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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 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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Four Arguments for the Elimination of Television

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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Revisiting "Four Arguments for the Elimination of Television"

Four Arguments for the Elimination of Television Television technology has been a controversial issue since its debut in the early 1940s. In order to fully understand any controversial issue, one must be presented with both the pro and the con sides of the issue.

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