

For masses, TV educates — but tastelessly

THE RECENT scandals involving the Rev. Jim Bakker and his violation of the standards expected of a religious leader focus our attention on the ever-increasing role of television on our lives.

Television's social and cultural responsibilities are those of the largest and probably most influential educational system any society has known.

For most people, mass communications provide the means of their



moral perspectives
Rabbi Irwin Groner

continuing education, for good or ill. Television's choice of topics, personalities, and emphases decides what the masses learn.

For these reasons, one can confer on television the title and status of educator. I cannot think of a nicer compliment than to call someone a teacher.

BUT I RECOGNIZE that television does not much care for the video. Perhaps that is because the video screen realizes it must be given, in every department, low marks as an

educator. It does not fully inform; it mystifies as much as it clarifies; it undermines moral values; and in the case of the Rev. Bakker, it betrays the trust reposed in it by its viewers. Television's delight in the shoddy, the tasteless, the mind-dulling, and the venal is well established.

During the week that preceded Passover and Easter, one television channel showed "The Ten Commandments," while the other channels featured programs that broke at least six of them.

TELEVISION'S unwavering allegiance is to financial gain. Qualms of conscience about the effects of dishonest advertising or unworthy programming disappear like morning mist in the glow of a comfortable advertising contract.

When religion enters this business, it too can easily be corrupted by the

lustre of intoxicating financial gain, as we have seen.

Because of its preoccupation with violence, illicit sex, and aspects of human depravity, television has encouraged the stupefaction and desensitization of our nation. All the dirty garbage in our social and cultural and moral life cannot be dropped at television's door, to be sure.

BUT I AGREE with a TV critic who said some time ago: "Television has within its power to decide what kind of people we become." I shudder as I contemplate the implications of that statement.

Its defenders say that television does not create social emptiness, cultural chaos, and moral decline, but merely reports what it finds. Mass communication portrays itself

as the efficient conduit of social information.

Also, some argue that it is not the fault of television that people prefer fantasy to fact — and it is not television's problem, but theirs, if they prefer entertainment and titillation to information.

THESE ARE SPURIOUS arguments.

Television is increasingly more influential than the family, the school, the church, the synagogue, and the community in shaping and influencing attitudes, values and conduct. We have indeed become a "global school" by the electronic revolution.

The lessons depicted on the TV screen become the "life-curriculum" for millions of viewers.

If we want to find ways to reduce the crime on our streets, the violence

in our schools, the ever increasing rate of teenage pregnancy, and the host of other violations of the principles of decency and integrity, we should direct our attention to that powerful educational force which has produced the malaise of America.

The Rev. Bakker is not really the most serious problem. He is the symptom of that corruption which the medium of television has brought into our homes.

The time has come for our society to determine that mass communication shall not pander to the worst in the American people.

Rabbi Irwin Groner is with Congregation Shaarey Zedek in Southfield.

WE WILL BUY
Your fine jewelry and precious gems. Immediate payment. Fully insured coin silver arrangements available.
By Appointment • 642-2650
GREENSTONE'S
Creators of Fine Jewelry for over 60 years
528 N. Woodward • Birmingham
Mon. thru Fri. 9:30-6:00, Sat. until 5:00

Storewide Sale
You may not know that within 15 miles of where you live is one of the only great rug stores in America. For the greatest variety, come to BEST, hundreds at
Best carpets & area rugs
543-5300
Woodward South of 12 Mi., Royal Oak

UGLY KITCHEN CABINETS? DON'T REPLACE... 'REFACE'
MODERN & EUROPEAN STYLES
FORMICA Solid Colors and Woodgrain
SOLID WOODS Oak, Cherry and Birch
SERVING WAYNE, OAKLAND & MACOMB
• FACTORY SHOWROOM
• FREE ESTIMATES
1642 E. 11 Mile Rd., Madison Hgts. Since 1969
1 Block W. of Dequindre Daily 9-5, Sun. 10-4
Cabinet Clad... 541-5252

Kresge challenges zoo group

The Kresge Foundation of Troy, one of the nation's largest private foundations, announced a \$600,000 challenge grant this week toward the campaign for a new \$7 million chimpanzee exhibit at the Detroit Zoo.

To collect the "challenge" grant, the Detroit Zoological Society — an independent, non-profit membership organization, licensed to raise funds to support zoo programs — must

raise some \$4.8 million in private funds by the end of 1987.

The Zoological Society is independent of the city of Detroit, which owns and operates the zoo.

Mother's Day May 10

HILDA OF ICELAND
Pamper her with exclusive European cottons, cool Irish linens or handcrafted Icelandic woolsens.
AVAILABLE NOW IN DOWNTOWN
HARBOR SPRINGS GRAND RAPIDS BIRMINGHAM
(616) 526-6914 (616) 776-1258 (313) 642-6360
*Register your Mother for a FREE GIFT CERTIFICATE - Drawing 5/9/87
255 S. Woodward at Brown (Park Plaza Building)
Catalogs available "we ship anywhere"

WELCOME to the 3rd Annual Azalea Festival
May 8, 9, & 10; Saturday & Sunday 10-5
Grosse Ile, Michigan

Saturday Parade at 10 A.M. on Macomb St. Historic Society Walking Tours of Historic Homes thru-out the day. Special interest car judging at 1 P.M. 70 Piece men's Renaissance Choir at the Colony Condos at 2 P.M.
Saturday Night Teen Dance at 9 P.M.

