

Everything is Connected

Integral ecology and communication in the Digital Age

Martín Carbajo Núñez

"Everything is Connected"

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Laudato si', my Lord, for Ascensión and María Ranilla, who taught me to take care of creation, and for my father Martín, whose passion for the radio aroused my interest in media communication.

Introduction

This book relates integral ecology to communication; that is, the Web of Life to our life on the web. "Everything is connected." From a humanist perspective, this study tries to respond to current communicative and environmental challenges. We are more connected, but more alone. Technology has greatly increased material goods and worldwide connectivity, but individualism is also growing, and our common home is at risk. In fact, "human beings and material objects no longer extend a friendly hand to one another; the relationship has become confrontational."

Numerous scientific data confirm the seriousness of the current socio-environmental crisis. It is an ethical crisis, because we are to blame for it. Indeed, we have damaged the Web of Life and we are not properly inhabiting the digital Web. Instead of taking care of nature and strengthening our fundamental relationships, we seem entangled, caught up in the net, unable to communicate serenely.

We need to restore the four levels of the ecological equilibrium: spiritual, interior, social, and natural; that is, we need to restore family relationships: with God, with ourselves, with others, and with nature (210). This quadrilateral and relational structure is the basis of human ecology. It must always be present, even among nonbelievers or atheists, because everybody needs to transcend himself, following values and ideals.

The book presents a humanistic perspective of current communicative and environmental challenges, leaving the study of technical issues to scientists and information professionals. In the technical-scientific field, there are already various disciplines that relate the media to ecology. They speak of a mediatic ecosystem that conditions the global environment. The study of these disciplines would be a good complement to the content of this book. For example, Media Ecology considers the media as environments and studies

¹ *LS* 106. In the body of the text, the quotations of the encyclical *Laudato si'* will be indicated with just the numbers in parentheses.

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the important influence they have on the way we think, feel, and behave. They "create an environment that surrounds us and shapes our perception and cognition." They give us "the symbolic structure within and through which we encode, decode, or otherwise ideate and talk about what we sense or know about the world around us." With the expression "The medium is the message," McLuhan had already underlined that the medium we use conditions our perception of the world. In addition, the media interact among themselves as "species" of the same ecosystem, mutually conditioning each other.

As an initial hypothesis, we consider that the main cause of the current socio-environmental crisis is the dualistic anthropological conception that has prevailed in Western philosophy. This has led to a despotic anthropocentrism, a dialectic of perennial conflict at all levels (also in the communicative field), and a disembodied way of living the spirituality. If this mentality does not change, our world will not change either, because technical and scientific solutions are always insufficient.

The objective is to identify the theological, anthropological, and ethical bases that will allow us to overcome the current technocratic ideology and to assume a more relational paradigm. To this end, we will pay a special attention to Franciscan spirituality and to the encyclical *Laudato si*. The encyclical invites us to reflect on how the spirituality "can motivate us to a more passionate concern for the protection of our world" (216). In this sense, two of its sentences are noteworthy: a) «There can be no ecology without an adequate anthropology» (118); b) we need to overcome those unhealthy dualisms, that "left a mark on certain Christian thinkers in the course

² Scolari C.A. (ed.), Ecología de los medios: Entornos, evoluciones e interpretaciones, Gedisa Barcelona 2015, 29.

³ Kong Lum C.M., «Media Ecology: contexts, concepts and currents,» in Fortner R.S. - Fackler P.M. (ed.), *The Handbook of Media and Mass Communication Theory,* John Wiley & Sons, Boston 2014, 137-153, here 141.

^{4 &}quot;Man is an extension of nature that re-makes the nature that makes the man." McLuhan M., *Take Today: The Executive as Dropout*, Harcourt Brace, New York 1972, 66.

