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# Religious Messages and the Media Code - Inherent features of the media language code and the transmission of religious messages<sup>1</sup>

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**Abstract:** The purpose of this study is to determine whether the media language code is suitable for transmitting religious messages. In religious media communication one observes a tendency not to respect the classical *news values*, and in fact tends to limit them. This approach makes religious media communication fail at the start. Using textual analysis and qualitative research techniques, e.g., *focus groups* and *Delphi*, we investigate some *news values* relate (positively or negatively) to the religious messages. Here we present three most expressive of them: conflict, scandalousness and story. If messages are formed by *news values*, then religious messages are formed by means of values that we named the *gospel values*, and can be identified with traditional Catholic Church virtues. Finding possible connections between the *news values* and the *gospel values* seems to be one of the basic solutions for the religious message media coding.

**Keywords:** Media; religion; language; code; news values; gospel values

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