the fir, and other trees also have properties that are health restoring. He who cares for the birds and the flowers will care for the beings formed in His own image.

The Ministry of Healing, p. 241, 265 (excerpts)

HEALTH BULLETIN #5

FRESH AIR

MEANING OF HEALTH

The knowledge that man is to be a temple for God, a habitation for the revealing of His glory (character), should be the highest incentive to the care and development of our physical powers. Fear- fully and wonderfully has the Creator wrought in the human frame, and He bids us make it our study, understand its needs, and act our part in preserving it from harm and defilement.

God has endowed us with a certain amount of vital force. He has also formed us with organs suited to maintain the various functions of life, and He designs that these organs shall work together in harmony. If we carefully preserve the life force, and keep the delicate mechanism of the body in order, the result is health; but if the vital force is too rapidly exhausted, the nervous system borrows power for present use from its resources of strenght, and when one organ is injured, all are affected. Nature bears much abuse without apparent resistance; she then arouses and makes a determined effort to remove the effects of the ill-treatment she has suffered. Her effort to correct these conditions is often manifest in fever and various other forms of sickness.

In order to have good health, we must have good blood; for the blood is the current of life. It repairs waste arld nourishes the body. When supplied with the proper food elements and when cleansed and vitalized by contact with pure air, it carries life and vigor to every part of the system. The more perfect the circulation, the better will this work be accomplished.

At every pulsation of the heart the blood should make its way quickly and easily to all parts of the body. Its circulation should not be hindered by tight clothing or bands, or by insufficient clothing of the extremities. Whatever hinders the circulation forces the blood back to the vital organs, producing congestion. Headache, cough, palpitation of the heart, or indigestion is often the result.

In order to have good blood, we must breathe well. Full, deep inspirations of pure air, which fill the lungs with oxygen, purify the blood. They impart to

it a bright color and end it, a life- giving current to every part of the body. A good respiration soothes the nerves; it stimulates the appetite and renders digestion more perfect; and it induces sound, refreshing sleep.

The more the patient can be kept out of doors, the less care will be required. The more cheerful his surroundings, the more hopeful will he be. Shut up in the house, be it ever so elegantly furnished, he will grow fretful and gloomy. Surround him with the beautiful things of nature; place him where he can see the flowers growing and hear the birds singing, and his heart will break into song in harmony with the songs of the birds. Relief will come to body and mind. The intellect will be awakened, the imagination quickened, and the mind prepared to appreciate the beauty of God's word.

The Ministry of Healing, p. 271, 234, 266 (excerpts)

HEALTH BULLETIN #6

BREAD OF LIFE

EAT WELL - LIVE WELL

Our bodies are built up from the food we eat. There is a constant breaking down of the tissues of the body; every movement of every organ involves waste, and this waste is repaired from our food. Each organ of the body requires its share of nutrition. The brain must be supplied with its portion; the bones, muscles, and nerves demand theirs. It is a wonderful process that transforms the food into blood and uses this blood to build up the varied parts of the body; but this process is going on continually, supplying with life and strength each nerve, muscle, and tissue.

Those foods should be chosen that best supply the elements needed for building up the body. In this choice, appetite is not a safe guide. Through wrong habits of eating, the appetite has become perverted. Often it demands food that impairs health and causes weakness instead of strength. We cannot safely be guided by the customs of society. The disease and suffering that everywhere prevail are largely due to popular errors in regard to diet.

In order to know what are the best foods, we must study God's original plan for man's diet. He who created man and who understands his needs appointed Adam his food. "Behold," He said "I have given you every herb yielding seed, ... and every tree, in which is the fruit of a tree yielding seed; to you it shall be for food." Genesis 1:29. After his transgression, man received permission to eat also "The herb of the field." Genesis 3:18. The diet appointed man in the beginning did not include animal food. Not until after the Flood, when every green thing on the earth had been destroyed, did man receive permission to eat flesh.

Grains, fruits, nuts, and vegetables constitute the diet chosen for us by our Creator. These foods, prepared in as simple and natural a manner as possible, are the most healthful and nourishing. They impart a strength, a power of endurance, and a vigor of intellect that are not afforded by a more complex and stimulating diet.

Intemperate eating is often the cause of sickness, and what nature most needs is to be relieved of the undue burden that has been placed upon her. In many cases of sickness, the very best remedy is for the patient to fast for a meal or two, that the overworked organs of digestion may have an opportunity to rest. A fruit diet for a few days has often brought great relief to brain workers. Many times a short period of entire abstinence from food, followed by simple, moderate eating, has led to recovery through nature's own recuperative effort. An simple diet for a month or two would convince many sufferers that the path of self-denial is the path to health.

The Ministry of Healing, p.295,236 (excerpts)

HEALTH BULLETIN #7

BREAD OF LIFE

EAT WELL - LIVE WELL

All those who work with sick people should teach them that they are to cooperate with God in the work of restoration. These workers have a continually increasing realization of the fact that disease is the result of the transgression of God's law. They know that the laws of nature, as truly as the precepts of the ten commandments, are divine, and that only in obedience to them can health be recovered or preserved. They see many suffering as the result of hurtful practices who might be restored to health if they would do what they might for their own restoration. The need to be taught that every practice which destroys the physical, mental, or spiritual energies is a transgression of God's law and that health is to be secured through obedience to the laws that God has established for the good of all mankind.

When a worker sees a patient suffering from disease caused by improper eating and drinking or other wrong habits, yet neglects to tell him of this, he is doing him an injury. Alcoholics, drug addicts and those who abuse their health, all appeal to declare clearly and distinctly that suffering results from the transgression of God's law. Those who understand the principles of life should be in earnest in striving to counteract the causes of disease. Seeing the continual conflict with pain, laboring constantly to alleviate suffering, how can we hold our peace? Should we not proclaim strict temperance as a remedy for disease?

Definition of temperance: To abstain of things harmful to the body: tea, coffee, chocolate, alcohol, cigarettes, drugs, etc. and to take in moderate quantity things that are good: food, sports, rest, etc.

The Ministry of Healing, p. 114 (excerpts)

See Each Law of Health In Following Pages for More Information

8 Laws of Health

TEST TO WARN
THE PEOPLE

Trust in God 

Exercise 

Sunshine 

Temperance 

Water 

Air 

Rest 

Nutrition FRUIT NUTS VEG GRAIN



TRUST IN GOD

BENEFITS:

1. Peace of mind in whatever state we are in
2. Strengthens the immune system

QUANTITY:

Unlimited

CONCERN:

Not enough

SPIRITUAL ANALOGUE:

God's Dependability

"But they that wait upon the LORD shall renew their strength; they shall mount up with wings as eagles; they shall run, and not be weary; and they shall walk, and not faint." Isaiah 40:31



EXERCISE

BENEFITS:

1. Tones muscles and blood vessels, changing them from weak and flabby tissue to strong and firm tissues, often reducing blood pressure
2. Strengthens heart
3. Improves digestion
4. Increases efficiency of lungs and number of blood cells
5. Imparts added protection against sickness
6. Better sleep
7. Think more clearly; strengthen the will
8. Build endurance
9. Helps control body weight

QUANTITY:

1. Balanced amount each day
2. Walking is the best form

CONCERN:

1. Immediately after eating, hinders digestion
2. Excessive may be harmful

SPIRITUAL ANALOGUE:

Exercise Living Faith

"The just shall live by faith" Habakuk 2:4



SUNSHINE

BENEFITS:

1. Lowers heart rate and blood pressure
2. Strengthens the heart
3. Increases oxygen content of the blood
4. Decreases blood cholesterol
5. Increases white blood cells
6. Vitamin D is produced by sunlight

QUANTITY:

Six inch square of face or hands for about one hour each day

CONCERN:

