FROM EDEN TO NO END

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Abstract
The paper traces the evolution of the social media (non-terrestrial media) to the beginning (Genesis) and postulates that new innovations and further discoveries can only be enhanced if we go back to the sources of knowledge and new revelations. God.

Keywords: Evolution, Media, Social Media, Knowledge and Revelations.

Introduction
It all began from the creation story in Genesis (1:1-3) when God made the first-ever broadcast communication statement:

Let there be light! And there was light.

One begins then to wonder when the firmament echoed “let there be light” whether it was a terrestrial or non-terrestrial communication from the maker of the world himself-God. Was it wired broadcasting? The answer is simple to decode, as there was no wired network at that point of creation. Was it internet broadcasting by the author of wired or internet broadcasting? Your answer is as good as mine. Research will have to continue ad-infinitum to decode this.

What is broadcasting? Or what is broadcast communication? We can say that to broadcast is like a farmer taking a seed or his seeds to spread around, for more seeds to come out of such after germination. When God released the 4-lettered word "let there be light" and the totality of the elements in the world obeyed, and there was light, one can see that non-terrestrial broadcasting has been with us from Genesis (the beginning). We deceive ourselves when we grope from pillar to post in our so-called new discoveries in broadcast communication from interpersonal, to use of gong, drum, smoke and other signal to print, electronic via wired and non-wired etc. only to come to the basics communication foundation laid by God is non-terrestrial internet communication! Shaibu (2015) et all echoed these in different publications on broadcasting when he echoed a general thinking outside the box to include the physical and the spiritual.

We deceive ourselves from our limited, institutional knowledge that we know when we do not know. We at all time, claim to know more than God when we display peripheral knowledge in our so-called discoveries over the
ages. The truth is in the Bible – a Book we run away from to acquire new knowledge, secular knowledge that is farther from the source.

Shaibu (2005) echoed great scholars on the history of broadcasting by tracing it to the Marconi company in England formed in 1897. Here broadcasting started with, first radio transmission consisting of morse code (or wireless telegraph) that was made from a temporary station set up by Gugliemo Marconi in 1895. Cues were taken from this development for us to move into wired broadcasting via conventional phone lines with subscribers supplied with a number of special, personalized headsets for listening back. In Britain this was known as Electrophone and these were available as early as 1895 or 1899 (sources vary).

In Hungary it was Teleton Hirmondo (1893-1920s) in France it was Theatrophone (1890-1932). Then all these were followed by long wave, medium wave, shortwave, VHF (Very High Frequency) and UHF (Ultra High Frequency) for transmission. All these were again followed by digital radio and internet radio transmission that we are presently encumbered with. One can decode that if we combine learning with divine revelation, our tortoise journey over the stages and ages would have been shortened. Which is better? Drawing from the divine source already captured in the Bible or sweating it out through volumes of books with diverse secular contradictions in the various hypothesis and theories? St Paul captured that there is no end to secular knowledge but in Eden is the end or the beginning!

In this area of godlessness that tends to remove us from knowledge, there is a need to go back to what professor Oyibo is doing in his God Almighty Universal Theory (GAGUT). This theory revises Einstein “Big Bang” theory that has been upheld as universal scientific theory over the years.

This theory scientifically traces the Origin of man to God by debunking all scientific theories that said otherwise. This paper attempts to follow that line of reasoning by converting present intercontinental internet/satellite based communication to be as old as man. This is because these are all in Genesis 1:1-3. But because man prefers the long and tortuous journey of trial and error experiments, discoveries and other so called scientific innovations, they grope and wonder outside God until they meander into the divine truth of God that has ever been with us since Creation.

Again Shaibu (2001), etc echo Wole Soyinka the Nobel Laureate’s "as it was in the beginning so it is and ever shall be” By implication and interpretation as it was in the beginning (Genesis) so it is (now) and ever shall be (until the end).

