TV is like soma as it is used as a means of control over society.

One person (corporation or world controller) chooses the material to "feed" to society...
promote an inability to cope with stresses of life...

1. Makes people complacent or easy to control
	1. TV shows that teach children how to behave... older children/teens/adults learn social etiquette and experiences (albeit false) from what is seen on tv. (Did you know your car doesn't actually blow up after a crash?)
	2. people are conditioned to need or want to use soma, it is encouraged in society. "quote" (36).
	3. Repeated exposure can condition a person to "buy in" to what is being presented.
	"Mustapha Mond quote" (367)
2. Prevention of deep thought
	1. Information is fed to the viewer through pre-programmed shows. It is easy to present propaganda this way, without offering a means for open discussion or disagreement.
	2. If a person is busy watching TV or on a soma holiday, what real thought or analysis or discussion can be had? Studies show that fewer brain cells fire during TV viewing than during sleep- there is nothing going on up there!
	3. Soma means "higher consciousness" in Sanskrit, or "body" in Greek. Out of body (mind).
3. Promoting and enforcing instant gratification
	1. Commercials. Yum! Fruit Loops. Oh look, A new IPhone (10sxyz)!! I need, I need, I need! Frequent exposure (visual, auditory, etc) is a form of conditioning. Subconsciously, people will begin to crave what they are exposed to.
	2. keeping 4 grammes of soma on a person at all times. Easy access to stress release.

TV is like soma as they are a means of relaxation/disconnection, a way to prevent rebellious thought, and provides entertainment.

TV is like soma because they are both passive activities, are easily accessible, and allow for a temporary escape of everyday stresses.