

**BERMUDA TRIANGLE MYSTERY: UNRAVELING THE ENIGMATIC AURA THROUGH THE LENS OF MEDIA TECHNOLOGICAL DETERMINISM THEORY**

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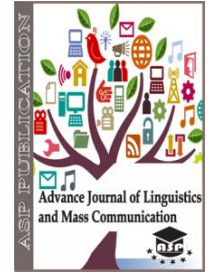
<b>Keywords:</b> <i>Bermuda Triangle, Mystery, Enigmatic Aura, Media Technological Determinism Theory</i>	<b>Abstract:</b> <i>This study unravelled the enigmatic aura of Bermuda Triangle through the lens of media technological determinism theory. The theoretical framework of the study was drawn from the media technological determinism theory. This study employed a library research method to investigate the role of media in constructing and perpetuating the Bermuda Triangle mystery. This review focuses on both primary sources (e.g., original news reports, documentaries) and secondary sources (e.g., analysis and critiques by other researchers) to build a foundation of knowledge about the subject. This library research method provides a systematic approach to understanding the impact of media technologies on the perception of the Bermuda Triangle, leveraging existing literature and media sources to build a detailed analysis. Findings revealed that, that the media has significantly shaped the narrative of the Bermuda Triangle, turning a series of unrelated incidents into a global mystery. Through dramatization, selective reporting, and amplification of speculative theories, the media has perpetuated the enigma, focusing on sensational explanations while downplaying scientific ones. This portrayal has created a cycle where public fascination drives more media content, which in turn reinforces the myth. The media's role in maintaining this mystery exemplifies its power to influence cultural narratives, even in the face of contradictory evidence. The study concluded that the media has played a pivotal role in constructing and sustaining the mystery of the Bermuda Triangle by prioritizing sensationalism and speculative narratives over scientific explanations, thus shaping public perception and cultural discourse around the phenomenon. The study recommended that, that the media outlets should balance entertainment with factual reporting by incorporating expert analysis and evidence-based explanations when discussing topics like the Bermuda Triangle to avoid perpetuating myths.</i>
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**Introduction**

The Bermuda Triangle, often dubbed the "Devil's Triangle," has long fascinated both the

public and scholars with its mysterious reputation. Situated in the North Atlantic Ocean, this region is infamous for the

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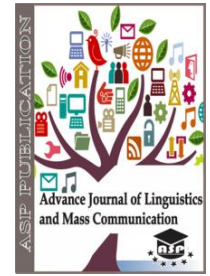
unexplained disappearances of ships, aircraft, and people. Over the decades, the enigma surrounding the Bermuda Triangle has spurred a plethora of theories, ranging from the plausible to the fantastical, involving natural phenomena, alien abductions, and even the presence of underwater civilisations (Kusche, 2017). Despite extensive research, the Bermuda Triangle remains an unresolved mystery that continues to captivate the collective imagination. This study explores the enigmatic phenomenon through the lens of Media Technological Determinism Theory, which postulates that technology drives societal changes and shapes human perception (McLuhan, 1964).

Media Technological Determinism Theory, pioneered by Marshall McLuhan, posits that the introduction and evolution of media technology are fundamental forces in shaping human experiences and societal structures. McLuhan famously stated that "the medium is the message," suggesting that the characteristics of a medium influence how information is perceived, rather than the content itself (McLuhan, 1964). This theory provides a unique perspective for examining how media representations of the Bermuda Triangle have contributed to its enduring aura of mystery. By analysing the role of various media—print, radio, television, and digital platforms—in disseminating narratives about the Bermuda Triangle, this study is to understand how technological advancements have perpetuated and perhaps even exacerbated the mystery.

The mystery of the Bermuda Triangle gained significant attention during the 20th century, coinciding with the rise of mass media. Early reports in newspapers and radio broadcasts amplified the stories of mysterious disappearances, often with sensationalised headlines and speculative narratives (Gaddis, 1964). These reports were rarely scrutinised, leading to the creation of a myth around the Bermuda Triangle that was more reflective of media sensationalism than empirical evidence. As television became more prevalent, documentaries and fictional portrayals further cemented the Bermuda Triangle's reputation as a supernatural hotspot (Nickell, 2016). The evolution of media technology has influenced the public's perception of the Bermuda Triangle, making it a prime case study for Media Technological Determinism Theory.

In the digital age, the Bermuda Triangle continues to captivate audiences, albeit in different forms. The internet, with its ability to disseminate information rapidly and widely, has allowed for the proliferation of both accurate and misleading information about the Bermuda Triangle. Social media platforms, blogs, and user-generated content have democratised the spread of information, but they have also contributed to the perpetuation of myths and conspiracy theories (Ward, 2020). The role of digital media in shaping contemporary understandings of the Bermuda Triangle, focusing on how these platforms reinforce or challenge earlier media narratives.

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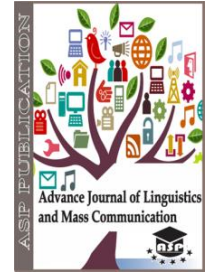
Moreover, this study addresses the role of media convergence in perpetuating the Bermuda Triangle mystery. Media convergence, characterised by the merging of traditional and digital media, has allowed for the cross-pollination of ideas and narratives about the Bermuda Triangle across different platforms. For instance, a television documentary might be discussed on social media, leading to the creation of memes, videos, and other user-generated content that further disseminate the original narrative (Jenkins, 2006). The convergence of media technologies has thus played a crucial role in sustaining the Bermuda Triangle's enigmatic aura in the public consciousness. The study also delves into the implications of technological determinism for understanding the social construction of the Bermuda Triangle mystery. According to McLuhan (1964), media technologies do not merely transmit information but actively shape societal values and beliefs. This perspective suggests that the media's portrayal of the Bermuda Triangle has not only reflected but also influenced public perceptions of the phenomenon. By analysing how different media technologies have constructed and reconstructed the Bermuda Triangle mystery over time, brings a deeper understanding of the relationship between media, technology, and society.

