

Session 8A

Media- A Powerful Force

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Media

- Media is a powerful force
- Types
 - Internet
 - Television
 - Radio
 - Magazine
 - Newspaper
 - Books
 - Social Media
 - Facebook
 - Instagram
 - Twitter
 - Google
 - Whatsapp



Media has a pivotal role



- From the days of Vedas and Upanishads to Chandragupta and Ashoka to modern times Media has played a pivotal role
- Media intended to reach and address a target group of audience
- Media is essential part of your daily need
- Media of today playing an outstanding role in creating and shaping public opinions and strengthening society



Media - how it speaks



- Social Media
 - What is the motive
 - political/ opportunity to let your inner self speak
 - slow down and think before you hit “post” or “send”
 - Do your words/tone reflect what you think or cherish
- Newspaper/Media
 - Incidence in New York



Religion and Media- Fostering Peace



- Topic presented at a recently held conference
- 12 international representatives from 4 religions
- Working together on “How to promote message of Peace”
- Week long training to develop communication strategies to better convey through the media, the peaceful values of faith
- The Public Relations Officer (PRO) for religious institutions is very effective in conveying these values



Religion in the Media



- How has it changed?
- Where is it going?
- Why does it matter?
 - article by Baney Zwartz
 - religious reporter

- Religion and Politics are not mutually exclusive
- Do reporters need to be religious to write about religion?



Media and Religion



- Religion using Media
 - religions have been typified by means of their relationship to media
- Media using Religion
 - media involved in the presentation of religion through journalism
- Religion and Converge
 - entertainment media have had independent relationship to religion



Conclusion



- Media is a powerhouse for all movements be it religion, politics, social
- Media uses religion and religion uses media for their benefits
- Need to be very educative in this new era of different types of media platforms about the impact that they can make in making or breaking
- Think before you speak
- Think before you write
- Evaluate before you hit “post” or “send”
- Education is a must both about your faith and others faith before you comment to bring peace.