The story of later broadcasting around the world in interesting. The movement from oral, interpersonal, community-based-communication model to present ICT based, internet communication makes an interesting reading to scholars of mass communication. Again Shaibu’s Radio World: The Sound Alternative published by M-A-S media services captures all these.

The formative spring board from all societies and cultures were from verbal interpersonal communication, to Print media forms of communication, to the Radio first, the Television, and later Internet-based Communication models. Just like Australia, Canada, Britain, America, Cuba, the Nigerian evolution of broadcasting started from the redifusion era where wired broadcasting started with the interconnectivity to subscribing homes/compounds. This was from British Broadcasting relay-stations that were followed by Nigerian Broadcasting Service (NBS) efforts. Nigerian Broadcasting Corporation (NBC) had Ian Mackay pioneering as pioneer Director General (DG). When broadcasting became indigenized in Nigeria after independence, the mantle of leadership left the hands of
Ian Mackay to Rev Victor Badejo, the first indigenous Director General of Nigerian Broadcasting Corporation (NBC). Today, in Nigeria one evolution after the other and one policy change after the other has made NBC mushroom room into the Federal Radio Corporation of Nigeria (FRCN), Nigerian Television Authority (NTA), Voice of Nigeria (VON). In addition to these are a plethora of independent radio and television stations plus state radio and television stations in every state of Nigeria including the Federal Capital Territory Abuja.

The mushrooming has not and cannot stop as new technological developments will inject new media of communication. For example we cannot be far-fetched to anticipate Federal, State and independent Community radio and television stations, satellite radio and television stations, or/and internet radio and television stations; community or narrow-casting equivalents. Yes we can predict categorically that we may even move from broadcasting to narrow-casting. The segmentation and mushrooming must go on ad-infinitum. Technology now is the new determinant of the form of media that services the worldwide, our world, for a very long time to come. But we must ask again, where is the source of all there technology? Gabriel Oyibo traces all these to Genesis (Eden) and I agree with him!

Present split-second-immediacy of News and programs is a jolt into Eden, when God made a pronouncement in the entire firmament: "Let there be light" and there was light in the entire universe. Today, internet, ICT, rocket science etc. can send message and inter-continental missiles from one end of the world to the other in a split seconds and the present new world would be aghast just as the entire Universe was aghast when God made that pronouncement: let “there be light”, And there was light! imagine the number of years it took man to be perfect or to be near the perfection of what God perfected in Genesis at the beginning!!

We are back to Eden, in Eden is our revelation for knowledge until the end.

Neo-secular distortions or schewed education systems of our schools makes it impossible for us to think out of the narrow box of regimented education, indoctrinations and mindsets –that is why it is taking us many years to discover what is written in black and white in the Bible. New divine and secular findings or revelations must open our brain box to learn that the knowledge we parade is an iota of God’s knowledge.

If we subject the first message to modern interpretation in the midst of misinformation, disinformation, distortion and noise we will observe that, that message would not have left the mouth of the sender (God) to humanity without distortion or misinformation. But it should be noted that the signals were clear, the carrier or atmosphere had no dirt or sin to distort the simple message, “Let there be light! And there was light. In the totalitarians media that message would have passed from God to the ruling elite that believes in George Orwell’s diction in Animal Farm that:

all animals are equal, but some
are more equal than the others!

Distortion, misinformation along the socialist/communist ideological interpretations that believe that the ruling class has superiors knowledge for a top-down hypodermic needle approach to communication would have been let loose on the entire universe.

Even the Libertarian principles of the capitalist would not have helped matters in the sending of the message:
Let there be light!

To the receiver and the entire universe. To the marketing minds of our capitalist world the simple message would have been commercialized and used as bait to force the principle of freedom of the press to the entire universe even when they are surrounded by all form of chains and entanglements! We would have been preached at even with the good message from God. Nothing good comes easy! They would have used the message to rationalize excesses in commercialization, deregulations in a globalized economy, policies and regulations for encoding and decoding of such messages by God. But note that in Eden there was no subjection of humanity to such vagaries of freedom of access to information from the divine source!

