



THE THEORY OF SOFT DAEMON AND CULTURAL DOMINATION: A REQUIRED KNOWLEDGE FOR COMMUNITY DEVELOPMENT DISCUSS

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Abstract: It is the nature and one of the principles of life that one human individual tries to control and dominate the other. In this doing, several and many devices have been developed and theories as well. Many instruments have been used to that effect, military, religion, mass media, to mention but a few. This paper tries to explain a theory where mass media is used as a tool for cultural domination in our contemporary world, contrary to the use of mass media in the clean, moral and ideal manner. Thus, the paper contains the following sub-headings: the psychology of imitation, the status of the mind, the conscious and sub-conscious mind, the appealing power of entertainment and leisure, mind and imitation, instruments of influencing the mind, mass media as an instrument of impacting the mind and cultural domination, how the good girl turned bad girl and conclusion.

The Psychology of Imitation

Imitation is the process of copying the behaviour of another person, group or object, intentionally or unintentionally. It is a basic form of learning that accounts for many human skills, gestures, interests, attitudes, role behaviours, social customs, and verbal expressions, but can also take pathological form, as in Echolalia and Echopraxia. Some theorists propose that true imitation requires that an observer be able to take the perspective of the model (APA dictionary of psychology, 2007). Therefore, imitation serves as a factor of communicating and extending a cultural message that could result in altering, adjusting and or dominating another culture.

The Status of the Mind

Mind is most broadly all intellectual and psychological phenomena of an organism, encompassing motivational, affective, behavioural, perceptual and cognitive systems. In other words, the organized totality of the mental and psychic processes of an organism and the structural and functional cognitive components on which they depend.

The term however, is often used more narrowly to denote only cognitive activities and functions such as perceiving, attending, thinking, problem solving, language, learning and memory. Hence, mind is the deciding points of all human reactions, positions and dispositions that are expressed by the body in form of speech and gestures. Therefore, the mind is what controls and mobilizes the individuals (Ibid).

The Conscious and Sub-conscious Mind

Mind is of two kind viz conscious and sub-conscious mind. Conscious mind is the one that is the primary mind that is awoken and intentionally receives and imbibes a behaviour knowingly and not un-aware, e.g. in the state of conscious mind an individual learns and uses a skill to improve upon his life condition. For example, one learns how to do carpentry to earn livelihood. This kind of mind (conscious mind) is always sober, aware, noticing, purposeful and intentional.

On the other hand, subconscious mind denotes mental processes that occur outside consciousness. In Sigmund



Freud's structural model, subconscious mind is the concept of the mind beneath the level of consciousness, comprising the pre-conscious and unconscious (Ibid). Simply thus, subconscious mind means the dimension of the mind in which it receives and imbibes a behaviour un-intentionally, unaware and unknowingly. In this dimension, the mind is not sober, not awoken, not noticing, not purposeful and not intentional. By implication, it is the conscious mind that turns to sub-conscious as a result of a mundane circumstance and situation. And mundane circumstance and situation refers to pleasure, leisure and persistent and recurring phenomena in this context. That is to say the mind becomes relaxed and open and all enters into it including wanted and unwanted in such a situation of pleasure, leisure and persistent, recurring issues. And this exerts tremendous and appealing influences on the mind, that results in directing and redirecting the mind and the individual concerned to another pattern of behaviour. And this is where the soft daemon does his work by the use of media, and especially entertainment media. This will be clearer as the explanations in the paper continue.

The Appealing Power of Entertainment and Leisure

Man is a creature that likes to be amused especially after he had engaged in his serious activities of life. An adage says; all work no play makes jack a dull boy. In amusing situation the mind becomes relaxed, that all that is experienced in an entertaining and leisure condition gets internalized into it without the mind knowing. Take children for example, they effectively and efficiently learn and imbibe a skill or a behaviour when taught in a playful or entertaining method, singing and dancing for example. The same thing is with the adults by the use of films and cinema movies. Therefore, entertainment and leisure have a soft and appealing power in making influence on the mind. Hence, entertainment and leisure are employed in mass media and mass-mobilization. And this makes the media to be pervasive, persuasive and impacting (Muhammad, 2009).

Mind and Imitation

Mind as previously explained in this paper, that it encompasses motivational, effective, behavioural, perceptual and cognitive systems, grows more and internalizes more by imitation. It therefore, involves the giving end (the model) and the receiving end (the observer). In some instances the model and the observer do not know that one imitates the other. In another, the observer knows he imitates the model but the model does not. In a situation both the two know that one imitates the other. And in another circumstance the observer does not notice that he imbibes from the model but the model knows and had already set his objectives for or against the observer. And this is where the soft daemon lies and culturally dominates the observer at the receiving end. Therefore, imitation could be employed purposely to influence, the mind towards a given phenomenon or objective.

Instruments of Influencing the Mind

By imitation, mind is influenced as clearly seen above. And imitation is found from some sources that include; religion, parent, peer group, school and mass media. Essentially, mind is influenced by what are called agents of socialization in the processing of socialization.

Mass Media as an Instrument of Impacting the Mind and Cultural Domination

Abubakar (2009) defines mass media as a means of communication that reach large number of people, such as television, newspapers, and radio.

In the United States of America and Great Britain, mass media is referred to as the "fourth estate of the realm" and "fourth branch of government" respectively i.e the executive to executive laws of the land, the legislature to make laws of the land and the judiciary to interpret the law and adjuicate while the fourth estate i.e the media is a watch dog, that check and uncover corruption and wrongdoings by the other three estates (Ibid).