Media interact with each other: "The Radio changed the form of the news story as much as it altered the film image in the talkies. TV caused drastic changes in radio programming." McLuhan M., Understanding Media. The extensions of man, McGraw-Hill, New York 1964, 61.

of history" (98). In fact, the thesis of human exception has been based on the ontic and the ontological dualisms, thus becoming one of the main causes of both the ecological and communication crisis.

What went wrong?

The seriousness of the current socio-environmental crisis forces us to review the philosophical and anthropological bases that have caused it. Something similar had to be done in other big crises throughout history; for example, in the economic and financial crisis that started in Florence the year 1341, when a credit bubble burst. More than thirty years were needed to get over it. That crisis had notable similarities with the one we have recently suffered.

In the midst of that economic crisis, the Black Death spread in Europe from the year 1347 onwards. That pandemic killed a third of the European population and forced people to revise the way they saw reality and the human person. In those critical moments, the Franciscan friars invited people to humbly recognize their own fragility and to strengthen collaboration at all levels⁶. Everyone, rich and poor, was encouraged to be active and creative in the construction of the community (*communitas*), instead of favoring a "paternalist social assistance that is demeaning to those in need" (*CV* 58). Indeed, both on a theoretical and practical level⁷, the Franciscans made a decisive contribution to overcome the crisis and to bring about the emergence of modern economy.⁸

In the 20th century, after the enormous trauma of the two world wars, authors such as Martin Buber⁹ and Emmanuel Lévinas tried to identify the terrible mistake of Western culture that had led to

⁶ Bonaventure of Bagnoregio (+1274) had already warned against an arrogant manner of engaging in theology "a pride of reason that sets itself above the word of God." Benedetto XVI, «General audience » (March 17, 2010) in *OR* (March 18, 2010) 8.

⁷ The Franciscans even promoted financial institutions, such as the Mounts of Piety. Cf. Carbajo Núñez M., *A free and fraternal economy. The Franciscan perspective*, Tau Publishing, Phoenix (AZ) 2017, 109-120.

⁸ Cf. Carbajo Núñez M., A free and fraternal economy, 73-75.

^{9 &}quot;The relation to the *Thou* is direct. No system of ideas, no foreknowledge, and no fancy intervene between *I* and *Thou*." BUBER M., *I and Thou*, Scribner, New York 1958², 11-12.

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the holocaust. They concluded that Western philosophy had to be reformulated to avoid a similar tragedy in the future.

The numerous technological advances (photography, cinema, radio) of the "belle époque" (1871-1914) seemed to confirm the apparent supremacy of Western civilization, which would have already reached a high peak of excellence, according to Darwin's theory of evolution. However, it was there that the worst of all barbarisms broke out.

Lévinas attributes this socio-cultural collapse to a tremendous error of Western philosophy, that had placed the thinking self at the center of reality and had subordinated everything else to him. Instead, Lévinas insists on putting the "you" at the center, letting him "remain absolutely other," independently of the thinking self. The central value for Lévinas is the encounter with the other, whose naked face awakens in me the ethical dimension. Lévinas gives primacy to the ethical self over the thinking self; to the ethical relationship over knowledge, thus avoiding the metaphysical, epistemological, and ethically neutral disputes that had predominated in Western philosophy until then. The original relationship should not be based on the symmetry of reciprocity, but on the perception of being "one for the other." in the original relationship should not be based on the symmetry of reciprocity, but on the perception of being "one for the other."

The Covid-19 pandemic, which began in Wuhan (China) at the end of 2019, has caused another huge socio-economic crisis and, once again, has uncovered our vulnerability, the absurdity of our despotic anthropocentrism, and the falsity of our claim "to be like gods" (Gen 3:5). One tiny and inert element of nature has been enough to bring into disarray the entire technocratic society of competitive individualism and globalized indifference. Fascinated by technological advances, we have neglected fraternity and relational goods, that are "the very things that nourish, sustain and

¹⁰ LÉVINAS E., Totality and infinity. An essay on exteriority, Duquesne UP, Pittsburgh 1968, 40.