Furthermore, this study considers the role of media in creating and sustaining legends and myths in modern society. The Bermuda Triangle is not just a geographical location but a cultural

construct, shaped by decades of media representation (Bader, 2021). The study explores how the Bermuda Triangle fits into broader patterns of media-driven myth-making, drawing parallels with other well-known phenomena, such as the Loch Ness Monster and Bigfoot, to highlight the media's role in shaping collective beliefs and fears. In addition to analysing media content, this study investigates the psychological impact of media representations of the Bermuda Triangle. Media Technological Determinism Theory suggests that media can influence not only what people think but also how they think. The constant bombardment of mysterious and often terrifying narratives about the Bermuda Triangle may contribute to a collective sense of unease or fascination, influencing how people perceive similar phenomena in other parts of the world (Sparks, 2013). This study explores the psychological mechanisms through which media representations of the Bermuda Triangle have shaped public perceptions and attitudes.

Another critical aspect of this study is the role of scientific discourse in media representations of the Bermuda Triangle. While sensationalized narratives often dominate, there have been efforts by scientists and skeptics to debunk the myths surrounding the Bermuda Triangle. However, these efforts often receive less media attention, leading to a skewed public perception that favours mystery over scientific explanation (Kusche, 2017). The interplay between scientific and sensationalist narratives in media coverage of the Bermuda Triangle, highlights the

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challenges of promoting scientific literacy in an age of media sensationalism.

The study explores the global impact of the Bermuda Triangle mystery, considering how media representations have transcended geographical boundaries. The Bermuda Triangle has become a global phenomenon, with media coverage and public interest extending far beyond its physical location (Gaddis, 1964). How media in different countries have contributed to the global dissemination of the Bermuda Triangle narrative, and how technological determinism might explain the varying interpretations and adaptations of this narrative across cultures are of great concern. The Bermuda Triangle mystery is not just a product of geographical anomalies or unexplained phenomena but also a construct shaped by media technologies. By applying Media Technological Determinism Theory, this provides a comprehensive analysis of how different media have contributed to the creation, perpetuation, and transformation of the Bermuda Triangle narrative. Through this lens, the study offers new insights into the role of media in shaping public perceptions of mystery and the unknown, demonstrating the enduring power of media technology in influencing societal beliefs.

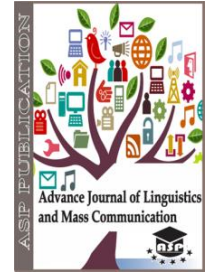
## **Statement of the problem**

The Bermuda Triangle has been a focal point of fascination and fear for decades, yet it remains shrouded in mystery, largely due to the ways in which it has been portrayed by the media. Despite numerous scientific investigations that

have debunked many of the myths surrounding the Bermuda Triangle, the perception of it as a supernatural or dangerous region persists, this enduring perception raises critical questions about the role of media in shaping public understanding of phenomena that are otherwise explained by science. The problem, therefore, is not merely the mystery of the Bermuda Triangle itself but the media's role in constructing and perpetuating that mystery, often at the expense of scientific accuracy. One significant aspect of this problem is the imbalance between sensationalism and scientific discourse in media coverage of the Bermuda Triangle. Media outlets, driven by the need to capture audience attention, often prioritise sensational stories over factual reporting. As a result, the public is exposed to a skewed narrative that emphasises mystery and danger, while downplaying or ignoring scientific explanations. This skewed representation contributes to the persistence of myths and misunderstandings about the Bermuda Triangle, making it difficult for the public to distinguish between fact and fiction. The problem is further compounded by the fact that these sensational narratives are often more memorable and emotionally engaging than their scientific counterparts, leading to a deep-rooted belief in the supernatural aspects of the Bermuda Triangle.

Moreover, the advent of digital media has exacerbated the problem by allowing for the rapid dissemination of information, both accurate and inaccurate, to a global audience. In the digital age, anyone can contribute to the

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narrative surrounding the Bermuda Triangle, leading to the proliferation of conspiracy theories, speculative videos, and unverified stories across social media platforms. The democratisation of information dissemination means that false or misleading content can easily gain traction and become widely accepted, further entrenching the myths of the Bermuda Triangle. This raises concerns about the role of digital media in perpetuating misinformation and the challenges of promoting scientific literacy in a media landscape dominated by user-generated content. Another dimension of the problem is the influence of media convergence on the Bermuda Triangle narrative. As traditional and digital media platforms converge, the lines between fact and fiction become increasingly blurred. For example, a fictional portrayal of the Bermuda Triangle in a film or television show might be discussed and shared on social media as though it were a factual account, leading to the conflation of entertainment and reality. This convergence not only sustains the mystery of the Bermuda Triangle but also makes it more difficult for the public to critically evaluate the information they encounter. The problem, therefore, lies in the complex interplay between different media platforms and the ways in which they collectively shape public perception.

Furthermore, the persistence of the Bermuda Triangle mystery in the public consciousness highlights a broader issue regarding the media's role in the social construction of reality. According to Media Technological Determinism

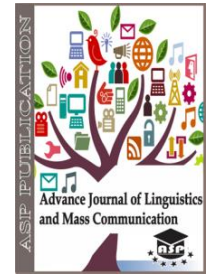
Theory, media technologies do not merely transmit information but actively shape how people perceive and understand the world around them. In the case of the Bermuda Triangle, media representations have not only reflected but also constructed the perception of the region as a mysterious and dangerous place. This raises important questions about the power of media in shaping societal beliefs and the implications for how other phenomena are understood and interpreted. The problem, therefore, is not just about the Bermuda Triangle itself but about the broader impact of media on public understanding of the world. If the media can so effectively shape perceptions of the Bermuda Triangle, what does this mean for other areas of public knowledge, particularly those that are less sensational but equally important? This study aims to address these questions by examining the role of media in constructing the Bermuda Triangle mystery, using Media Technological Determinism Theory as a framework for understanding how media technologies influence public perception. This study has important implications for how we understand the relationship between media, technology, and society, particularly in an age where information is increasingly mediated by digital platforms.