Also our present multi-cultural and diverse world would have subjected such message to highly complex religious & complex cultural misinterpretations, distortions and misinformation to confuse the entire world!

But God is not an author of confusion!

His messages are simple, his yoke is easy but humanity and our skewed educational systems are not used to such simple messages or short cuts to divine knowledge rather we prefer to take the marathon Israeli approach to make a 40 days Journey in Forty years!

That is why it has taken humanity thousands of years to come to the Eden of Communication paradigm that is rooted in wireless broadcasting through what we call internet or online or offline broadcasting in our time as it was in Eden!

If you tell a non-initiate in the things of God, that the primary cause of all our problems are spiritual, many will tell you: “go and practice your spiritual fraudulences with no scientific bases on people of greater gullibility” but all these are in the Bible, the Book of all books. So the great dragon was cast out that serpent of old called the devil and Satan, who deceived the whole world; he was cast to the earth, and his angel were cast out with him (Revelation 12:9)

White (1989) emphatically stated that the Lord used these fallen angels to visit suffering upon those who deliberately disobey Him. Our secular disobedience can be rooted in present groping in hypothesis and theories.

He (God) cast on them the fierceness of His anger, wrath, indignation and trouble by sending angels of destruction among them (Psalm 78:49). By extension, white (1989) affirmed: These evil angels caused a dead plague This angel were cast out with him (Revelation 12:9) White (1989) emphatically stated that the Bible teaches that the lord used these fallen angels to visit suffering upon those who deliberately disobeyed Him.

He (God) cast on them the forces of His anger, wrath, indipnation and trouble, by sending angels of destruction among them (Psalm 78:49) by implication, White (1989) affirmed: these evil angles caused a deadly plague that brought God’s judgement.

We are not surprised that the medical world is dazed with reconciling their learning and practices with spiritual deliverance, casting out of demons and miraculous healing and diseases kick started by Jesus. All these defy medical prescriptions today, we indeed, need to go back to Eden or the Bible for more revelations.

For every Genesis of our problems/knowledge there is indeed a revelation! This revelation are in kingdom authority rooted in the word of God. And these signs will follow those who believe: In my name they will cast
out demons; they will speak with new tongues; they will take up serpents and if they drink anything deadly, it will by no means hurt them; they will lay hands on the sick, and they will recover. (mark 16:17-18).

These demons include, demons of lack of revelation and limitations in knowledge over-time on our planet earth. Let us take a glance at some of our mass communication theories and their human limitations over the years for us to challenge ourselves to expand the frontiers of our knowledge in order to accommodate spiritual solutions that we have hitherto defied or snubbed over the years.

A look at some of mass communication theories over the years will reflect that the search continues.

Dialogue with Some Theories and Functions in Mass Communication.

Systems Theory
This is the interaction of an input through a system to its output. Anything that is not adding value to this interaction is deemed as ‘noise’.

The media as a Gate Keeper.
Here the media is seen as a gate that “opens” and “closes in”. Sieving the type of information that goes to the audience, listeners and viewers.

Hypodermic Needle Theory
Otherwise known or called “Bullet Theory” Here the media message is constructed or weaved or packaged like an arrow or an arsenal meant to be infected or shot into individuals within the mass audience. Here the Practitioner assess an all – known-top- down patronizing attitude to address harpless audience, listeners or viewers.

The media – Reciprocal effects theory.
Here Mass Communication practices highlights the relationship between the media and the subject it covers – catalyzing self-consciousness that affects reciprocal actions as a result of media exposures.

The Media Boamerary Effect
This refers to the media coverages - induced change that is opposite or counter to the desired change – which in some cases tend to be uncontrollable. Here a deep knowledge by the Practitioner and the target of coverage that sees the media as a double – edged sword is wisdom.

The media “Cultivation Theory”
This is a media-effects theory propagated by George Gerbner that states that media exposure specifically to television, shapes our social reality by giving us a distorted view of the amount of violence and risk in the world.