Too much especially when on a high fat diet may lead to skin poisoning or cancer

SPIRITUAL ANALOGUE:

The Savior is the Sun of Righteousness

"But unto you that fear my name shall the Sun of righteousness arise with healing in his wings." Malachi 4:2



TEMPERANCE

BENEFITS:

Keep everything at a safe, balanced level

QUANTITY:

Unlimited but not to extremes

CONCERN:

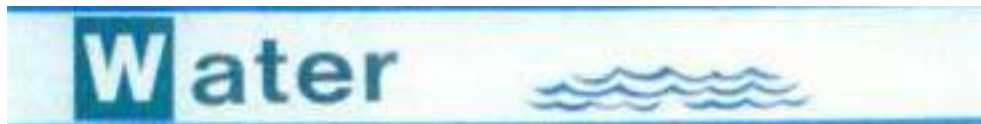
Not enough

SPIRITUAL ANALOGUE:

Spiritual Discernment

"And every man that striveth for the mastery is temperate in all things. Now they do it to obtain a corruptible crown; but we an incorruptible." 1

Corinthians 9:25



WATER

BENEFITS:

1. Cleanses tissues
2. Aids circulatory systems
3. Transports nutrients and wastes
4. Increases elimination of the mucous membrane of the intestinal tract which is an important organ of secretion
5. Cleanses blood; aids waste and repair
6. Many diseases of mankind would not exist if people drank adequate amount of water

QUANTITY:

1. Drink 1 hour before and after meals; otherwise it may affect the digestion
2. Drink 2-3 quarts daily
3. Room temperature is the best - not too cold, not too hot

CONCERN:

1. More than 3 weeks without water leads to death (>20% body loss)
2. Not enough water causes toxins and diseases to accumulate and develop within the body
3. Cold water tends to slow down the emptying time of the digestive track

SPIRITUAL ANALOGUE:

Born of water and of the Holy Spirit

"Jesus answered, Verily, verily, I say unto thee, Except a man be born of water and of the Spirit, he cannot enter into the kingdom of God." John 3: 5



AIR

BENEFITS:

1. Helps fill lungs with oxygen and purify the blood
2. Trillions of cells need air to remain healthy
3. Negatively charged ions in open air good for the body and brain
4. Purifies, destroys or renders inactive bacteria, viruses and other harmful substances

QUANTITY:

1. Plenty of fresh country air is the best
2. Essential for life
3. Breathe deeply (diaphragm out when inhaling through the nose; diaphragm in when exhaling through the mouth)

CONCERN:

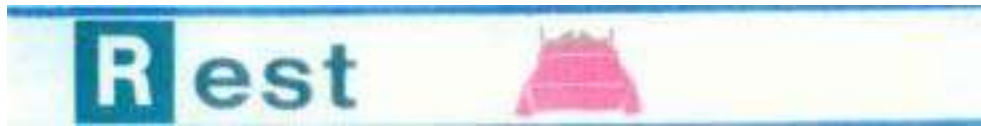
1. Insufficient air can affect the brain and all parts of the body
2. Heavily polluted air impairs health
3. After 4 minutes, death occurs (brain damage)

SPIRITUAL ANALOGUE:

Prayer

"Let every thing that hath breath praise the LORD. Praise ye the LORD."

Psalm 150: 6



REST

BENEFITS:

1. Decreases muscle tension
2. Increases natural hormones which act as a tranquilizer

QUANTITY:

1. 7 to 8 hours of sleep is recommended
2. Optimum hours include 9:00-12:00 p.m.
3. Have regular hours for bedtime

CONCERN:

1. Plenty of fresh air must circulate in the bedroom
2. Sleeping too soon after eating (wait 3-4 hours)

SPIRITUAL ANALOGUE:

The People of God May Rest in Him

"There remained therefore a rest to the people of God." Hebrews 4:9

NUTRITION

BENEFITS:

1. The best nutrition: fruits, nuts, grains, vegetables
2. Aids health of whole body
3. Live foods produce healthy blood

QUANTITY: [View Image](#)

1. 10% protein (nuts and legumes Ex. soya)
2. 10% fats (nuts)
3. 50% carbohydrates & vitamins (grains - whole non-refined & fruits)
4. 30% minerals (vegetables)
5. Drink your food and chew your water (masticate well)
6. 2 meals a day are preferable to 3; if eating 3 meals, make the 3rd meal small
7. Because of difference in enzymes, do not mix fruits and vegetables at the same meal; eating fruits for supper help evening digestion

CONCERN:

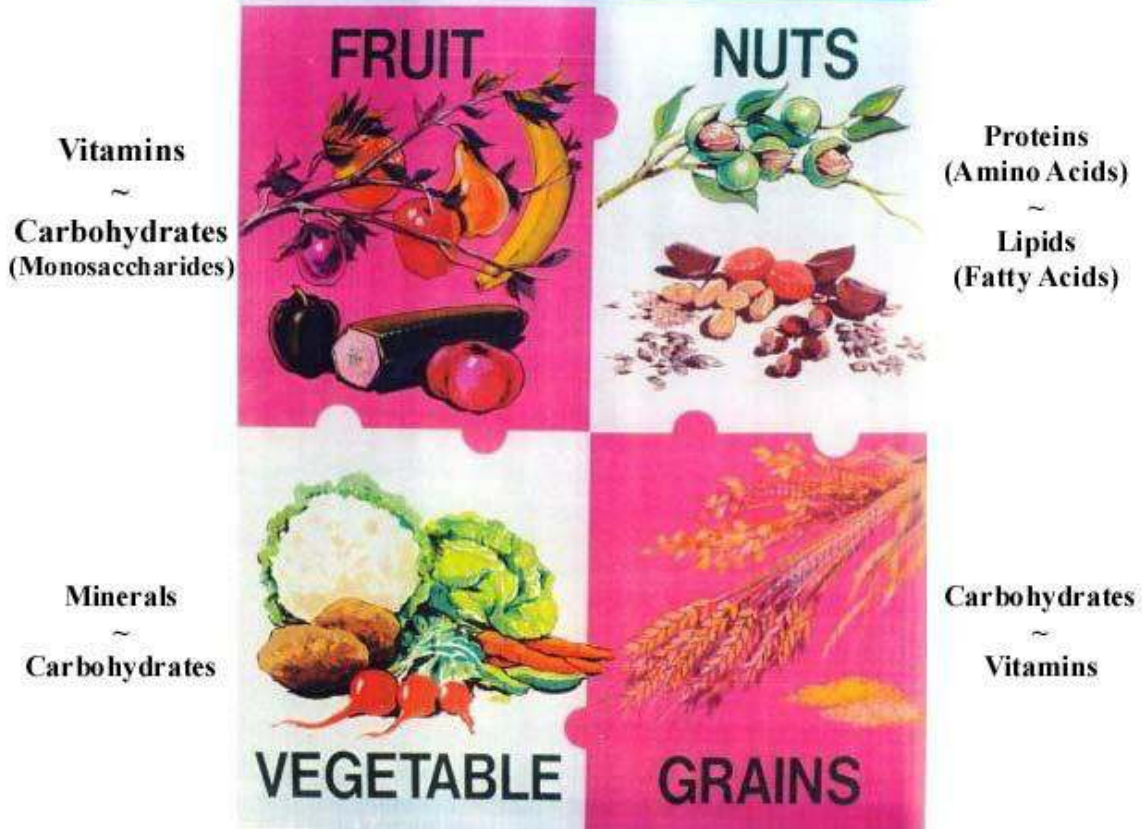
1. Do not overeat - do not under eat
2. Make sure meals are well balanced
3. Do not eat even a peanut between meals
4. Wait at least 5 hours between meals

SPIRITUAL ANALOGUE:

The Word of God is the Living Bread

"Man shall not live by bread alone, but by every word that proceeds from the mouth of God." Luke 4:4

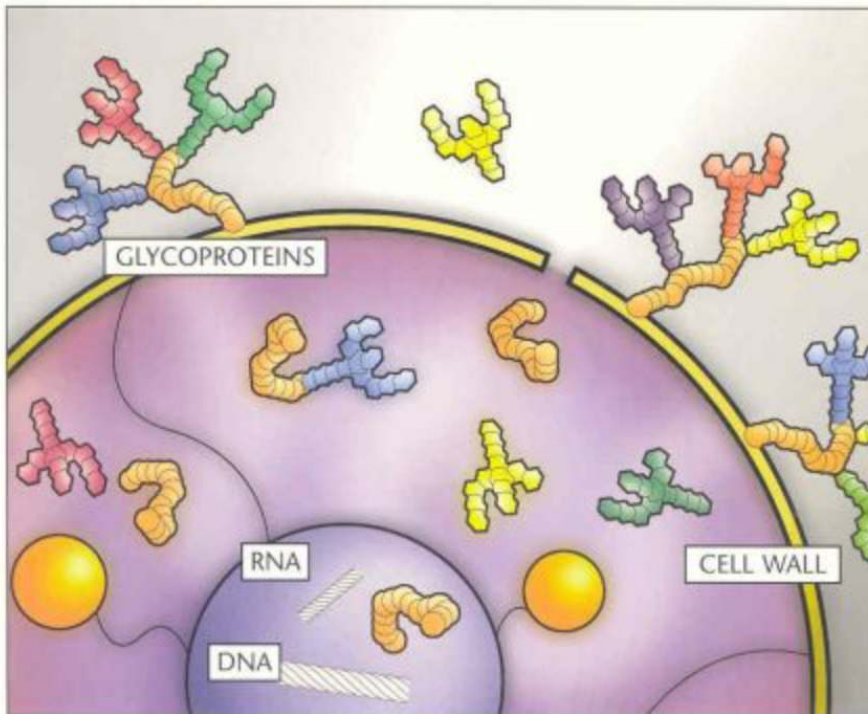
4 Food Groups



The 6 Principal Classes of Body Nutrients Are: Carbohydrates, Proteins, Lipids, Vitamins, Minerals, and Water

- Carbohydrates, proteins and lipids are digested by enzymes.
- Some minerals and many vitamins are part of enzyme system that catalyze the reactions undergone by: carbohydrates, proteins and lipids.
- These 6 nutrients are chemical substances in food that provide energy, form new body components, or assist in the functioning of various body processes.

How Do Cells Communicate?



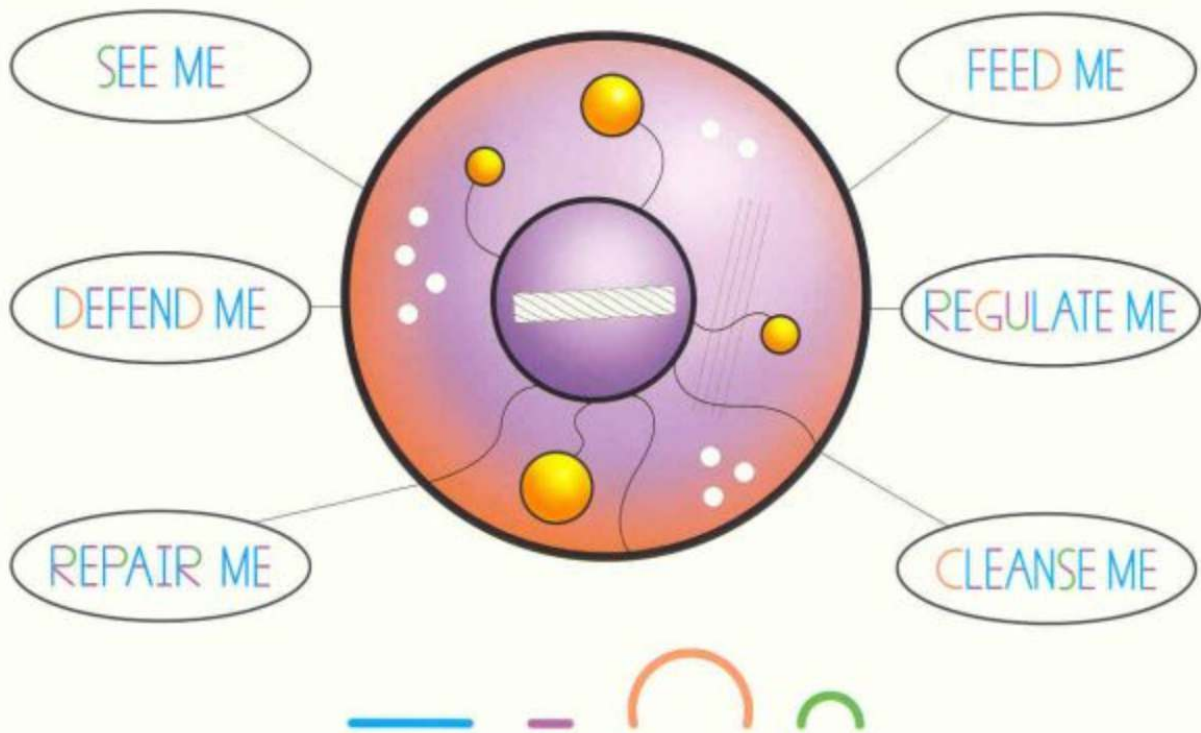
"Almost without exception, whenever two or more living cells interact in a specific way, cell surface carbohydrates will be involved."