## **Aim and Objectives of the Study**

The aim of this study is to unravel the enigmatic aura of Bermuda Triangle through the lens of media technological determinism theory. The objectives are to:

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1. analyse the role of media in constructing and perpetuating the mystery of the Bermuda Triangle.
2. examine the influence of digital media on public perceptions of the Bermuda Triangle.
3. explore how media convergence contributes to the blurring of fact and fiction regarding the Bermuda Triangle.
4. assess the impact of Media Technological Determinism on societal beliefs about the Bermuda Triangle.

## Literature Review

### Conceptual Review

#### Media Representations and the Construction of Myths

Media representations play a crucial role in the construction and perpetuation of myths, particularly those surrounding mysterious phenomena like the Bermuda Triangle. Historically, print and broadcast media have sensationalised stories of unexplained disappearances in the Bermuda Triangle, often prioritising intrigue and fear over factual accuracy (Gaddis, 1964). These representations have significantly shaped public perceptions, creating a lasting image of the Bermuda Triangle as a perilous and enigmatic region. The power of media to construct myths lies in its ability to reach wide audiences and evoke emotional responses, which can make these narratives more memorable and influential than their scientific counterparts. This process of myth-making is further amplified by the repetition and reinforcement of these narratives across different media platforms, leading to the

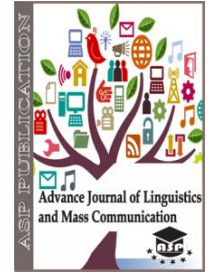
entrenchment of the Bermuda Triangle myth in popular culture.

In the digital age, the construction of myths through media representations has taken on new dimensions. The internet and social media have democratised the creation and dissemination of content, allowing for a wider range of voices to contribute to the narrative. However, this has also led to the proliferation of misinformation and conspiracy theories, which can be rapidly spread and amplified by algorithms that prioritise sensational content (Ward, 2020). As a result, the Bermuda Triangle myth continues to evolve and persist, with new layers of speculation and intrigue added by each generation of media consumers. This highlights the on-going relevance of studying media representations in understanding how myths are constructed and sustained in the public consciousness.

#### Digital Media's Role in Shaping Public Perceptions

Digital media has fundamentally transformed how information is consumed and interpreted, playing a pivotal role in shaping public perceptions of phenomena like the Bermuda Triangle. Unlike traditional media, which often operates under editorial oversight, digital platforms enable the rapid dissemination of content, including user-generated material, without the same level of scrutiny (Jenkins, 2006). This has led to a saturation of information, where accurate and misleading narratives about the Bermuda Triangle coexist, making it challenging for the public to discern

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truth from fiction. The interactive nature of digital media also allows users to engage with and propagate these narratives, contributing to the spread of myths and conspiracy theories at an unprecedented scale. As a result, the digital landscape has become a key battleground for shaping public perceptions, with significant implications for how mysteries like the Bermuda Triangle are understood and interpreted.

Moreover, digital media's role in shaping public perceptions is compounded by the echo chamber effect, where individuals are exposed to information that aligns with their pre-existing beliefs and are less likely to encounter opposing viewpoints (Pariser, 2011). This effect can reinforce and amplify misconceptions about the Bermuda Triangle, as users are more likely to engage with content that confirms the idea of the Triangle as a mysterious and dangerous place. The virality of sensational or emotionally charged content further exacerbates this problem, making digital media a powerful tool in the construction and perpetuation of myths. Understanding the mechanisms through which digital media shapes public perceptions is crucial for addressing the challenges posed by misinformation in the modern information environment.

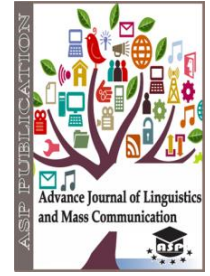
## **Media Convergence and the Blurring of Fact and Fiction**

Media convergence refers to the merging of traditional and digital media platforms, which has led to a blurring of the lines between fact and fiction in the representation of phenomena

like the Bermuda Triangle. This convergence allows for the seamless integration of different media forms—such as television, film, social media, and online news—creating a hybrid media environment where narratives can cross platforms and genres (Jenkins, 2006). For instance, a fictional portrayal of the Bermuda Triangle in a movie can be discussed in online forums as though it were a factual account, leading to confusion and the spread of misinformation. The convergence of media has thus made it increasingly difficult for audiences to distinguish between entertainment and reality, contributing to the persistence of myths and misconceptions.

The blurring of fact and fiction is particularly problematic in the context of the Bermuda Triangle, where sensational narratives often overshadow scientific explanations. Media convergence has facilitated the rapid dissemination of these narratives across multiple platforms, making them more pervasive and harder to challenge. This phenomenon is further exacerbated by the participatory nature of digital media, where users can contribute to the narrative through comments, shares, and the creation of new content (Jenkins, 2006). As a result, the Bermuda Triangle myth has become deeply embedded in popular culture, reinforced by a media environment that favours sensationalism over critical inquiry. Understanding the impact of media convergence on the blurring of fact and fiction is essential for addressing the challenges posed by misinformation in the digital age.