[&]quot;The face resists possession, resists my powers." Lévinas E., Totality and infinity, 197-198. "This presentation is preeminently nonviolence, for instead of offending my freedom it calls it to responsibility and founds it." Ibid., 203. On the epiphany of the face in Lévinas: ROCCHETTA C., Hacia una teología de la corporeidad, San Pablo, Madrid 1993, 817.

¹² LÉVINAS E., Totality and infinity, 40.

strengthen our lives"¹³. As the Bible illustrates: "in his prime, man does not understand" (Ps 49, 21). The Covid-19 is reminding us that "everything is connected", that we are beings-in-relation, deeply dependent on one another.¹⁴

The Church affirms that "the ecological crisis is a moral issue" (*WDP* 1990, 15). To overcome it, "the world needs rebirth through spiritual and ethical values." As Levinas did in the twentieth century and the Franciscans in the fourteen-fifteen centuries, nowadays we must also reflect about the changes that are needed in our philosophical and anthropological conception in order to restore communication and integral ecology.

We must overcome our egocentrism, come out of ourselves and pay more attention to those situations that "have caused sister earth, along with all the abandoned of our world, to cry out" (53). Doing so, we will be able to develop our being as image of the merciful God, who hears the cry of the oppressed.

Francis of Assisi is a model of listening and of openness to otherness. He is a universal brother, fully reconciled with God, with others, with himself and with creation. For this reason, the encyclical *Laudato si'* proposes him as "an example of genuine and deep respect for the integrity of creation" (*WDP* 1990, 16)

Distribution, method, and content

The book is distributed in three parts, following the see-judge-act method.¹⁶ The first part (chapters 1 and 2), entitled "A look at

¹³ Francesco, «Momento straordinario di preghiera in tempo di epidemia» (27.03.2020), in OR 72 (29.03.2020) 8. "Ci siamo resi conto di trovarci sulla stessa barca, tutti fragili e disorientati, ma nello stesso tempo importanti e necessari, tutti chiamati a remare insieme, tutti bisognosi di confortarci a vicenda". Ibid.

¹⁴ Francis, «Extraordinary moment of prayer» (27.03.2020)

¹⁵ SINGH K., The contribution of Religions to the culture of peace. Final report, UNESCO, Barcelona 1995, 4. [Trad.].

¹⁶ The method is described, for instance, in the Encyclical *Mater et Magistra*: "There are three stages which should normally be followed in the reduction of social principles into practice. First, one reviews the concrete situation; secondly, one forms a judgment on it in the light of these same principles; thirdly, one decides what in the circumstances can and should be done to implement these principles. These are the three stages that are usually expressed in the three terms: look, judge, act." *MM* n. 236 (May 15, 1961), in *AAS* 53 (1961) 401-464.

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our world," describes both the Web of Life and our life in the Web, emphasizing that all reality is a network of relationships. It is also underlined that the socio-environmental crisis is a family crisis, caused by the deterioration of our four fundamental relationships. These data will later be illuminated in the second part (chapters 3 and 4) from the perspective of Christian theology, anthropology, and morality; that is, from the Christian foundation of communication. From this study, in the third part (chapters 5 and 6), some guidelines are indicated to promote a new relational paradigm. Each of these parts consists of two chapters and each chapter is organized into four sections, that normally correspond to the four fundamental relationships of the human being and, therefore, to the four levels of ecological balance (spiritual, interior, social, and natural).

The first chapter presents nature as a Web of Life (physical ecology), where collaboration prevails over conflict. It is noted that human beings have broken the ecological balance, thus causing the current socio-environmental crisis. This is a family crisis at all levels. To overcome it, we need to transcend ourselves, restoring family relationships (1.1). We also need to overcome the dualistic anthropological conception that accentuates separation and leads to a dynamic of permanent conflict and despotic domination (1.2). Likewise, we need to re-establish social bonds, making good use of the media (1.3) and rediscovering nature as a welcoming space (1.4).