–*Bio/Technology*

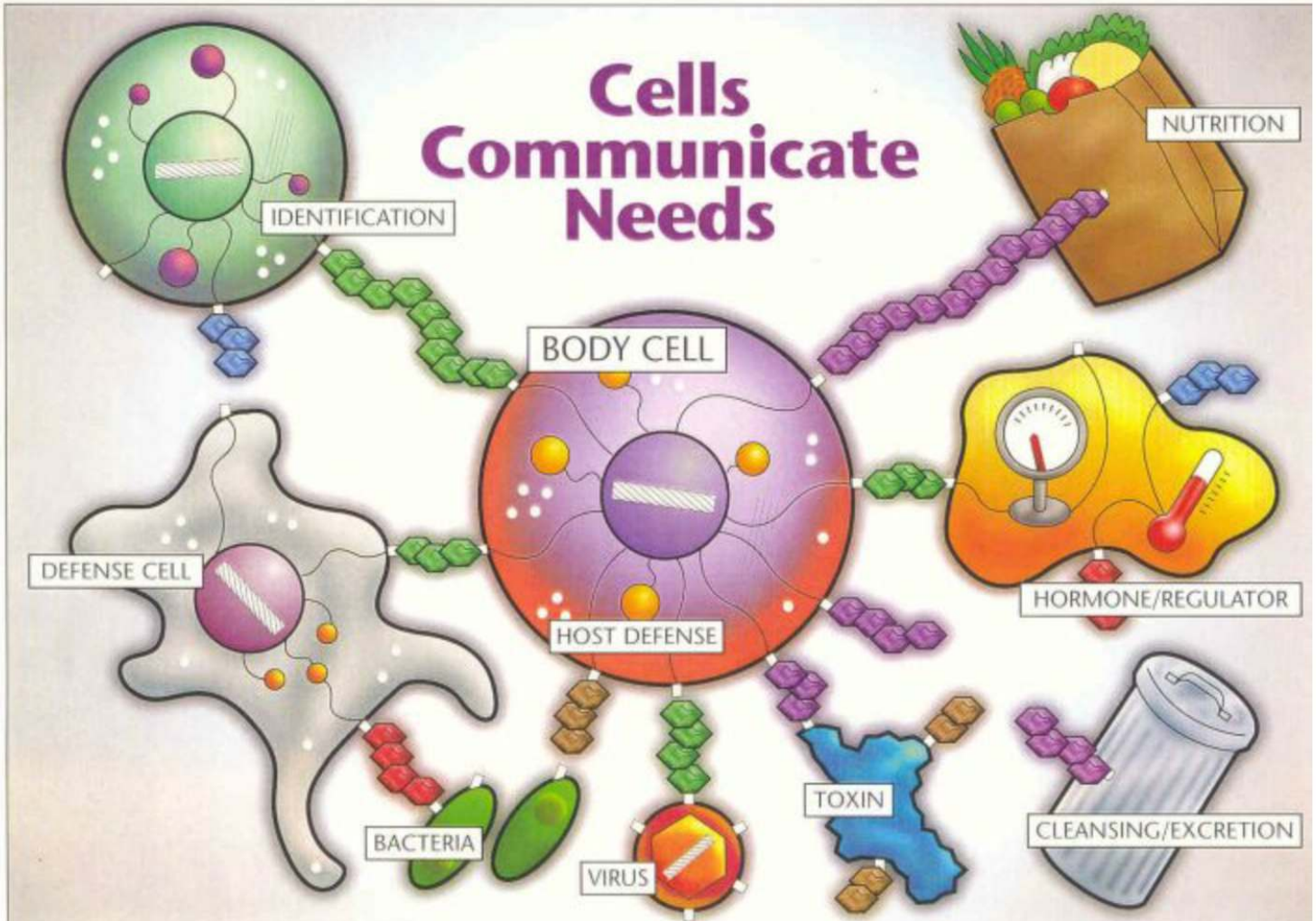
John Hodgson, 1990

Glycoproteins

Is this cell communicating?

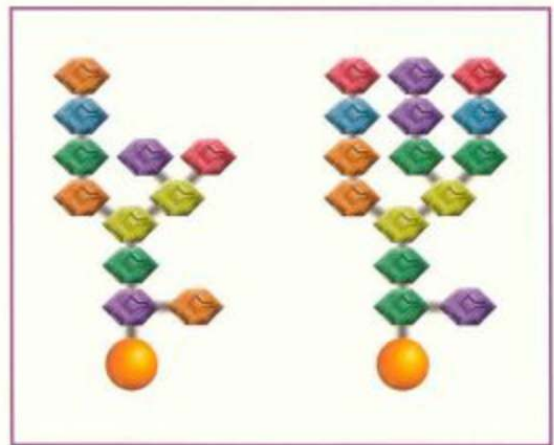


The Science of Optimal Health



Words and Communication

For written communication, letters and words in the English language are made up of **four** basic shapes.



For cell-to-cell communication, cells use at least **eight** necessary carbohydrates to comprise letters and words.



GLUCOSE



GALACTOSE



MANNOSE



FUCOSE



XYLOSE



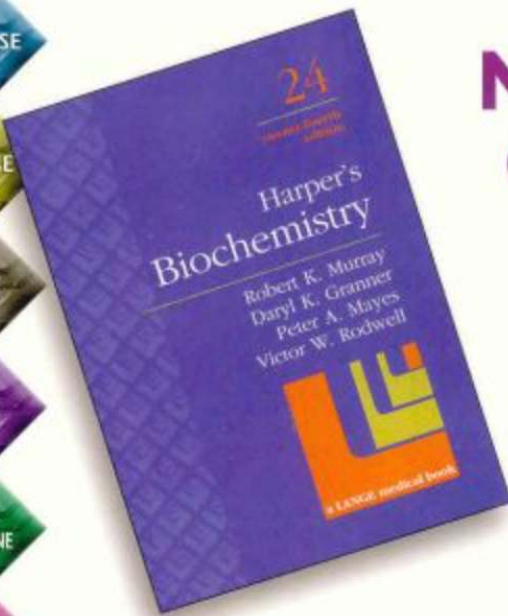
N-ACETYL-
GLUCOSAMINE



N-ACETYL-
GALACTOSAMINE



N-ACETYL-
NEURAMINIC
ACID



Necessary Carbohydrates

"About 200 monosaccharides (carbohydrates) are found in nature, however only **eight** are found in...the chains of glycoproteins."

–Harper's Biochemistry

Murray, et.al. 1996

Where do these eight necessary carbohydrates come from?

FOOD

Average modern diet:



MANUFACTURE

The body can manufacture the other six through an extensive process of conversions and energy exchanges.