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## Media Technological Determinism and Societal Beliefs

Media Technological Determinism Theory, as proposed by Marshall McLuhan, suggests that the characteristics of a medium fundamentally shape how information is perceived and understood by society. This theory is particularly relevant in analysing the societal beliefs surrounding the Bermuda Triangle, as it posits that the medium through which information is conveyed can influence the content of that information and, consequently, how it is interpreted by the public (McLuhan, 1964). The evolution of media technologies—from print and broadcast to digital platforms—has played a significant role in constructing and perpetuating the mystery of the Bermuda Triangle. Each technological shift has brought new ways of presenting information, each with its own set of biases and limitations, which have shaped public perceptions and beliefs about the Bermuda Triangle in different ways.

The application of Media Technological Determinism Theory to the Bermuda Triangle highlights the broader implications of media technology on societal beliefs. As new media technologies emerge, they not only change the way information is disseminated but also how it is processed and internalized by audiences. For example, the shift from passive consumption of television content to the interactive nature of digital media has transformed the way myths like the Bermuda Triangle are constructed and sustained (Ward, 2020). The theory suggests

that as media technologies continue to evolve, so too will the ways in which societal beliefs are shaped, with potentially profound implications for how we understand and engage with the world around us. This underscores the importance of critically examining the role of media technologies in shaping public perceptions and the need for media literacy in navigating an increasingly complex information landscape.

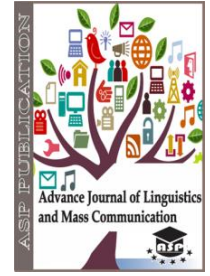
## Theoretical Review

### Media Technological Determinism Theory

This theory was propounded by Marshall McLuhan in 1964. The theory suggests that the medium through which information is conveyed has a profound influence on society and culture, often more significant than the content of the message itself. McLuhan famously stated, "the medium is the message," emphasising that media technologies, such as print, radio, television, and digital platforms, shape human experience and societal structures by altering the way people perceive and interact with the world (McLuhan, 1964). The core tenets of the theory highlight that different media technologies have distinct effects on individuals and societies, and these effects determine societal change. For instance, the transition from oral to print cultures fundamentally altered how societies organised knowledge and communicated ideas. McLuhan's theory assumes that technology is the primary driver of social evolution, suggesting that the way people think, behave, and interact is significantly

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influenced by the characteristics of the media technologies they use.

However, Media Technological Determinism has been criticised for its overly deterministic view, which downplays the role of human agency and cultural factors in shaping media effects. Critics argue that while media technologies influence society, they are not the sole or primary determinants of social change. Social, political, and economic factors also play a crucial role in how media is developed and consumed (Chandler, 1995). Additionally, McLuhan's theory has been critiqued for being overly generalised, as it tends to overlook the complexities of media consumption and the diverse ways in which different societies adapt to new technologies. Despite these criticisms, Media Technological Determinism remains a foundational theory in media studies, providing valuable insights into the relationship between technology and societal change.

The Media Technological Determinism Theory is highly relevant to this study as it provides a framework for understanding how media technologies have shaped and perpetuated the mystery of the Bermuda Triangle. According to the theory, the medium through which information is communicated plays a critical role in shaping societal perceptions, and in this case, media technologies-ranging from print to digital platforms- have significantly influenced how the Bermuda Triangle is understood by the public. The sensational narratives surrounding the Triangle have been constructed and amplified through media, often overshadowing

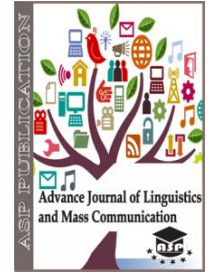
scientific explanations. As new media technologies, particularly digital and social media, allow for the rapid dissemination of information, they contribute to the continued blurring of fact and fiction. This study leverages the theory to explore how media, through its technological evolution, has sustained myths and shaped public beliefs about the Bermuda Triangle, underscoring the power of media in constructing and maintaining societal realities.

## **Empirical Review**

Kusche (2017) carried out a study on "The Bermuda Triangle Mystery-solved." The study objective was to debunk the myths surrounding the Bermuda Triangle using scientific data and historical research. The study employed a historical analysis of documented incidents in the Bermuda Triangle, comparing sensational media reports with actual official records of disappearances. The study found that many of the disappearances were either exaggerated or misrepresented by the media. Several incidents were due to human error, equipment failure, or natural disasters, and not mysterious forces. The reviewed study and the current study are related as both studies focus on Bermuda Triangle mystery, but differ in the area of objective, scope and theoretical framework.

Nickell (2016) did a study on "The science of ghost-hunting and investigating the paranormal." The objective was to investigate paranormal claims scientifically, including the Bermuda Triangle, and explore how media contributes to the spread of myths. The study used scientific skepticism to evaluate

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paranormal reports and conducted interviews with scientists and experts on marine and atmospheric conditions in the Bermuda Triangle. It was revealed that media sensationalism plays a major role in spreading and sustaining myths about mysterious places like the Bermuda Triangle, often overshadowing scientific explanations. The reviewed study and the present study are both related but the area of divergence is on the objectives, scope and methodological approaches.

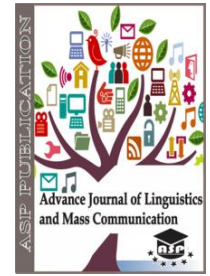
Sparks (2013) conducted a study on “Media effects research: A basic overview.” The study examined the psychological impact of media portrayals of paranormal phenomena, including the Bermuda Triangle, on public perception and beliefs. The study employed a quantitative approach, using surveys and experiments to measure audience reactions to media portrayals of the Bermuda Triangle. The findings showed that repeated exposure to sensational media coverage led to heightened belief in supernatural explanations for the Bermuda Triangle. This effect was stronger among individuals with lower media literacy. The reviewed study and the pioneer study are related as they focus on media effect and Bermuda Triangle but differ in objective, scope and methods.