Thursday ALL DAY Tours of Historic Westcroft Gardens Classic, Sport, & Antique Cars Arts & Crafts, Art Show, Contests, & Games Shuttle Bus Available First Flower Market of the Year

FEATURE EVENTS
Friday Fashion Show at the Hungry Crab Restaurant 12 Noon
Friday Night Night On The Town Local restaurants will feature entertainment and dinner

Flowers SAY IT BEST!
Most of the florists feature one or more of the nationally known wire services.

Livonia Cräftique 33024 7 Mile Rd. 476-9665 Silk Arrangements for Mother's Day MasterCard Visa	Livonia Susie's Flowers and Gifts 37613 5 Mile Rd. 464-4588 Specializing in the Finest AFS Teleflora FTD	Hochester Daily Deliveries to 67 Cities Holland's FTD Florist & Gifts 200 Main Downtown Rochester Major Credit Cards 651-4510
Livonia Flowers from Joe's 33168 W. 7 Mile 477-8616 Delivered Twice Daily Thruout The Metro Area	Northville Highland Lakes Florist & Cards 43235 W. 7 Mile Rd. 349-8144 In Highland Lakes Shop (City Wire Service - Daily Deliveries - Charge By Phone)	Southfield ARLINE CHERRIN'S 2215 Northwestern Remember Mother With Flowers That Last Forever 357-2030 Ask for Mary Ann, Florist & Gifts
Berkley Berkley Flower Shop & Greenhouse 3021 W. 12 Mile Rd. 544-4500	Livonia French's Flowers and Gifts 33885 Five Mile in the New Civic Center Plaza 3021 W. 12 Mile Rd. 427-7820 FTD All Major Credit Cards	Plymouth Bea's Flowers & Gifts Custom Fresh & Silk Floral Designs Commercial Areas Delivered 42841 6 Mile Rd. 420-3300 Deliveries To All Metro Areas
Birmingham Moss-Lipinski Florist 151 S. Bates 646-7272 FTD Flora Fax All Major Credit Cards	Livonia Harold Thomas Nursery & Florist 14925 Middlebelt Rd. 421-2888 Daily Delivery Service Saturdays Charge By Phone	Plymouth Flowers by Friendly Persuasions 696 N. Mill St. 453-5240 FTD
Detroit Eddy's Florist "Flowers Are Us" 15827 W. Warren Ave. (3 Bks. W. of Greenfield) 581-5454 Major Credit Cards Accepted	Livonia Kim's Flowers & Gifts 6 Mile & Newburgh (No Lower Prices Around! - Lowest in the Metro Area) 591-0120 Flowers Wire Service	Redford Burzy Bee Florists 27005 Plymouth Rd. 937-3233 Flowers For All Occasions Charge By Phone AFS TELEFLORA
Farmington McFarland's Florist & Greenhouses 28815 Grand River 474-0750 FTD Major Credit Cards	Livonia Livonia Florist Herz's Plaza 422-1313 Major Credit Cards Accepted FTD Teleflora	Redford Floyd's Flowers, Inc. 25096 5 Mile Rd. 535-4934
Farmington Hills Schroeter's Flowers & Gifts 39216 Orchard Lake Rd. 851-0222	Livonia Merri-Craft Florist Harrigan's Inc. Open Mother's Day 13955 Merriman Rd. 427-1410	Redford Lockey's Flowers 25905 W. 6 Mile 531-1550 CITY AND WORLDWIDE DELIVERY FTD
Livonia Bartel's Flowers 38089 Plymouth Rd. 464-1000 Charge Cards by Phone Teleflora Florafax	Livonia Nick Bos Florist & Greenhouse 33220 W. 7 Mile Rd. 631-1674 Serving Livonia, Farmington, Detroit and 43 Suburbs Daily	Redford Twp. Flowers by Sandino 23801 Plymouth Rd. 937-1120
Livonia Cardwell Florist 32146 Plymouth Rd. 1/2 Mile W. of Merriman Open Every Sunday 11 to 3 421-3567 FTD Teleflora	Livonia Plaza Florist and Gifts 37287 W. Six Mile 464-7272 Located in the Mini-Mall in Newburgh Plaza	Southfield Dorey Florist, Inc. 29201 Southfield Rd. 552-0040 FTD Major Credit Cards

Invest In Your Home and Kast Will Invest In Your Future

OUR INCREDIBLE OFFER HAS BEEN EXTENDED
FREE \$500⁰⁰ UNITED STATES SAVINGS BOND!
with the purchase of either

LENNOX HS19 Air Conditioner	OR	LENNOX PULSE FURNACE
---------------------------------------	-----------	--------------------------------

- The most efficient single-speed model made by Lennox
- Seasonal Energy Efficiency Ratio (SEER) up to 12... extremely efficient
- "Brown-out" control to protect compressor
- 45% reduction in operating costs compared to units 7 years old or older
- One of the quietest, most rugged and advanced units on the market
- Low maintenance, energy saving
- Nearly twice as efficient as other furnaces because it operates on an entirely different principle
- The only furnace with the Good Housekeeping Seal of Approval, your assurance of quality and reliability

0% Financing for 12 months* OR 9.9% Financing for 3 years*
*With approved credit only. Offer expires May 20, 1987.

A new Air Conditioner or Furnace will be an investment in your home as well as an investment in your family's comfort. The \$500 Bond will be our investment for you.

Call Us For a FREE Energy Analysis of Your Home or Business.
We've been keeping families like yours comfortable for 50 years.
Kast is Contracting Business' 1987
"Contractor of the Year."

KAST Heating & Cooling
BIRMINGHAM ROYAL OAK PONTIAC
642-7150 542-3850 338-9255
Make the KAST call your LAST call!