The second chapter studies our life in the Web (human ecology); that is, the media ecosystem in which we are all immersed. The digital environment reflects, in communicative terms, the interaction that characterizes the Web of Life. It expresses the yearning for relationship that nests in our intrinsically social nature. It is underlined that the media should not be considered as mere neutral instruments at our disposal. They facilitate communication (2.1), help us to build our own identity (2.2), promote universal brotherhood (2.3), facilitate the access to truth and a joyful encounter with nature (2.4). However, it is our responsibility to ensure that they do not bring about the opposite effects. The technical dimension is not enough and must never be confused with the anthropological dimension. Therefore, we must strive to make them contribute to strengthening the Web of Life at all levels

In the second part ("Christian Foundations of Communication"), the third chapter studies the theological, anthropological, and ethical foundations of communication from a Christian perspective. Everything has been created through the Word and is ordered to the loving and communicative encounter (3.1). Man is a dialogical and relational being (3.2) who has the responsibility of strengthening the cosmic fraternity (3.3). Creation is also dialogical, a space of encounter and relationship (3.4).

The fourth chapter analyzes some ethical aspects of media communication in the light of the encyclical *Laudato si'*. The media are divine gifts and powerful shapers of reality (4.1). They can facilitate, but also condition, the ecological balance and the four relationships of the human being (4.2). Therefore, journalists and communicators have an important social mission (4.3), which must be guided by well-defined and well-founded ethical principles (4.4).

In the third part, entitled "Towards a relational paradigm," chapter 5 recognizes that human sin has been the main cause of the current socio-environmental deterioration and, therefore, it proposes some steps to get rid of it and to strengthen the Web of Life. More specifically, it asserts the need of ecological conversion, bringing our ecological abuses to the sacrament of reconciliation (5.1). We also need to overcome the thesis of human exception (5.2) and to grow in ecological awareness and relational capacity (5.3), opening ourselves to contemplation and listening (5.4).

The sixth chapter offers some guidelines for the integration of the media in evangelization, in the parish (6.1), and in pastoral projects (6.2). It also gives some indications on how consecrated people (6.3) and all other Christians can responsibly inhabit the digital environment (6.4).

The concepts of physical, human, and integral ecology

Before going any further, it is important to clarify the concepts of ecology and communication, which are especially present in this book. The word ecology was coined by Ernst Haeckel in 1866,¹⁷

¹⁷ HAECKEL E., Generelle Morphologie der Organismen. Allgemeine Grundzüge der Organischen Formen-Wissenschaft, Reimer, Berlin 1866.

using two Greek terms: *oikos* (home, family) and *logos* (discourse, study). Therefore, from an etymological point of view, ecology is the science that studies how all beings interact among themselves and with their environment in the common home. Ecology should not be confused with the conservation of nature, the environmentalist movements or ecological sciences.¹⁸ Today, a person who publicly defends the protection of the environment is usually called an environmentalist, while the term ecologist is reserved for a scientist who specializes in that scientific branch that has been traditionally associated with biology.¹⁹

Environmental ethics and ecology are distinct and complementary sciences. The scientific discipline of ecology needs environmental ethics to adequately formulate its discourse, both at the philosophical and anthropological levels. For example, "that land is a community is the basic concept of ecology, but that land is to be loved and respected is an extension of ethics."²⁰

The "ecological" must not be reduced to the "green;" i.e., it should not be considered as something alien to social dynamics and human interaction. Benedict XVI affirmed that, "alongside the ecology of nature, there exists what can be called a «human» ecology, which in turn demands a «social» ecology. [...] Experience shows that disregard for the environment always harms human coexistence, and vice versa" (WDP 2007, 8). Human ecology (CA 38) studies the relationships of human beings among themselves and with the various environments in which they live: natural, social, technological, physical, and digital.