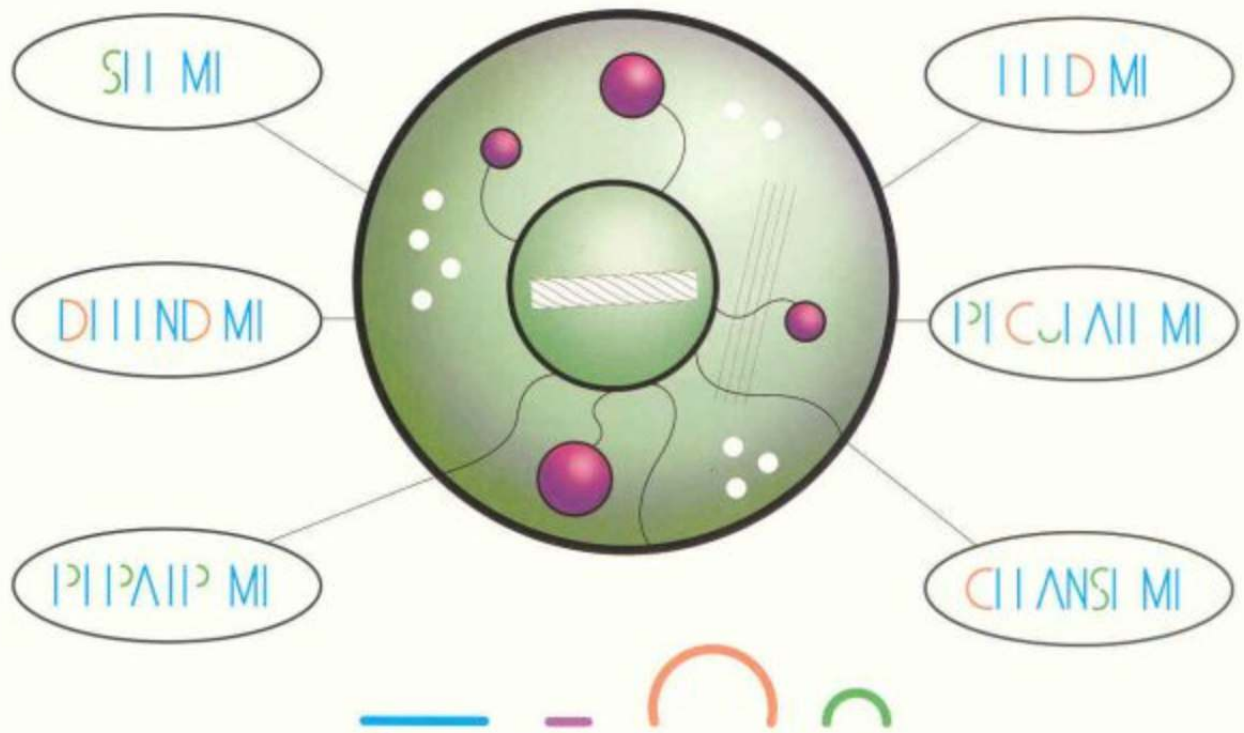


Toxins, Stress, Drugs, Viruses, and other Invaders Interfere

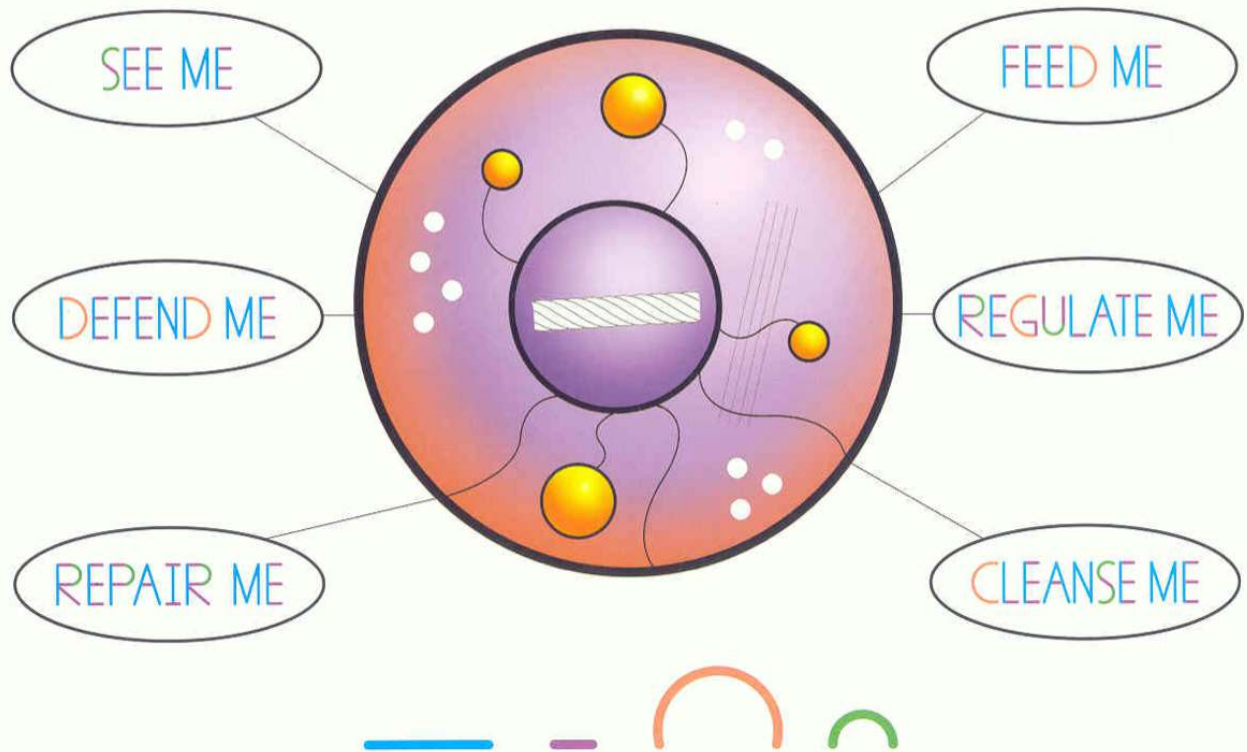


**These inhibit the body's ability to
form proper cell-to-cell words.**

Is this cell communicating?



Is this cell communicating?



EFFECTS OF TELEVISION ON THE BRAIN

PARTS I - IV

PURPOSE OF THIS RESEARCH:

To demonstrate the power of analog and digital television on the brain and mind, and its effects through light and images.

INTRODUCTION

This research is based on excerpts and adaptation of the book "Four Arguments for the Elimination of Television" by Jerry Mander and the whole concept of the Brain Nerves as presented by Numbers 1317.

THE FOUR ARGUMENTS:

The four arguments proceed through four dimensions of television's role and impact. Each of them can be observed separately from the others, but they also intertwine and overlap each other.

1. The first argument is theoretical and environmental. It attempts to set the framework by which we can understand television's place in modern society. Yet, this argument is not about television itself. It is about a process, already long under way, which has successfully redirected and confined human experience and therefore knowledge and perceived reality.

We have all been moved into such a narrow and deprived channel of experience that a dangerous instrument like television can come along and seem useful, interesting, sane and worthwhile at the same time it further boxes people into a physical and mental condition appropriate for the emergence of autocratic control.

2. The second argument concerns the emergence of the controllers. That television would be used and expanded by the present powers-that-be was inevitable, and should have been predictable at the outset. The technology permits no other controllers.

3. The third argument concerns the effects of television upon individual human bodies and minds, effects that suit the purposes of the people who control the medium.

4. The fourth argument demonstrates that television has no democratic potential. The technology itself places absolute limits on what may pass through it. The medium, in effect, chooses its own content from a very narrow field of possibilities. The effect is to drastically confine all human understanding within a rigid channel. What binds the four arguments together is that they deal with aspects of television that are not reformable. What is revealed in the end is that there is ideology in the technology itself. To speak of television as "neutral" and therefore subject to change is as absurd as speaking of the reform of a technology such as guns.

PART I **MEDIATED ENVIRONMENT**

1. ARTIFICIAL ENVIRONMENTS

As humans have moved into totally artificial environments, direct contact with and knowledge of the planet has been cut. Disconnected, like astronauts floating in space, we cannot know up from down or **truth from fiction**. Conditions are appropriate for the implantation of arbitrary realities. Television is an example of this, a serious one, since it greatly accelerates the problem.

Human beings no longer trust personal observation, even of the self-evident, until it is confirmed by scientific or technological institutions. Human beings have lost insight into natural processes: how the world works; the human role as one of many interlocking parts of the worldwide ecosystem because natural processes are now exceedingly difficult to observe.

These two conditions combine to limit our knowledge and understanding to what we are told. They also leave us unable to judge the reliability or unreliability of the information we receive. The problem begins with the physical environment in which we live.

2. COUNTRY TO CITY LIVING

Most people spend their lives within environments created by human beings. Natural environments have largely given way to human-created environments. What we see, hear, touch, taste, smell, feel and understand about the world has been processed for us. Our experiences of the world

can no longer be called direct, or primary. They are secondary, **mediated experiences**. When we are walking in a forest, we can see and feel what the planet produces directly.

Forests grow on their own, without human intervention. When we see a forest, or experience it in other ways, we can count on the experience being directly between us and the planet. It is not mediated, interpreted or altered.

On the other hand, when we live in cities, no experience is directly between individuals and the planet. Virtually all experience is mediated in some way. Concrete covers whatever would grow from the ground. Buildings block the natural vistas. The water we drink comes from a faucet, not from a stream or the sky. All foliage has been confined by human considerations and redesigned according to human tastes. There are no wild animals, there are no rocky grounds, no cycle of bloom and decline. There is not even night and day. No food grows anywhere.

Most of us give little importance to this change in human experience of the world, if we notice it at all. We are so surrounded by a reconstructed world that it is difficult to grasp how astonishingly different it is from the world of only one hundred years ago, and that it bears virtually no resemblance to the world in which human beings lived for thousand of years before that. That this might affect the way we think, including our understanding of how our lives are connected to any non-human system, is rarely considered.

In fact, most of us assume that human understanding is now more thorough than before, that we know more than we ever did. This is because we have such faith in our rational, intellectual processes and the institutions we have created that we fail to observe their limits.

3. WHERE DO APPLES GROW?

We all have heard small children ask whether apples and oranges grow in stores. "Of course not," we tell them. "Fruit grows from the ground somewhere out in the countryside, and then it's put into trucks and brought to the stores." But is this true? Have you seen that? Do you have a sense that what you are eating was once alive, growing on its own?