Like the name implies, the media cultivates, plants and make us reap the seed of violence in our mental reality.

The media “Structural functional theories”
The theories believe that social structures are real and functioning in ways that can be observed objectively.

The media “cognitive and behavioral theories”
This theories focus on the psychology of individuals
The media interpretive theories
These uncover the ways people actually understand their own experience

The media “critical theories”
These are concerned with the conflict of interests in society and the way communication perpetuates domination of one group over another.

Note that these earliest theories were those propounded by western theories, Siebert, Paterson and Schramm in their book *Four Theories of the Press* (1956).

These were termed “normative theories by McQuail in the sense that “that mainly express ideas of how the media ought to or can be expected to operate under a prevailing set of conditions & values”

The media is Authoritarian theory
This theory is rooted in the authoritarian philosophy of Plato (407 – 327 BC) that believes that the state was safe in the hands of a few wise men. This is corroborated by Thomas Hobbes (1588 – 1679) a British Academician who argued that the power to maintain order was sovereign and individual objections were to be ignored.

Engel, a German thinker further reinforced the theory by stating that freedom came into its right only under authoritarianism. This is where government control on media in Authoritarian regimes and some democracies draw inspiration.

The Media Libertarianism or Free Press theory
This is rooted in the right of an individual and it advocates absence of restraints. Advocates of his theory were Lao Tsu, an earlier 16th Century Philosopher, John Locke of Great Britain in the 17th Century, John Milton the epic poet (Aero nagitica) and John Stuart Mill an essayist “on Liberty”.

The Media Social responsibility theory
Wilbur Secgramm, Siebert and Theodore Paterson in their book “Four Theories of the press” believe that “pure libertarianism” is antiquated, outdated and obsolete” and should be replaced by the social responsibility theory! The basis of this is right of free expression!.

The Soviet Media/communication theory
This is derived the ideology of Marx, and Engel and Lenin that “The ideas of the ruling classes are the ruling ideas” – bourgeois ideology.

Development Communication Theory
Rooted in the fact that there cannot be development without communication.

The Theory of the Media is the Message by McLuhan Marshal
- Here the credibility of the medium will determine the reception of the message

One - Step flow theory
This is mass communication to the mass audience without the message being filtered by opinion leaders.

The Multi – Flow Theory
This believes in the number of relays in the communication flow from source to destination.

**The Gratification Theory**
This is to satisfy Abraham Maslow’s Hierarchy of Needs.

**Spiral of Silence theory**
Propounded by Elizabeth Noelle Neumann - state that the media highlights opinions that are mainstream and people adjust their opinions according to their perception to avoid being isolated

All these Oyibo (2015) and Maxwell’s *Leadership Bible* corroborate as being serially, severally and individually practicalized by heroes and villains of the Bible from Genesis to Revelation.
All these theories started by being hypothesis. Latter they graduated into theories with each having a loophole begging for new revelations by new authorities of the communication industry and the beat goes on and on until we go back to Eden or the Bible to be rooted to the author of knowledge called “the great vine” for which we can be connected to come out of our;

...............film darkly

Which is the present knowledge we parade in our world as authorities or experts with limited knowledge for which there is no end. The natural man does not receive things of the spirit of God, for they are foolishness to him; nor can he know them, because they are spiritually discerned (1 corinthians 2:14), White (1989) is the conclusion of this matter:

Man is first a spiritual being. God did not create man to use his mind apart from his spirit. Unfortunately, our educational system appeals only to the development of the mind. The mind of man teaches the mind of man, but the spirit of man is completely ignored. Oh that we can think out of the box of our narrow education and shink like job...
search out the deep things of God (Job 11:7)

So that our knowledge can be complete to the glory of God and greater benefit to mankind. The challenge therefore is that, if we want to communicate properly we must tune the frequency of our complete knowledge of our mind, body and spirit to that of the transmitter for the world to get perfect reception of knowledge. The only way we can do this is to go back to Eden, the knowledge of God, the true vine and the author of all knowledge.

References

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