Ward (2020) carried out a paper on “A history of the Bermuda Triangle.” The objective was to explore the historical evolution of the Bermuda Triangle myth and the role of digital media in perpetuating the mystery. This qualitative study analysed historical media reports,

documentaries, and digital content on the Bermuda Triangle, tracing the development of the narrative over time. The study found that digital media, particularly social media, has allowed for the rapid spread of conspiracy theories and speculative stories about the Bermuda Triangle, contributing to its persistence in public discourse despite scientific explanations. These studies provide a strong foundation for understanding the media’s role in shaping the public’s perception of the Bermuda Triangle, aligning well with the research objectives. The reviewed study and the current study are both related as they hinge on the Bermuda Triangle but the area of difference is on the objective, scope and methodology.

However, through the literature reviewed, the Bermuda Triangle mystery through the lens of media technological determinism theory, is crucial in examining how media have played a pivotal role in constructing and perpetuating the enigma surrounding the area. Over the years, various forms of media, ranging from print to broadcast, have sensationalised the phenomenon, presenting it as a space where inexplicable events occur. From the early 20th century when the Bermuda Triangle first gained notoriety, media outlets have often adopted narratives that heighten intrigue and fear, contributing to the persistence of the mystery. The theory of media technological determinism suggests that as new forms of media emerge, they reshape public consciousness and influence how events like the Bermuda Triangle are framed, often prioritising drama and spectacle

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over empirical evidence. The continued evolution of the media landscape reinforces the narrative of mystery through constant repetition and selective reporting, reinforcing public belief in the supernatural aspects of the area.

With the rise of digital media, the perception of the Bermuda Triangle has undergone significant shifts. Social media platforms, YouTube, and blogs have allowed for the rapid spread of both factual and speculative information, sometimes blurring the lines between credible research and conspiracy theories. Through the lens of media technological determinism, digital media technologies have enabled the democratisation of content production, where amateurs, enthusiasts, and influencers can shape the narrative of the Bermuda Triangle, often prioritising virality over accuracy. This has led to an environment where individual perception of the Bermuda Triangle is influenced more by the medium through which information is received rather than the verifiable facts themselves. The ease of content sharing and the wide availability of visually engaging yet factually dubious materials have amplified the sense of mystery and wonder surrounding the Bermuda Triangle.

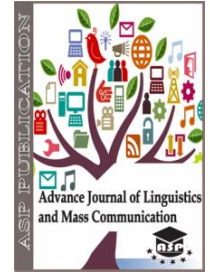
Media convergence has further complicated the distinction between fact and fiction regarding the Bermuda Triangle, where television, film, online platforms, and print media converge to create a seamless and often indistinguishable narrative space. This convergence, where different media platforms feed into one another, supports the concept of technological

determinism, which holds that society's beliefs and behaviours are shaped by the dominant media technologies of the time. Through multimedia storytelling, interactive documentaries, and digital platforms, the mystery of the Bermuda Triangle continues to thrive, despite decades of scientific inquiry attempting to debunk the myths. The fusion of factual reporting with entertainment has reinforced a cultural perception of the Bermuda Triangle as an enduring mystery, illustrating the profound influence of media technologies in shaping societal beliefs and perpetuating legends.

## Methodology

The study employs a library research method to investigate the role of media in constructing and perpetuating the Bermuda Triangle mystery. This approach involves a comprehensive review of existing literature and media sources to analyse how the Bermuda Triangle has been portrayed across different media platforms over time. The methodology includes the following steps: Literature Review: A thorough examination of scholarly books, journal articles, and historical documents related to the Bermuda Triangle and media representations. This review focuses on both primary sources (e.g., original news reports, documentaries) and secondary sources (e.g., analysis and critiques by other researchers) to build a foundation of knowledge about the subject. Media Analysis: An analysis of media coverage of the Bermuda Triangle, including print media, television broadcasts, films, and digital content. This

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involves identifying key themes, narratives, and patterns in how the Bermuda Triangle has been represented and how these representations have evolved with technological advancements. Theoretical Framework Application: Applying Media Technological Determinism Theory to interpret the findings. This involves assessing how different media technologies have influenced public perceptions and contributed to the construction of the Bermuda Triangle myth. The analysis considers how each media type-print, radio, television, and digital- has shaped the narrative and affected societal beliefs. Synthesis and Analysis: Synthesising the findings from the literature and media analysis to draw conclusions about the role of media technologies in perpetuating the Bermuda Triangle mystery. This includes evaluating how media representations have been affected by technological changes and how these changes have influenced public understanding. Documentation and Reporting: Compiling the research findings into a comprehensive report that outlines the role of media in shaping the Bermuda Triangle narrative. The report includes a discussion of the implications of the findings for understanding the relationship between media, technology, and societal beliefs. This library research method provides a systematic approach to understanding the impact of media technologies on the perception of the Bermuda Triangle, leveraging existing literature and media sources to build a detailed analysis.