We learn in schools that fruit grows from the ground. We see pictures of fruit growing. But when we live in cities, confined to the walls and floors of

our concrete environments, we do not actually see the slow process of a blossom appearing on a tree, then becoming a bud that grows into an apple. We learn this, but we cannot really "know" what it means, or that a whole cycle is operating: sky to ground to root through tree to bud ripening into fruit that we can eat. Nor do we see particular value in this knowledge. It remains an idea to us, an abstraction that is difficult to integrate into our consciousness without direct experience of the process. Therefore we do not develop a feeling about it, a caring. In the end how can our children really grasp that fruit growing from trees has anything to do with humans growing from eating the fruit?

Everyone knows about night and day. Half the time it's dark, half the time it's light. However, it doesn't work that way in our homes or outside in the streets. There is always light, and it is always the same, controlled by an automatic switch downtown. The stars are obscured by the city glow. The moon is washed out by a filter of light. It becomes a semi-moon and our awareness of it inevitably dims.

We say it is night, but darkness moods and feelings lie dormant in us. Faced with real darkness, we become frightened, overreact, like a child whose parents have always left the light on. In three generations since Edison, we have become creatures of light alone.

PART II

SENSORY DEPRIVATION ENVIRONMENT: MODERN OFFICE BUILDING

1. AS A DESIGN PLAN IN A HUMAN MIND

The modern office building is the archetypal example of the mediated environment. It contains nothing that did not first exist as a design plan in a human mind. The spaces are square, flat and small, eliminating a sense of height, depth and irregularity. The decor is rigidly controlled to a bland uniformity from room to room and floor to floor. The effect is to dampen all interest in the space one inhabits.

Most modern office buildings have hermetically sealed windows. The air is processed, the temperature regulated. It is always the same. The body's largest sense organ, the skin, feels no wind, no changes in temperature, and is dulled.

Some buildings even use "white noise," a deliberate mix of electronic sounds that merge into a hum. Seemingly innocuous, it fills the ears - with an even background tone, obscuring random noises or passing conversations that might arouse interest or create a diversion.

The light remains constant from morning through night, from room to room until our awareness of light is as dulled as our awareness of temperature, and we are not aware of the passage of time. We are told that a constant level of light is good for our eyes, that it relieves strain. Is this true? What about the loss of a range of focus and the many changes in direction and intensity of light that our flexible eyes are designed to accommodate. Those who build artificial environments view the senses as single, monolithic things, rather than abilities that have a range of capacity for a reason. We know, for example, that our eyes can see from the extremely dark to the extremely bright, from far to near, from distinct to indistinct, from obvious to subtle. They perceive objects moving quickly and those that are still.

The eye is a wonderfully flexible organ, able to adjust instantly to a dazzling array of information, constantly changing, multileveled, perceiving objects far and near moving at different speeds simultaneously. A fully functioning visual capacity is equal to everything the natural environment offers as visual information. This would have to be so since the interaction between the senses and the natural environment created the ranges of abilities that we needed to have. Sight did not just arrive one day, like Adam's rib; it co-evolved with the ingredients around it which it was designed to see. When our eyes are continually exercised, when flexibility and dynamism are encouraged, then they are equal to the variety of stimuli that night and day have to offer. It is probably not wise always to have "good light" or to be for very long at fixed distances from anything. The result will be lack of exercise and eventual atrophy of the eyes' abilities.

2. HUMAN BEINGS AND SENSORY INFORMATION

When we reduce an aspect of environment from varied and multidimensional to fixed, we also change the human being who lives within it. Humans give up the capacity to adjust, just as the person who only walks cannot so easily handle the experience of running. The lungs, the heart and other muscles have not been exercised. The human being then becomes a creature with a narrower range of abilities and fewer feelings about the loss. We become grosser, simpler, less varied, like the environment.

The common response to this is that if we lose wide-spectrum sensory experience, we gain a deeper mental experience. This is not true. We only have less non-mental experience so the mental life seems richer by comparison. In fact, mental life is more enriched by a fully functioning sensory life.

In recent years, researchers have discovered some amazing things about the connections between mental and physical life by conducting sensory-deprivation experiments. In such experiments, a human subject is cut off from as much sensory information as possible. This can be accomplished, for example, by a totally blank environment -white walls, no furniture, no sounds, constant temperature, constant light, no food and no windows. A more thorough method is to put the blindfolded subject inside a temperature-controlled suit floating in a water tank with only tubes to provide air and water, which are also at body temperature. This sensory-deprivation tank eliminates the tactile sense as well as an awareness of up and down.

Researchers have found that when sensory stimuli are suppressed this way, the subject at first lives a mental life because mental images are the only stimulation. But after a while, these images become disoriented and can be frightening. Disconnected from the world outside the mind, the subject is rootless and ungrounded.

If the experience goes on long enough, a kind of madness develops which can be allayed only by reintroducing sensory stimuli, direct contact with the world outside the subject's mind.

Before total disorientation occurs, a second effect takes place. That is a dramatic increase in focus on any stimulus at all that is introduced. In such a deprived environment, one single stimulus acquires extraordinary power and importance. In the most literal sense, the subject loses perspective and cannot put the stimulus in context. Such experiments have proven to be effective in halting heavy smoking habits, for example, when the experimenter speaks instructions to stop smoking or describes to the subject through a microphone the harmful, unpleasant aspects of smoking.

3. PROGRAMMING AND BRAINWASHING

These experiments have shown that volunteers can be programmed to believe and do things they would not have done in a fully functional condition. The technique could be called **brainwashing**.

It would be going too far to call our modern offices sensory-deprivation chambers, but they are most certainly sensory-reduction chambers. They may not brainwash, but the elimination of sensory stimuli definitely increases focus on the task at hand, the work to be done, to the exclusion of all else.

Modern offices were designed for that very purpose by people who knew what they were doing. If people's senses were stimulated to experience anything approaching their potential range, it would be highly unlikely that people would sit for eight long hours at desks, reading memoranda, typing documents, studying columns of figures or pondering sales strategies. If birds were flying through the room, and wind were blowing the papers about, if the sun were shining in there, or people were lolling about on chaise lounges or taking baths while listening to various musical presentations, this would certainly divert the office worker from the mental work he or she is there to do.

In fact, if offices were so arranged, little business would get done. This is why they are not so arranged. Any awareness of the senses, aside from their singular uses in reading and sometimes talking and listening, would be disastrous for office environments that require people to stay focused within narrow and specific functional modes.

4. DISCONNECTION EFFECT

Feeling is also discouraged by these environments. Reducing sensual variations is one good way of reducing feeling since the one stimulates the other. But there is also a hierarchy of values that further the process. Objectivity is the highest value that can be exhibited by an executive in an office. Orderliness is the highest value for a subordinate office worker. Both of these are most easily achieved if the human is effectively disconnected from the distractions of her or his senses, feelings and intuitions. With the field of experience so drastically reduced for office workers, the stimuli which remain- paper work, mental work, business-loom larger and obtain an importance they would not have in a wider, more varied, more

stimulating environment. The worker gets interested in them largely because that is what is available to get interested in. Curiously, however, while eschewing feeling and intuition, business people often cannot resist using them. They come out as aberrations, fierce competitive drive, rage at small inconveniences, decisions that do not fit the models of objectivity. Such behavior in business sometimes makes us think of blades of grass growing upward through the pavement.

A more poignant example, perhaps, is that modern offices have proven to be such hot sexual environments. Aside from the occasional potted plant, the only creatures in offices with which it is possible to experience anything are other humans. With all other organic life absent and with the senses deprived of most possibilities for human experience, the occasional body which passes the desk becomes an especially potent sensual event, the only way out of the condition of suspended experience, and the only way to experience oneself as alive. In fact, the confinement of human beings within artificial environments may be a partial explanation of our new culture wide obsession with and focus on sex.

PART III

KNOWLEDGE AND DIRECT EXPERIENCE

1. PERSONAL EXPERIENCE

The imitative process is automatic with children. They imitate whatever is around: parents, cats, dogs, insects, plants, cars, each other, and whatever images are delivered through the media. Of course, imitating the animal seen in the media image is not the same as imitating the animal seen in the forest.

