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"How to Use Media for Interreligious Action."

Abstract

In the current media environment, religion is often only treated in a negative light. It is picked up and cast only when it can be framed through the journalist's lens of one of the 5 c's used to sell his/her medium:

- controversy
- conflict
- color
- character
- change.

New forms of media and self-casting – blogs, vlogs, and social media – offer decentralized, organic, and creatively adaptive ways to get around traditional media engines and to storytell. The tail can now wag the dog. Religions for Peace, the world's largest interreligious coalition, is working to use these new forms of media technology to alter the way it tells its story and seeks to effect change in advancing interreligious cooperation for peace.