The media is a very powerful tool. In fact, it is often believed that in the world we live today, no body or ideology can fight media. That is why Napoleon Bonaparte



once said that he would rather face thousand bayonets than face a single newspaper (Ibid).

Entertainment Media as a Soft Daemon

In recent times, fifth columnists have hijacked the routine of the media. The beautiful attractions of the media have been rubbished and what we feel these days is the negative impact. Major illicit acts are promoted and encouraged, such as homosexuality, obscene moves and music promoting indecency like gambling, robbery and alcoholism among others, even most top government officials use press propaganda to commit rebellion against morality and Godliness (Ibid).

Therefore, the fifth columnists have been able to divert the mass media from its original, ideal and moral purpose to a daemonic one. Because they have appreciated the effect media could make as an instrument in impacting the mind to their own way and daemonic, evil culture as it is evident in the world today. Thus, the mass media turned into soft daemon, disguised in the name of soft power (Adamu, 2014). And the good girl now turned bad girl.

How the Good Girl Turned Bad Girl

Mass media has metamorphosed onto a tool of moral destruction and cultural domination, that should genuinely be called soft daemon, by the following factors:

1. **Misleading Media Theories:** These are theories that have been developed to control the mass media towards the gullible culture of its developers. These theories are as explained by O'Sullivan, Dutton and Rayner (2001); academic approaches to the study of human culture either start or end with broad explanatory model, or theories which are used to make sense of all the information gathered in course of research. Media studies embraces a number of such theoretical frameworks which have been explained over the years, not least in the analysis of media content. Here we give a brief outline of two alternative models which have been influential in their analysis of media content.

i. **The Hegemonic Model:** The underlying assumption of those subscribing to a hegemonic view of society is that there are fundamental inequalities in power

between social groups. Those groups with most power are, in the main, able to exercise their influence culturally rather than by force. The concept has its origins in Marxist theory, where writers have attempted to explain how the ruling capitalist class has been able to protect their economic interests. According to this theory hegemony refers to the wining of popular consent through every day cultural life, including media representations of the world, as well as other social institutions, such as education and the family. By implication, this theory promotes the monopoly of those with most power to dominate the scheme of affairs of the society and unleash their evil wishes against the masses, and to continue to subject them (the masses) to mental and cultural enslavement. This is done by being able to exercise their influence culturally by the use of mass media representations, rather than by force i.e the use of soft power, I mean soft daemon.

ii. **The Pluralist Model:** Instead of seeing media content as narrowly ideological, pluralists argue that there is diversity and choice. Just as society comprises a range of interest groups and points of view, so do the media. If and when certain values and beliefs predominate in media output, then it is due to their being shared by most of society. This is because media production is essentially based on the need to please the audience. If audience needs are ignored then the likely outcome is commercial failure. Therefore, in this theory or model the main objective of the mass media is tilted towards money making and not its primary and original idea of being in existence. Hence, the mass media becomes a prostitute who yields to the instructions of a client who has the money, even if the instructions are evil and devilish. A typical example is where Hausa film makers argue that, if they do not put obscene singing and dancing scenes in their movies they cannot make gain and profit. Because their audience or rather customers like it much, and they don't buy their product (films) that do not have those scenes.

2. **Absence of Religion Fondness:** Fall (2002) believes that the media in western countries, particularly in such a secular society as the United States, promotes indecency because they are not fond of religion. The media, especially commercial or conventional ones are



profit oriented institutions, hence there is no sufficient media coverage of religion.

3. **Capital Intensive Running of Media:** Abubakar (2009) posits that another factor is the fact that the running of media is capital intensive, hence, the media at will, accepts adverts, which are at times offensive and not suitable to the public, all in the name of making money to sustain their organizations. From the western world and back home in Nigeria, women, particularly young girls are used by industries to merchandise their new products in both the print and electronic media. For instance, an advert for a car, which featured a man looking inside his pants, with the slogan ‘size does matter’, or another advert for a bra, which showed two people simulating sex and the words; ‘moan, moan, moan’. Despite the fact that tobacco smokers are liable to die younger, some media organizations still enjoy publishing adverts owned by tobacco companies on daily basis, breweries spent lot of money in advertising their brands, yet with warning ‘drink responsibly’. All these among others can be seen in newspaper adverts and television commercials (Ibid).

Under the guise of making money and freedom of speech or expression the media broadcast and communicate words, adverts and speeches that attack and ruin or black paint someone’s image and personality. This is typically vivid in paid and sponsored political adverts and radio and television jingles that are in most of the cases mere false and propaganda. But the media can’t wait and with alacrity publish and broadcast it just to make money to maintain their organizations. Additionally, some programmes even promote enmity and immorality by bringing on leud and weird stories like; ‘a father had sex with his daughter’, that another one does it again if he hears it, justifying that he was not the first to do it. And the media do that with a view to getting more popular and endorsed by audience to make more fame and money.

Conclusion

Therefore, going with what is explained in this paper, it can be seen how the media is used with out power, force or coercion to culturally dominate other cultures in an evil and daemonic way and pattern, without the use of war or

instrument of military by intellectual warfare, by the bad eggs and fifth columnists of the contemporary human species. And this is what I call ‘the theory of soft daemon and cultural domination’, that some western writers call Soft Power



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