To achieve their exquisitely detailed knowledge of the world around them, human beings living in non-mediated environments had to use all their abilities to observe themselves, the planet, and the things that grow from it. They might not have even considered the planet to be something that was actually outside them since their senses told them it was also inside them. Their world was organized along flow lines, not in separate and distinct boxes.

Knowledge results from personal experience and direct observation: seeing, hearing, touching, tasting and smelling. These are aided by several

inward systems. All of these: the five senses plus feeling and thought combine to produce conscious awareness, the ability to perceive and describe the way the world is organized. Western people like to think of these human qualities as separate from one another and some as more "real" than others. Yet all of the abilities interact both between person and planet and among each other. One sense interacts with another sense, the senses interact with feelings, thought flows constantly in and out of all experience. The fully functional human being can be understood as a kind of microcosmic ecosystem inside a wider ecosystem inside a wider one and so on, all systems flowing in and out of each other. As with other systems, when one thing is altered, the overall balance is altered. Changes in one aspect of human perception or experience affect all others.

When a person has all senses fully operative, we call the person "sensitive." People who live in environments that stimulate the full sensory range, from the most subtle to the most obvious, are more sensitive than those who do not. The senses developed in interaction with the multiple patterns and influences of the natural environment; no sensual capacity was developed by accident. No sense maintains itself if it is not used. If a sense remains unused, it atrophies.

2. PRODUCT OF HUMAN MENTAL PROCESSES

The psychiatrist R. D. Laing, among others, has said that the growing incidence of mental illness these days may be explained in part by the fact that the world we call real and which we ask people to live within and understand is itself open to question. The environment we live in is no longer connected to the mix of planetary processes which brought us all into being. It is solely the product of human mental processes. It is real, but only in the way that a theatrical play or a fun house is real. Our artificial environment is there and we can experience it, yet it has been created on purpose by other humans. It is an **interpretation of reality**; it no longer reveals how nature works and it cannot provide much useful information to human beings who seek to see their own lives as part of some wider natural process. We are left with no frame of reference untouched by human interpretation.

Living within this environment ultimately foists upon us a bizarre choice between two equally disconnected realities. We may decide to accept as real our artificially reconstructed human environment, ignoring that it is an arbitrary re-creation and accepting this interpretation of reality as our own.

Or we may recoil from it, allowing ourselves to see our new environment as a stage set or a series of false fronts. This is the way the schizophrenic often describes the world. Those who make the latter choice risk the dangers inherent in trying to understand the world solely through their own isolated internal mental processes.

Either choice, acceptance or rejection, separates us from the possibility of interacting with and learning from the organic reality which exists outside of human conception. But what we call sanity lies in the first choice, acceptance of the arbitrary as real.

PART IV

THE INFLUENCING MACHINE IN SCHIZOPHRENIA

1. INTERNAL AND EXTERNAL CONFUSION

In 1919, Dr. Viktor Tausk, a colleague of Freud's, wrote an amazing article called "On the Origin of the 'Influencing Machine' in Schizophrenia." Tausk wrote that a significant number of patients described their problems as being caused by an "influencing machine" operated by alien forces. These aliens represented belief systems threatening to the patient's own and which were being forcibly implanted in the patient's mind. The influencing machine usually has gigantic wheels, gears and other paraphernalia, Tausk says. It often has the ability to project pictures and invisible rays in some way capable of imprinting the brain. The pictures frequently emanate from a "small black box" and are flat, not three-dimensional, images. The machine and its emanations can produce feelings and thoughts in the victim, while removing their own, according to Tausk, "by means of rays or mysterious forces which the patient's knowledge of physics is inadequate to explain. It creates sensations that in part can not be described," says Tausk, "because they are strange to the patient himself, and that in part are sensed as electrical, magnetic or due to air-currents."

Soon, Tausk reports, the victim cannot distinguish information -feelings, thoughts, sensations, memories -that have been received from this "external" source from those that have been personally generated or are the result of personal experience and discovery.

Tausk's hypothesis is that patients create this machine fantasy as an outward manifestation of an internal confusion between the external and

the internal worlds; the world of one's own thoughts and the concrete world outside the person.

This confusion has its roots in early childhood, Tausk says. At a certain age, a child seeks a reality beyond the parents, seeks to contact an outer world and so begins exploring. To the degree the child succeeds, it learns to integrate and process the wider world it has experienced. It can tell the difference between the impulses, images and experiences that are connected to the world outside, and those which are totally self-generated, floating, not rooted in the world. If the child has made this distinction, then the projections of his or her own mind can be distinguished and identified. This is sanity.

2. WHICH ONE IS THE REAL IMAGE?

The schizophrenic, says Tausk, does not learn to make this distinction and cannot tell which images emanate from inside the mind and which are connected to experiences in the world. At this point, all experience, whether internally generated or the result of an interaction with the world, is equal. Projections of the mind take on the same quality as direct experience of the world. One's experience of the world becomes unreliable, as do one's own thought processes. Both become floating, unrooted. All are equally internal and equally external.

At this point, Tausk suggests, the patient will create an "influencing machine" fantasy as a physical manifestation of the confusion. Capable of implanting images which are in the form of rays, capable of implanting alien realities outside of one's own experiences, capable of changing one's feelings, this machine "causes" the patient to fall into utter confusion about what is real and what is not, what is internal and what is external.

Doubtless you have noticed that this "influencing machine" sounds an awful lot like television. The mystery is how the phenomenon could have existed in 1919 before the apparatus was invented.

In any event, there is no question that television does what the schizophrenic fantasy says it does. It places in our minds images of realities that are outside our experience. The pictures come in the form of rays from a box. They cause changes in feeling and, as we will see, utter confusion as to what is real and what is not. All reality becomes ethereal, existing only in our minds.

3. TELEVISION IS A TYPE OF "INFLUENCING MACHINE"

Like the machine of Tausk's suffering patients, television is a final manifestation of an already apparent confusion. This confusion existed at the time Tausk was writing, but it has now been institutionalized by the ubiquity of the artificial environments we live in. A real world that cannot be questioned has been submerged beneath a reconstructed, human-created world. We live inside the manifestations of human minds. Like the child seeking outside connection, we find only the projections of other humans. We can't know the natural from the artificial, since the processes that would reveal that are nowhere visible.

We are cut off, floating in space, living within a nationwide sense-deprivation tank. We see a stimulus, a light, and we cling to it. It becomes everything. It causes images in our brain. We call this experience, but we can't tell if it is our experience or something else. It is in our heads, but we didn't create it. We don't know if it is real or it is not. We cannot stop the broadcasts. We accept whatever comes. One vision is equal to the next. One thought is as good as the next. All information merges. All experience merges. We take everything on faith. One explanation is the same as the next one. Contradictions do not exist. We have lost control of our minds. We are all lost in space. Our world exists only in memory. Everything is arbitrary. TV is the guru speaking reality. We have merged with the influencing machine.

PART V

THE CREATION OF VALUE

1. CAPITALIST PROFIT ORIENTED MIND

To the capitalist, profit-oriented mind, there is no outrage so great as the existence of some unmediated nook or cranny of creation which has not been converted into a new form that can then be sold for money. This is because in the act of converting the natural into the artificial, something with no inherent economic value becomes "productive" in the capitalist sense.

An uninhabited desert is "nonproductive" unless it can be mined for uranium or irrigated for farms or covered with tracts of homes. A forest of uncut trees is nonproductive. A piece of land which has not been built upon

is nonproductive. Coal or oil that remains in the ground is nonproductive. Animals living wildly are nonproductive.

