



The Influence of Religion on Media Discourse

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Message from the Guest Editors

The media does not offer precise definitions of what we are supposed to think, but does suggest what we should think about. Media texts determine status, impose social norms, show what is “normal” and thus shape the world of the individual and the entire society. The range of media influence is significantly supported by different types of media: newspapers, which expand media influence because they offer a wide range of information and millions of copies that reach the hands of readers on a daily basis; magazines, thanks to their specific content intended for a selected circle of readers; radio, which in most households has the advantage of being the first source of information; television, thanks to the combination of word, sound and image, has a high impact (i.e., it is “close” to the viewer); and the Internet, whose media influence consists of continuous and easy access to information, favors a more global and multidirectional communication pattern.





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