

MAX PARADOX

THE TV IS ALWAYS ON

HOW TELEVISION, EXPLAINS NOTHING,
CONTROLS EVERYTHING, AND NEVER TURNS ITSELF OFF



INTRO - The Television Is On. Nobody Is Watching. Everyone Is Involved.....	4
CHAPTER 1 - The TV Is Always On, Even When It's Off	7
CHAPTER 2 - News That Say Everything and Explain Nothing	13
CHAPTER 3 - Experts Who Know Everything Until Tomorrow	23
CHAPTER 4 - Breaking News That Never Stops Breaking ...	31
CHAPTER 5 - The Weather Segment That Feels Personal ...	38
CHAPTER 6 - Commercial Breaks That Know You Better Than You Know Yourself	45
CHAPTER 7 - Talk Shows Where Everyone Is Brave and Nothing Changes	52
CHAPTER 8 - Reality TV Where Reality Takes a Day Off	59
CHAPTER 9 - The Anchor Voice That Makes Everything Sound Manageable	66
CHAPTER 10 - Documentaries That Explain Nothing for an Hour	72
CHAPTER 11 - Panel Discussions Where No One Listens	78
CHAPTER 12 - Special Reports That Feel Special Every Time	84
CHAPTER 13 - TV Schedules That Control Your Evening Without Asking	89
CHAPTER 14 - Late Night TV That Pretends You're Still Awake	94
CHAPTER 15 - Reruns That Teach You Time Is a Circle	99
CHAPTER 16 - Award Shows Where Television Congratulates Itself	104

CHAPTER 17 - Children's Programming That Teaches Adults How Tired They Are.....	110
CHAPTER 18 - Sports Coverage That Turns Waiting Into Drama.....	115
CHAPTER 19 - Emergency Alerts That Scare You Before Explaining Anything	121
CHAPTER 20 - Morning Shows That Pretend Everyone Is Happy.....	127
CHAPTER 21 - TV Interviews That Are Just Long Advertisements	133
CHAPTER 22 - TV Debates Where Winning Matters More Than Truth	138
CHAPTER 23 - The TV Guide That Promises Choice and Delivers Noise.....	142
CHAPTER 24 - TV Ratings That Decide What You're Allowed to Like	148
CHAPTER 25 - Foreign News That Makes Everywhere Else Feel Strange.....	154
CHAPTER 26 - Historical Channels That Repeat the Same Century Forever	160
CHAPTER 27 - TV Apologies That Mean Nothing and Everything	165
CHAPTER 28 - The Volume That Keeps Getting Louder for No Reason.....	170
CHAPTER 29 - Live TV That Pretends Anything Could Happen	176
CHAPTER 30 - TV Endings That Never Actually End	182

CHAPTER 31 - Binge-Watching That Turns Choice Into
Obligation..... 187

CHAPTER 32 - TV Silence That Feels Louder Than Sound 194

CHAPTER 33 - The Moment You Realize You’ve Been
Watching for Hours Without Knowing Why 200

CHAPTER 34 - Turning the TV Off Like It’s a Personal
Statement.....207

CHAPTER 35 - The TV That Keeps Existing Even After You
Stop Watching 213

INTRO - The Television Is On. Nobody Is Watching. Everyone Is Involved.

Television was never meant to be watched.

That was just a rumor.

Television was meant to be on.

On in the background.

On during dinner.

On while people talk about things that have nothing to do with it.

On while nobody listens, but everyone somehow knows what's going on.

Television is not a medium.

It's an atmosphere.

A glowing rectangle that reassures you that silence has been defeated.

That something is happening somewhere.

That adults are in charge of the world, or at least pretending very convincingly.

People say they don't watch television anymore.

They say it proudly.

Like a personality trait.

And yet:

- They know what the news “is saying lately.”
- They know which politician looked tired.
- They know someone “got exposed.”
- They know something is “concerning.”

Television teaches knowledge without effort.

You don't have to focus.

You don't have to agree.

You don't even have to look.

You just have to be in the same room.

This book is not about TV shows.

It's not about channels.

It's not about nostalgia.

It's about the absurd ritual of letting a glowing box explain reality to people who already feel confused.

It's about anchors who talk like nothing has ever happened before, even when everything has.

It's about breaking news that keeps breaking until it becomes furniture.

No advice.

No solutions.

No “turn it off at the end.”

Because it will still be on.

CHAPTER 1 - The TV Is Always On, Even When It's Off

A television that is turned off is not actually off.
It's resting.

Waiting.

Watching you.

A black screen doesn't mean peace.
It means readiness.

Readiness for:

- a special report,
- an urgent update,
- a shocking revelation that will be forgotten by tomorrow morning,
- a rerun of something nobody remembers watching the first time.

People don't watch television anymore.
They coexist with it.

They eat while tragedies unfold.

They scroll their phones while someone cries on a talk show.

They fall asleep to a documentary that promises answers and delivers background noise.

Television doesn't demand attention.

It only asks for electricity and quiet acceptance.

The strangest thing about television is how much you know without ever watching it.

You don't watch the news.

But you know the world is "tense."

You don't watch political shows.

But you know everyone is "divided."

You don't watch morning TV.

But you know:

- someone cooked something fast,
- someone tested a product you don't need,
- someone smiled like rent depended on it.

Television knowledge spreads through osmosis.

No eye contact required.

The remote control is the most powerful object in the house.

And it is used with absolutely no intention.

Click.

Click.

Click.

Not to choose.

To avoid silence.

Silence is uncomfortable.

Thoughts are inconvenient.

Television fills the space between meals and sleep.

Television taught us that everything has a format.

- Disaster fits into twelve minutes plus commercials.
- War needs a logo.
- Human suffering works best with a scrolling ticker.
- Truth should be summarized before the break.

If something doesn't fit into the schedule, it probably wasn't that important.

Television organizes chaos by pretending it knows what comes next.

"And now..."

"Coming up..."

"After a short break..."

These are the most optimistic phrases ever invented.

- "Short break" is a lie.
- "Coming up" means nothing.
- "Now" means "please don't change the channel."

Television doesn't explain reality.

It soothes it.

Even when it shows panic.

Even when it shows collapse.

Because if chaos is on TV, then:

- someone filmed it,
- someone edited it,
- someone is calmly talking over it.

The most disturbing events are the ones that aren't on television.

Because then no one tells you how to feel.

Television is a professional interpreter of reality.

It translates confusion into confidence.

The anchor looks at the camera like they know something.

They rarely do.

But they look convincing.