Virtually any land, any space, any material, any time that remains in an original, unprocessed, unconverted form is an outrage to the sensibilities of the capitalist mind. Iron, tungsten, trees, oil, sulfur, jaguars and open space are searched out and transformed because transformation creates economic benefits for the transformers.

2. VALUE ADDED

In economics this transformation has a name: "value added." Value added derives from all the processes that alter a raw material from something that has no intrinsic economic value to something which does. Each change in form, say, from iron ore in the ground to iron or steel to car which is heavily advertised adds value to the material. The only raw materials which have intrinsic economic value before processing are gold and silver. This is only because people have agreed on these values in order to define a value for paper money, which certainly has no intrinsic value.

It is, then, the nature of profit seeking to convert as much as possible of what has not been processed and exists in its own right into something which has the potential for economic gain.

3. SCARCITY

A second element in the creation of commercial value is scarcity, the separation of people from whatever they might want or need. In artificial environments, where humans are separated from the sources of their survival, everything obtains a condition of relative scarcity and therefore value.

There is the old story of the native living on a Pacific island relaxing in a house on the beach, picking fruit from the tree and spearing fish in the water. A businessman arrives on the island, buys all the land, cuts down the trees and builds factory. Then he hires the native to work in it for money so that someday the native can afford canned fruit and fish from the mainland, a nice little cinder-block house near the beach with a view of the water, and weekends off to enjoy it.

The moment people move off land that has directly supported them, the necessities of life are removed from individual control. The things people

could formerly produce for their survival must now be paid for. You may be living on the exact spot where a fruit tree once fed people. Now the fruit comes from five hundred miles away and costs thirty-five cents apiece. It is in the separation that the opportunity for profit resides.

When the basic necessities are not scarce-in those places where food is still wild and abundant, for example -economic value can only be applied to new items. Candy bars, bottled or chemical milk, canned tuna, electrical appliances and Coca-Cola have all been intensively marketed in countries new to the market system. Because these products hadn't existed in those places before, they are automatically relatively scarce and potentially valuable.

4. THE NEED OF THE CONVERTED PRODUCT

Once the process of accounting for every available square inch of terrain and every raw material has begun, it is necessary to convince people to want the converted products. On the environmental end of the equation, the goal is to turn raw materials in the ground, or the ground itself, into a commodity. On the personal end of the equation, the goal is to convert the uncharted internal human wilderness into a form that desires to accumulate the commodities.

The conversion process within the human is directed at experience, feeling, perception, behavior and desire. These must be catalogued, defined and reshaped. The idea is to get both ends of the equation in synchrony, like standard gauge railways. The human becomes the terminus of the conversion of plants, animals and minerals into objects. The conversion of the natural into artificial, inherent in our economic system takes place as much inside human feeling and experience as it does in the landscape. The more you smooth out the flow, the better the system functions and, in particular, the more the people who activate the processes benefit. In the end, the human, like the environment, is redesigned into a form that fits the needs of the commercial format.

People who take more pleasure in talking with friends than in machines, commodities and spectacles are outrageous to the system. People joining with their neighbors to share housing or cars or appliances are less "productive" than those who live in isolation from each other, obtaining their very own of every object. Any collective act, from sharing washing machines to car-pooling to riding buses, is less productive to the wider

system in the end than everyone functioning separately in nuclear family units and private homes. Isolation maximizes production. Human beings who are satisfied with natural experience, from sexuality to breast-feeding to cycles of mood, are not as productive as the not-so-satisfied, who seek chemical and artificial milk, drugs to smooth out emotional ups and downs, and commodities to substitute for experience.

As long as the process of mediating between people and natural non-consumer experience is encouraged, the big wheel keeps turning and we all turn with it.

5. THE SOLE PURPOSE OF ADVERTISING: TO CREATE NEEDS

Advertising serves to further the movement of humans into artificial environments by narrowing the conception of diversity to fit the framework of commodities while unifying people within this conception. The result is a singularly channeled mentality, nicely open to receiving commercial messages, ready to confuse brand diversity with diversity itself, and to confuse human need with the advertisers' need to sell commodities.

Advertising exists only to purvey what people do not need. Whatever people do need they will find without advertising if it is available. This is so obvious and simple that the ad industry has succeeded in muddying the point.

No single issue gets advertisers screaming louder than this one. They speak about how they are only fulfilling the needs of people by providing an information service about where and how people can achieve satisfaction for their needs. Advertising is only a public service, they insist.

Speaking privately, however, and to corporate clients, advertisers sell their services on the basis of how well they are able to create needs where there were none before.

If we take the word "need" to mean something basic to human survival - food, shelter, clothing or basic to human contentment - peace, love, safety, companionship, intimacy, a sense of fulfillment; these will be sought and found by people whether or not there is advertising. In fact, advertising intervenes between people and their needs, separate them from direct fulfillment and urges them to believe that satisfaction can be obtained only

through commodities. It is through this intervention and separation that advertising can create value, thereby justifying its existence.

Consider the list of the top twenty-five advertisers in the United States. They sell the following products: soaps, detergents, cosmetics, drugs, chemicals, processed foods, tobacco, alcohol, cars and sodas, all of which exist in a realm beyond need. If they were needed, they would not be advertised.

People do need to eat, but the food that is advertised is processed food: processed meat, sodas, sugary cereals, candies. A food in its natural state, unprocessed, does not need to be advertised. Hungry people will find the food if it is available. To persuade people to buy the processed version is another matter because it is more expensive, less naturally appealing, less nourishing, and often harmful. The need must be created.

6. ADVERTISING DELIVERY SYSTEM: TELEVISION

There is one additional factor, however. Advertising itself requires a delivery system. This has been the role of the mass media. All the media have done an excellent job of placing advertising inside people's heads, but some are better at it than others. Television is by far the best, because it has nine natural advantages.

1. Television is itself a commodity, and an expensive one too. Therefore it is physically consistent with the prevalent reality. Its purchase gives the commodity system a boost.
2. Television changes the nature of artificial environments from passive to active. Unlike buildings and machines, television literally enters inside human beings; inside our homes, our minds, our bodies, making possible the reordering of human processes from the inside.
3. Television is an experience that can be had by virtually everyone at the same time. By substituting for a greater diversity of experiences and unifying everyone with it, it aids commercial efficiency. With all people confined to the same mental and physical condition, a single advertising, political or religious voice appropriate to the common mood can influence everyone.
4. Once diversity of experience is reduced to television, a relative handful of people can control everyone's awareness. Luckily for

advertisers, in a capitalist system, whoever is in a position to pay for the technology has primary access to it.

5. Television is unique in that it smooth out any furrows in the commodity system. Dormant anxieties can be dulled by the television experience. Beyond being a delivery system for commodity life, it is the solder to hold that life together, the drug to ease the pain of confined and channeled existence.
6. Though television passes for experience, it is really more like "time out," as we shall see later. It is anti-experience. Its interaction with the human body and mind fixes people to itself, dulls human sensibility and dims awareness of the world. This enhances the commodity life by reducing knowledge of any other.
7. By focusing people on events well outside their lives, television encourages passivity and inaction, discourages self-awareness and the ability to cope personally, both of which are dangerous for advertising.
8. By speaking in images, television adds a dimension to the mirror-image process. Unlike radio or print media, advertising can now implant internal movies, forever available for self-comparison.
9. Television encourages separation: people from community, people from each other, people from themselves, creating more buying units and discouraging organized opposition to the system. It creates a surrogate community: itself. It becomes everyone's intimate advisor, teacher and guide to appropriate behavior and awareness. Thereby, it becomes its own feedback system, furthering its own growth and accelerating the transformation of everything and everyone into artificial form. This enables a handful of people to obtain a unique degree of power.

***Study Continued in File 09
Parts V-VII**