



The Mediatization of Religion: When Faith Rocks

Luis Mauro Sa Martino

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Filling a significant gap in the literature by offering a theoretical framework by which we can understand the issues of media, religion and politics Luis Mauro Sa Martino asks how can a religious denomination have any sort of influence on people in a secular age? The author presents data which suggests that the presence and influence of religion in public affairs around the world has been strongly supported by the use of media communication, and highlights the way some religions have adopted media communication and drawn on popular culture to build their message. The use of media enables a religion to reach more people, attract more members and generate more income but also increases religious influence on public matters. The book offers a number of case studies and contemporary examples to illustrate the theory, and will be essential reading for all students and scholars of media, politics and all those interested in the part religion plays in our society.

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