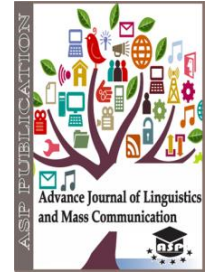
## **Data Presentation, Analysis and Discussion of Findings**

Themes were deduced deductively following the research objectives. The following themes were deduced: Role of media in constructing and perpetuating the mystery of the Bermuda Triangle; Influence of digital media on public perceptions of the Bermuda Triangle; How media convergence contributes to the blurring of fact and fiction regarding the Bermuda Triangle; Impact of Media Technological Determinism on societal beliefs about the Bermuda Triangle; These were presented and discussed below:

### **Role of media in constructing and perpetuating the mystery of the Bermuda Triangle**

The media has played a significant role in constructing and perpetuating the mystery of the Bermuda Triangle, transforming what could have been a collection of unrelated incidents into a global enigma. From the 1950s, when the term "Bermuda Triangle" first appeared in an article by Edward Van Winkle Jones, the media has consistently framed the area as a site of mysterious disappearances and paranormal phenomena. Baker (2018) argues that the media's portrayal of the Bermuda Triangle has been instrumental in mythologizing the region, creating an aura of fear and intrigue. This, in turn, captures public imagination, as sensationalised stories of vanishing ships and planes provide material that boosts viewership and readership. The media's role extends beyond mere reporting; it actively shapes the

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narrative by amplifying anecdotal accounts and speculative theories. Many books, documentaries, and films have been produced, all of which rely heavily on dramatization and conjecture. According to Reece (2021), the media often omits rational explanations for these disappearances, focusing instead on supernatural or extra-terrestrial hypotheses, which enhance the mystery. For instance, some media outlets attribute events in the Bermuda Triangle to magnetic anomalies, alien abductions, or time warps, while downplaying credible scientific explanations like human error, piracy, and severe weather conditions.

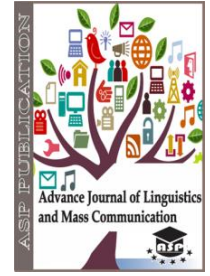
Moreover, the media's framing of the Bermuda Triangle has often ignored expert voices or diluted scientific findings in favour of sensationalism. As Alonzo (2020) notes, despite numerous scientific studies debunking myths about the area, the media continues to propagate unverified stories, which only reinforces the mystery. This selective reporting creates a feedback loop where public fascination feeds into more media production, and in turn, more media production strengthens the public's belief in the enigma surrounding the Bermuda Triangle. This cycle is evident in the proliferation of documentaries and television programs that revisit the subject, even after many of the so-called mysteries have been explained. The media's impact on the Bermuda Triangle myth is reflective of the broader relationship between media and public perception. As demonstrated by Allen and Kumar (2022), the media has the power to

shape cultural narratives, especially when it involves phenomena that are difficult to empirically verify. The Bermuda Triangle serves as a case study in how the media, by focusing on mystery and intrigue, can influence public discourse and perpetuate myths, even in the face of contradictory evidence. The continual reinvention of the Bermuda Triangle mystery highlights the media's role in keeping the enigma alive, showing how the boundary between fact and fiction can be blurred for entertainment and commercial purposes.

The imputation here is that the media has significantly shaped the narrative of the Bermuda Triangle, turning a series of unrelated incidents into a global mystery. Through dramatization, selective reporting, and amplification of speculative theories, the media has perpetuated the enigma, focusing on sensational explanations while downplaying scientific ones. This portrayal has created a cycle where public fascination drives more media content, which in turn reinforces the myth. The media's role in maintaining this mystery exemplifies its power to influence cultural narratives, even in the face of contradictory evidence. Account in support of the assertion is Kusche (2017) who found out that many of the disappearances were either exaggerated or misrepresented by the media. Several incidents were due to human error, equipment failure, or natural disasters, and not mysterious forces. The Media Technological Determinism Theory is relevant as it highlights how media technologies, through their inherent

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structures and capabilities, shape public perceptions and societal discourse. In the case of the Bermuda Triangle, this theory explains how media's evolution and its focus on sensationalism have constructed and perpetuated the mystery, influencing audiences' beliefs and understanding of the phenomenon.

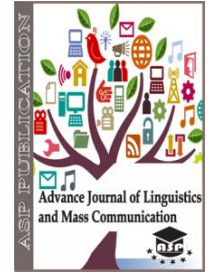
## **Influence of digital media on public perceptions of the Bermuda Triangle**

Digital media has significantly influenced public perception of the Bermuda Triangle, amplifying its mystery in ways that traditional media could not. With the advent of social media, blogs, and digital streaming platforms, sensational stories about the Bermuda Triangle now spread faster and reach wider audiences. According to Ahmed (2021), digital platforms have democratized content creation, allowing amateur writers, vloggers, and conspiracy theorists to produce content that promotes various speculative theories about the Triangle. This increased access to content creation has resulted in a flood of unverified information, which has reshaped the public's understanding of the Bermuda Triangle, often blurring the line between fact and fiction. Moreover, digital media enables continuous engagement with the Bermuda Triangle myth through interactive formats, such as online forums, YouTube videos, and podcasts. These platforms allow users to not only consume content but also participate in discussions, share their own experiences, and offer new theories. As Miller and Singh (2022) note, digital media fosters a sense of community among those who believe in the supernatural or

extra-terrestrial explanations for the Bermuda Triangle. This interactive and participatory culture encourages the growth of these narratives, further embedding them in public consciousness and making them harder to debunk.

In addition to user-generated content, algorithms on platforms like YouTube, Facebook, and Twitter play a key role in shaping what users see about the Bermuda Triangle. According to Jackson (2023), these algorithms often prioritise sensational or controversial content because it generates more clicks and engagement. As a result, users are more likely to encounter conspiracy theories or exaggerated accounts of Bermuda Triangle events, rather than credible, scientifically grounded explanations. This selective exposure to information, driven by digital media algorithms, reinforces pre-existing beliefs and heightens the mystery surrounding the Bermuda Triangle. Furthermore, the global nature of digital media has allowed the Bermuda Triangle myth to transcend cultural and geographical boundaries. Unlike traditional media, which often has a limited reach, digital platforms enable stories about the Bermuda Triangle to be shared instantly across different countries and languages. Bane (2023) asserts that this global exchange of ideas has contributed to the lasting popularity of the Bermuda Triangle as a mysterious and unsolved phenomenon, despite numerous scientific efforts to explain it. Digital media's ability to continually revive and reshape the myth ensures that it remains a part of

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popular culture, attracting new generations of believers.

