

## IMPACT OF SOCIAL MEDIA ON RELIGIOUS PROPAGANDA

**Dr. G Vasanth**

*Associate Professor and Head, Department of Visual Communication, Dwaraka Doss Goverdhan Doss Vaishnav College*

### ABSTRACT

*The intricate relationship between religion and communication unveils a profound tapestry of human experience, where belief systems intersect with the dynamic channels through which societies connect. This article delves into the historical roots and contemporary manifestations of this interplay, exploring its influence on personal beliefs, societal dynamics, and the globalized communication landscape.*

*Religion, as a cornerstone of human existence, provides individuals with a framework to comprehend their purpose and connection to the world. Communication, serving as the vital thread weaving societies together, channels religious teachings through diverse forms — from sacred texts and rituals to interpersonal dialogues and virtual spaces. Sacred narratives, symbols, and rituals transcend linguistic and cultural boundaries, fostering a sense of belonging and shared identity among believers throughout history.*

*Conversely, the impact of communication on religious experiences is undeniable. In an era of globalization and technological advancements, social media platforms offer virtual spaces for believers to share their faith, engage in dialogue, and form connections beyond geographical constraints. This interconnectedness introduces both challenges and opportunities as religious communities grapple with diverse perspectives within the globalized communication landscape.*

*Examining the historical evolution and contemporary dynamics of this relationship reveals its influence on personal beliefs and societal structures. The efficacy of religious messages hinges on the strategic use of communication by religious institutions, while the advent of new technologies prompts a re-evaluation of tradition in a diverse and interconnected world.*

*This article seeks to navigate the multifaceted interplay between religion and communication, shedding light on the threads that bind individuals and communities together. By understanding the historical roots and contemporary challenges, we aim to foster dialogue, understanding, and tolerance in a spiritually diverse and technologically interconnected world, unraveling the complex yet essential nexus between religion and communication.*

**KEYWORDS:** Communication, Religion, Culture, Technology

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