In this 1985 social commentary, *Amusing Ourselves to Death*, Neil Postman contends that the perils of mass media are infecting us with a growing appetite for nonsensical entertainment. Taken in by the tectonic, diverting, and immobilized intellectually, emotionally, and in spheres of political & social discourse. While thinking for the trivial, the popularly reasoned discourse. Thus, we are losing opportunities to make our lives count for something great. “For America is engaged in the world’s most important epistemology & culture (chapters 1-5)”.

**Critique of Television:**

- Television teaches us the lesson of all great television commercials: They provide a slogan, a symbol or focus that creates for viewers a baseline upon which they can construct their own understanding. This is the lesson of all great television commercials: They provide a slogan, a symbol or focus that creates for viewers a baseline upon which they can construct their own understanding. Thus, television-teaching always takes the form of story-telling, conducted through dynamic images and supported by music.

**Goals & Interesting Observations:**

- “Show that definitions of truth are derived, at least in part, from the character of the media of communication through which information is conveyed” (pg. 17).

**First Observation:**

- “A particular statement acquires a universal significance is called ‘resonance.’ Thus, the richness or significance, esp. in evoking and maintaining our interest, depends upon the context in which it occurs.”

**Second Observation:**

- “The concept of truth is intimately linked to the bases of forms of expression. Truth does not, and never has, ‘come undeserved. It must appear in its proper context or it is not acknowledged as being a kind of cultural prejudice. Each culture conceives of it as being most authentically expressed in certain symbols that another culture may regard as trivial or irrelevant’ (pp. 22-23).

**Third Observation:**

- “Mirror, Mirror on the Wall: Technique:”

**Fourth Observation:**

- “Everything is being presented in the now; no access to the past; no contextual basis (whether theory, vision, or metaphor) or understanding is used.”

**Fifth Observation:**

- “Three commandments that television educates by teaching children to do what television-viewing requires of them”: (pg. 144).

**Sixth Observation:**

- “Television educates by teaching children to do what television-viewing requires of them”: (pg. 144).

**Questions:**

1. **Two Prophetic Analogies**

2. **What happens when we become saturated with seduction by the digital world?**

3. **Is technology & media making us better citizens or consumers?**

4. **Is technology and media controlling our appetites, manipulating our desires, and molding our purposes?**

5. **Is our potential being reduced by technology and media?**

6. **Is technology & media make us more or less autonomous, mature, & imaginative?**

7. **Is technology & media make us more or less autonomous, mature, & imaginative?**

8. **Is technology & media make us more or less autonomous, mature, & imaginative?**

9. **Is technology & media make us more or less autonomous, mature, & imaginative?**

**How Should We Then Live?**

1. **(1) Be aware**

2. **(2) To be assured**

3. **(3) Know what**

4. **(4) Do not stop thinking**

5. **(5) Understand the structure and effects of information.**