This portend that digital media has played a transformative role in shaping public perception of the Bermuda Triangle by making sensationalised, user-generated content more accessible and widely distributed. Through platforms like YouTube, blogs, and social media, both amateur and professional creators contribute to the perpetuation of unverified theories, often supported by algorithms that prioritise engagement over accuracy. This has fostered an interactive and global exchange of ideas that continually revives and reinforces the Bermuda Triangle myth, making it more enduring in public consciousness despite scientific explanations.

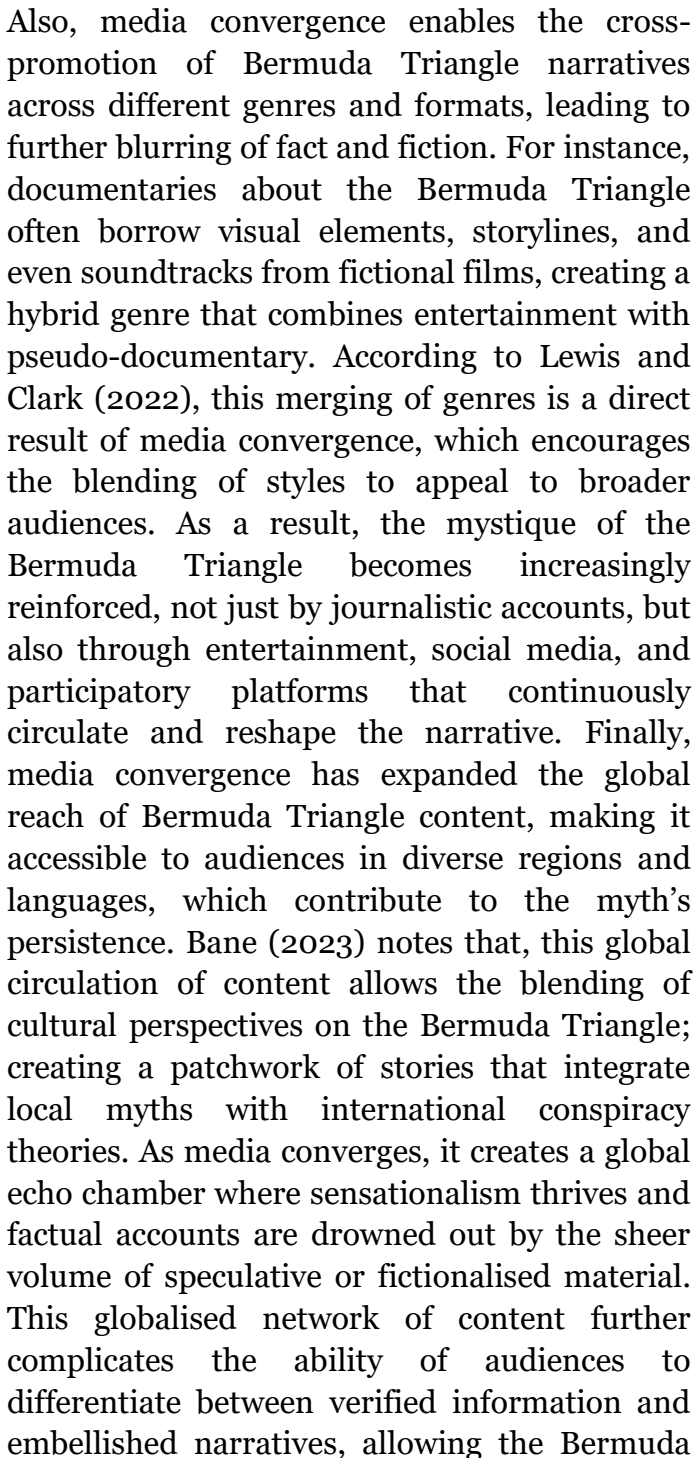
Lending credence to this forgoing assertion is Nickell (2016) that media sensationalism plays a major role in spreading and sustaining myths about mysterious places like the Bermuda Triangle, often overshadowing scientific explanations. The Media Technological Determinism Theory is relevant here as it explains how the evolution of digital media technology shapes the way the Bermuda Triangle myth is constructed and maintained, with platforms and algorithms dictating the prominence of sensational content over factual information, thus influencing public perception.

## **How media convergence contributes to the blurring of fact and fiction regarding the Bermuda Triangle**

Media convergence has played a crucial role in blurring the line between fact and fiction

regarding the Bermuda Triangle, combining various media forms into a unified digital ecosystem. Convergence allows for the integration of traditional media, such as television and print, with digital platforms like social media, blogs, and streaming services, creating a seamless flow of content. According to Jenkins (2020), this convergence facilitates the spread of Bermuda Triangle narratives across multiple platforms, leading to the simultaneous consumption of entertainment, news, and speculative content. This convergence amplifies confusion, as fictionalised accounts of the Bermuda Triangle in movies or books often appear alongside news reports or documentaries, making it difficult for the public to distinguish between credible information and exaggerated tales. One significant consequence of media convergence is the blending of factual journalism with user-generated content and entertainment-driven material. As Haggerty (2021) asserts, the rise of citizen journalism and participatory media has contributed to the dissemination of unverified theories about the Bermuda Triangle, often presented with the same legitimacy as scientific reports. When users encounter Bermuda Triangle stories on multiple platforms, ranging from blogs to Netflix documentaries, they may struggle to discern the accuracy of the information. This conflation of content is further exacerbated by the ability of digital platforms to recombine material from various sources, making fictional depictions from entertainment shows or films indistinguishable from factual reporting.