The encyclical *Laudato si'* speaks of an integral ecology, since it assumes that everything is related.

"Ecological culture cannot be reduced to a series of urgent

¹⁸ Cf. Sánchez Félix H. - Guerrero Sánchez F. - Castellanos Vázquez M.A., Ecología, Umbral, Zapopan 2005, 11.

[&]quot;In the United States, one distinguishes environmentalist (a public advocate for environmental protection) from ecologist (a scientist who practices a subfield of biology). In Europe, those who «promote ecology» are environmental advocates and not necessarily ecological scientists." WARNER K.D., «Retrieving Saint Francis: tradition and innovation for our ecological vocation,» in WRIGHT T. (ed.), Green discipleship: Catholic theological ethics and the Environment, Anselm Academic, Winona 2011, 113-127, here 120.

²⁰ LEOPOLD A., A sand county almanac, Oxford UP, Oxford 2001, 21.

and partial responses to the immediate problems of pollution, environmental decay and the depletion of natural resources. There needs to be a distinctive way of looking at things, a way of thinking, policies, an educational program, a lifestyle and a spirituality which together generate resistance to the assault of the technocratic paradigm" (111)

The concept of integral ecology underlines the need to recognize and strengthen the bonds that unite us to all other beings, thus overcoming the conflicting vision that has prevailed in modernity. For example, Francis Bacon (1561-1626) affirms that man must enlarge the bounds of his dictatorial empire, dominating all things possible, and subduing the forces of nature through science²¹ and technology.²² René Descartes (1596-1650) confirms that we must use reason and science "to become like masters and possessors of nature."²³ These statements contradict Christian anthropology and our mission in the world.

The concept of communication

Communication will be authentic if it is an expression of self-giving; that is, if it is oriented to building up community through communion. It cannot be an end in itself, nor can it be reduced to a simple bi-directional transmission of data.²⁴ "Communication is part

^{21 &}quot;Enlarging the bounds of human empire." BACON F. - CAMPANELLA T., *The new Atlantis of Francis Bacon & The city of the sun by Tomasso Campanella*, Dover, Mineola (NY) 2003, 31.

²² BACON F., Novum Organum, Globus, Madrid 2013.

²³ DESCARTES R., Discurso del método, Edaf, Madrid 1982, 93; cf. VIVIEN F.D., Economia y ecología, Abya-Yala, Quito ²2002, 45; LABERTHONNIÈRE L., Etudes sur Descartes, II, Vrin, Paris 1935, 288-289.

On the origins of this way of understanding information: Shannon C.E. - Weaver W., *La teoria matematica delle comunicazioni*, Etas, Milano 1983². Cimatti sostiene che "il linguaggio umano è solo una delle infinite forme di comunicazione -trasmissione bidirezionale di informazione- che sono riscontrabili in tutte le specie viventi." Tugnoli C., «L'unità di tutto ciò che vive. Verso una concezione antisacrificale del rapporto uomo/animale,» in ID (ed.), *Zooantropologia. Storia, etica e pedagogia dell'interazione uomo/animale*, FrancoAngeli, Milano 2003, 62; CIMATTI F., *La mente silenziosa. Come pensano gli animali non umani*, Riuniti, Rome 2002.

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of God's plan for us and an essential way to experience fellowship" (*WCD* 2018). In fact, "at its most profound level it is the giving of self in love" (*CP* 11). The example is Christ, the perfect communicator and Word of the Father, who, through his incarnation, became one of us in all things, except sin, and gave himself to us out of love.

In addition to the theological and anthropological levels, communication has also the ecological and cosmological levels. "Everything is interconnected" (70) The entire creation responds to the logic of gift (159) and is oriented towards universal communion. (76)

Communication professionals have the mission of fostering these three levels of communication, making truth accessible and providing the information people need to develop their four fundamental relationships. By doing so, they enhance dialogue, communication, and integral ecology.

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