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Religious Media Management

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ABSTRACT

Message management is the most significant part of managing media, especially media that define their mission in a religious value context.

Media managers can adopt appropriate strategies and utilize the immense capacity of the media in different forms of art and graphical communications to turn existing threats caused by the cultural invasion into opportunities for planning the promotion of Islamic-Iranian culture.

Media greatly influence the creation, endorsement, and development of religious identity and culture; they can also create a dominant discourse for establishing religious ideology, preventing the marginalization of religion and separation of politics and community, and for the development and public acceptance of religion among people.

The outcome is that media are pursuing attracting users and communicating with people. Today, the growing proliferation of mass communication media and the West's misuse of attracting users to its own secular culture and teachings have resulted in a "competitive" situation where it is required to manage the religious media by intelligently generating and managing content.

This article investigates the role of religious media management in expanding and promoting religious culture.

Keywords: Religion, Media, Media management, Religious media

INTRODUCTION

When media in the West first introduced their agenda, no such subject as "religious media management" did exist in a real sense; the only general concept intended was "media management." Media were originally made in the West and are regarded as so-called modern world instruments.

In the present age, modern media and mass communication are the most influential tools to expand awareness, educate, promote, and disseminate structures, forms and religious values, serving to generate religious and religiosity meanings in the community to guide the public at national and transnational levels.

Message management is a pivotal part of media management roles, especially those whose missions are formed within a context of religious values.

One of the critical stages in the message management process is determining strategies. Strategies regulate, define and coordinate various media activities across different sectors, utilize specific guidelines to help media management cope with skepticism and confusion, and provide a clear horizon ahead for the media.



Media managers can adopt appropriate strategies and utilize the immense capacity of the media in different forms of art and graphical communications to turn existing threats caused by the cultural invasion into opportunities for planning the promotion of Islamic-Iranian culture.

It is noteworthy that modern society cannot be conceived without media. Mass communication media play a major role in communities and produce various functions depending on the type of value the media pursue and specific needs and the development of the communities. Considering the modern communication structure in the age of Information Communication Technology, media involve different functions, opportunities and influential capacity to affect the formation of a modern style of content validation and management, religious education, appropriate coverage of Islamic and religious functions, and various educational cultural and promotional goals and expansion of religion as a whole.

Religious media, derived from Islamic and Koranic teachings, are a major element of the culture of a religious society; their functions are also based on religious teachings aimed at guiding the public. This guidance can produce a new model of media function and affect the audience through methods introduced by the Audience Theory, composed of awareness, encouragement, decision, and approval.

Without mass communication media, the sustainable growth and development of educating Islamic Sciences and religious domains cannot be achieved; thus, all media and press, as well as media contexts, strive to execute their goals which include valuing the audiences' taste, educating, promoting and orientating their thoughts and developing norms to determine their lifestyles. Religious media management can serve as a means to optimize, develop and expand a society using a religious approach; this will certainly, ensure the realization of long-term Islamic civilization goals using various media and graphical techniques.

Religious media are aimed at education and serve as means of thinking. Religion has utilized media to proliferate and expand itself. Historical reviews suggest that media have helped religiosity and used their capacities to make human perception of the world meaningful.

Mass media are broadly responsible for establishing a living and dynamic relationship with message receivers, preserving diversity and novelty in cultural, religious, intellectual and political productions, protecting modern thoughts, creating a correlation between different elements of the society and transferring Islamic and cultural heritage from a generation to another.

One of the functions of religious media is to educate, promote, and expand religious messages. When speaking of religious media, it is denoted how a religious affair and religious elements are represented by a specific medium or platform such as radio, TV, music, theater and social networks, and press. Representation denotes how a religious world, religiosity and behavior of religious people are mirrored in a religious media. Thus, as a religious media, the media serve to represent religion.

Statement of the problem

Despite radical changes and developments in communities and the formation of modern social schools, religions have preserved their major role, and religious entities are involved in various religions and political and social activities. Media leave emotional and sentimental impacts on the audience and provide a platform for creating specific mental and psychological conditions among the audience by introducing functions proportionate to social needs and creating direct



connections between communicators and the audience through two-way interaction and receiving immediate feedback. Media can plan and expand the Islamic foundations of modern Islamic civilization by educating, expanding and transferring religious teachings.

Media greatly contribute to creating communication, supporting and expanding a religious identity and culture; they can create a commonly dominant culture to pave the way for religious ideologies, prevent the marginalization of religion, and separate politics and community, development, and prosperity recognition of religion.

Modern mass communication media aim to propagate information and convey sensitive messages, programs, policies, culture and religious concepts; they strive to raise public awareness, reform and change the audiences' mentality to expand an Islamic civilization.

Religious media are specifically concerned with religious problems; they consider themselves responsible against God rather than against broadcasters, the audience of the government. These media work to please God even when they try to attract the audience. Thus, one of the major characteristics of religious media is that relevant managers and directors consider themselves responsible for God and regard themselves as messengers who convey divine decrees to the public. Religious media do not work based on a free-market economy or commercial media.

Consistent with their characteristics, religious media are the means that disregard determinism and essentialism, strive to provide a new definition of the media, their structure and mission, work on the impacts of divine, ethical and spiritual teachings and search for those impacts within the soia life and desirable optimal society.

Characteristics of religious media

The goal of religious media is to lay the ground for humans to achieve perfection. The main characteristics of religious media are performed by generating and broadcasting programs to educate humans to attain perfection. Unlike irreligious media aimed at entertaining and recreation, the main goal of religious media is to develop human civilization, according to Islamic Teachings. Religious media are also characterized by realizing divine values in social life. Another goal is to promote and institutionalize divine principles among the audience. Thus, generating sound programs and strengthening Islamic and educational orientations take priority in religious media.

The defining characteristics of religious media with other media lies in leading, guiding and reforming the society as they strive to serve the society. Religious media are tasked with adapting their activities to social needs and goals. They seek to navigate society towards good. Religious media tend to guide people toward Islamic-Iranian values and direct public thought via raising proper ideologies.

Significance and objective

The main goal of the study is to investigate the position of management of media, and modern mass communication means for the promotion and expansion of religious and Islamic culture. The study is important because, in today's world, media and their management have become inseparable parts of humans' lives; this will lead the society towards religion or an alien politics or culture.

Recommendations

For religion-oriented media, strategies related to each culture domain are suggested to be based on religious knowledge and teachings. These strategies are aimed at "developing religious rationality," "deepening and consolidating systemic ethics," and "promoting values and



behavioral patterns conforming to stages of development and excellence.” Management, expansion, promotion and development of a religious culture should be founded on a novel approach that integrates traditional effective ways and modern technological methods to raise public awareness.

Results

Religious media should follow religious teachings to strengthen the original religious knowledge, establish an excellent spiritual life and create a desirable human and family context to consolidate ethical foundations. This approach can thus compete with the materialistic approaches to humans, life, the world, ethics and religion. Media essentially look to attract the audience and communicate with people. Today, the growing proliferation of mass communication media and the West’s misuse of attracting users to its own secular culture and teachings have resulted in a “competitive” situation where it is required to manage the religious media by intelligently generating and managing content. This requires creative management of religious media, i.e., media free from corruption and promiscuity of the West. Ethical media based on religious teachings can convey truthful messages to the public. Thus, national media managers should persistently strive to promote and produce programs consistent with religious content. This warrants Jihadi work; only through a Jihadi endeavor can the enemies’ plots be neutralized.

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