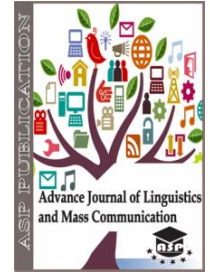
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The concern here is media convergence has significantly blurred the line between fact and fiction regarding the Bermuda Triangle by integrating traditional and digital media into a cohesive ecosystem. This integration enables the simultaneous dissemination of sensationalized and factual content, leading to confusion as fictional accounts and speculative theories are presented alongside legitimate journalism. The cross-promotion and global reach of converged media further reinforce the Bermuda Triangle myth, making it challenging for audiences to discern accurate information from embellished narratives. Adding ideological fibre is Sparks (2013) who asserts that repeated exposure to sensational media coverage led to heightened belief in supernatural explanations for the Bermuda Triangle. This effect was stronger among individuals with lower media literacy. Also, the Media Technological Determinism Theory is relevant as it explains how the convergence of various media technologies influences the presentation and perception of the Bermuda Triangle, with the merging of content types and platforms shaping how facts and fiction are blended and perceived by the public.

Media Technological Determinism Theory has profoundly impacted social beliefs about the Bermuda Triangle by influencing how

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information about the phenomenon is produced, distributed, and consumed. According to McLuhan (2021), media technologies shape our perceptions by framing how we receive and interpret information. In the case of the Bermuda Triangle, the advent of digital media has intensified the dissemination of sensationalised accounts, while traditional media has long presented the mystery with dramatic flair. This shift has altered public perceptions, making supernatural and conspiracy theories about the Bermuda Triangle more prominent than scientific explanations. The pervasive nature of digital media ensures that these sensational narratives reach broader audiences, thus reinforcing and perpetuating myths. The role of media technology in shaping social beliefs is further highlighted by its impact on the credibility of information. As Carpentier and Schröder (2022) observe, the convergence of media platforms has led to the integration of fact-based journalism with user-generated content and entertainment. This blending can dilute the credibility of traditional media sources and elevate speculative theories. For instance, the portrayal of the Bermuda Triangle in fictional films and reality TV often blurs with real-life reporting, leading audiences to equate entertainment with factual content. This convergence impacts social belief by making speculative and fictionalised accounts of the Bermuda Triangle appear as legitimate as scientific analyses.

Additionally, media technological determinism influences social beliefs through algorithm-

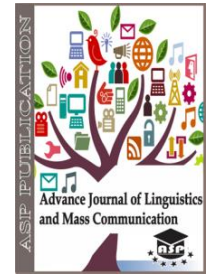
driven content curation. According to Wilson (2023), digital media algorithms prioritize sensational and engaging content, often amplifying conspiracy theories and sensationalised stories about the Bermuda Triangle. This selective exposure shapes public beliefs by continually reinforcing the mystery and exaggerating the enigma. As a result, audiences are more likely to encounter and believe in sensational narratives rather than seek out or accept evidence-based explanations. This phenomenon highlights how media technology affects the reinforcement of social beliefs by prioritising content that aligns with popular myths. Furthermore, the global reach and accessibility of digital media platforms have expanded the Bermuda Triangle's mythological impact across different cultures and societies. Bane (2023) notes that media technological determinism facilitates the global dissemination of Bermuda Triangle stories, which integrating local myths with international narratives. This global exchange enriches and complicates the myth, as various cultures contribute their interpretations and theories. The result is a more robust and persistent belief in the Bermuda Triangle mystery, shaped by a diverse range of media sources and cultural perspectives, which further solidifies the myth's place in public imagination.

The imputation Media Technological Determinism Theory highlights how the evolution of media technologies, such as digital platforms and algorithms, shapes and amplifies social beliefs about the Bermuda Triangle by

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sensationalism. This study, therefore, demonstrates the critical role of media in the construction of reality, particularly regarding enigmatic phenomena such as the Bermuda Triangle.

The analytical process for this study involved a comprehensive review of historical and contemporary media representations of the Bermuda Triangle, which examined how these narratives have evolved in relation to advancements in media technology. The research methodology entailed a content analysis, exploring the interplay between media platforms and public perception over time. Emphasis was placed on how media convergence contributes to the continued blurring of fact and fiction, aligning with the core tenets of media technological determinism theory. The findings provided a nuanced understanding of how media innovations have shaped and sustained societal beliefs about the Bermuda Triangle.

Acknowledgment is given to the scholars and media experts whose works provided the foundational theories for this study, particularly those focusing on technological determinism, media convergence, and the sociology of media. Special thanks are also extended to the libraries and digital archives that offered invaluable access to historical media records. This research would not have been possible without the contributions of these individuals and institutions, whose efforts in cataloguing and preserving media history made this exploration

of the Bermuda Triangle's media portrayal feasible.

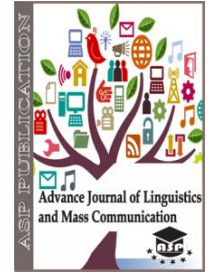
## Recommendations

In view of the findings from the work, the following recommendations have been made.

- 1) The media outlets should balance entertainment with factual reporting by incorporating expert analysis and evidence-based explanations when discussing topics like the Bermuda Triangle to avoid perpetuating myths.
- 2) Digital media platforms should always prioritise the promotion of scientifically validated information on the Bermuda Triangle to counter the spread of myths and sensationalism
- 3) To improve public understanding, media outlets should clearly differentiate between factual reporting and speculative content when covering the Bermuda Triangle.
- 4) Media organisations should implement stricter content guidelines to clearly distinguish between speculative and factual information about the Bermuda Triangle to improve public understanding and reduce the spread of myths.

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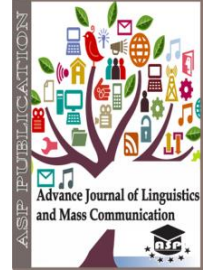
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