



## **Pope John Paul II and Media Effects Theory: Audiences and Messages Interface**

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Pope John Paul II encouraged people to make good use of the means of social communications to sustain positive impacts of contemporary media on audiences. A re-reading of Pope John Paul II's texts led me to the conclusion that he applied media effects theory to his reflections in social communications. What were the topics contained in the reflections of Pope John Paul II about impacts of media on the audiences, using missionary commitments in Catholic Church as a case study? This article examined selected texts of St. John Paul II on four major impacts of media: secularization in the world, power of new instruments of communication, globalization of communication, and visibility of the Church in the world of the twenty-first century. The article's analysis revealed that John Paul II's views about media effects were shaped by two-step flow theory of media effects.

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