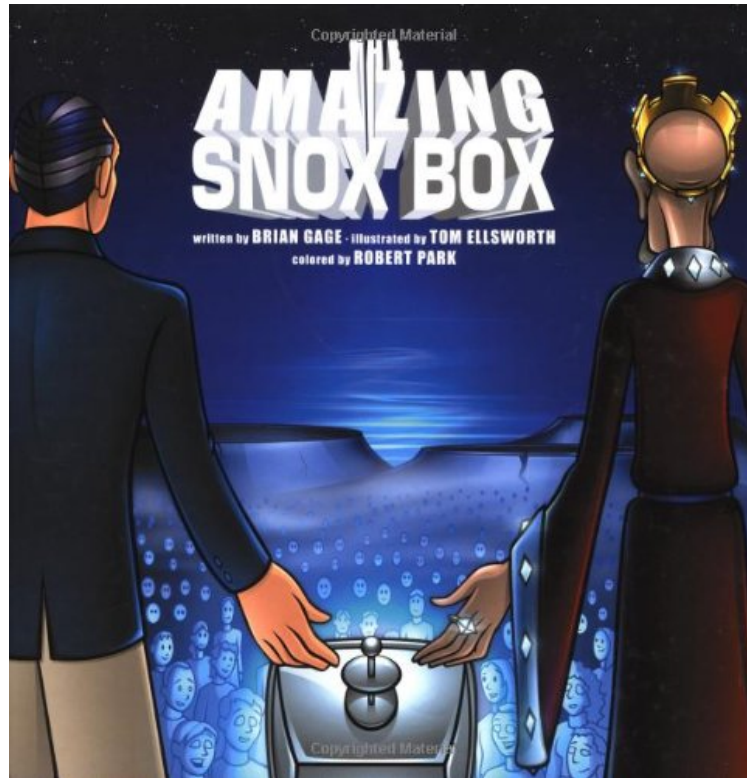


The Amazing Snox Box

Brian Gage, Tom Ellsworth, Robert Park

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Brian Gage, Tom Ellsworth, Robert Park : The Amazing Snox Box before purchasing it in order to gage whether or not it would be worth my time, and all praised The Amazing Snox Box:

2 of 2 people found the following review helpful. TV causes the downfall of all civilization By LVI first read this book a couple of years ago and thought it was very clever. Though the author sometimes sacrifices compelling language to reach a rhyme, the overall story is a rich, satirical tale for adults about how TV is used to lull a group of dissatisfied slaves back into complacency, presented in the guise of a children's book. I bought a copy recently to read to my junior high media literacy class in honor of "Turn Off Your TV Week" and a lot of it flew right over their heads. I think the rhyming helps to cloud the real issues being presented so I would recommend this title only for a high-school-and-older audience. Also, this book, unedited, is not suitable for read-alouds as it is deceptively long (and one can only listen to rhyming couplets for so long). 2 of 3 people found the following review helpful. Very Smart By A Customer This is a very clever follow up to Snark, Inc. I read a review somewhere stating the book puts more twists into fewer pages, and I agree with that. I liked Snark but this book is more of an interesting critique of its enemy (if you will) as it has a stronger narrative. I think the best underlying theme of the book is that the "protaganosts" are treated as a faceless collective - which is exactly what people become as media consumers. There's a great illustration to convey this when the Snox Boxes are delivered to slaves, and they're all in the background with no discernable faces. Definitely worth picking up if you have your doubts about the true intentions of mega-media corporations.

Control, control, control! 2 of 3 people found the following review helpful. Kill Your Television! By A Customer This is a fun book. The graphics are really engaging, and the writing has a really incisive glance at consumerism and how TV and media control every aspect of our lives. It's a nice follow up to Snark, Inc. and in many ways it's a stronger book. Turn off the TV and check it out!

"To subjugate slaves, convince them they're free," says Sammy Sopkins, the Intergalactic Salesman, in THE AMAZING SNOX BOX, which tells the story of King Locks who rules over the diamond-rich moon of Zanic. King Locks has enslaved the entire population to mine his diamonds but, as conditions grow ever more intolerable, the slaves plan a revolt. As they prepare to storm the Bastille, enter Sammy with the panacea for the autocrat's ills: the amazing Snox Box. King Locks, Sammy explains, should free all the slaves and give them Snox Boxes. The Box will show lifestyles so tempting they'll work even harder, without any need for coercion. Sammy send King Locks into what he assures the King will be only a temporary exile and Sammy dispenses free Snox Boxes to the newly emancipated slave, who gaily return to work. Once all are in thrall to the Box, Sammy shows them a news story announcing that their former tyrant was actually their misunderstood savior. King Locks is welcomed back with open arms. Once the goat, he's now a hero. Then the bill for the free Snox Boxes falls due, and the King seems disinclined to pay...

""Snox is sweet enough kids will love it, and subversive enough adults will too! (I laughed, I cried, then I went back to watching teevee.)" About the Author Brian Gage is a satirist and Web designer living in Los Angeles, California. He attended The Ohio State University and received a bachelor's degree in business administration. Since then he's been very busy making fun of Corporate America and Consumer Culture. Tom Ellsworth was born in San Luis Obispo, California. He moved to San Francisco in 1994 to go to the Academy of Art College and graduated in 1998. A freelance illustrator, his clients include Hewlett-Packard, Performance Computing magazine, and 3Djoe.com.