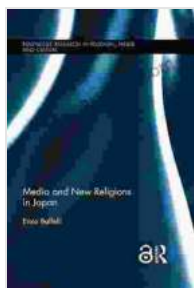


Media and New Religions in Japan: Exploring the Interplay of Faith and Technology

The relationship between media and religion is a complex and ever-evolving one. In recent years, this relationship has become increasingly important as new religious movements (NRMs) have emerged and utilized media to spread their message and gain followers. Japan has been at the forefront of this trend, with a number of NRMs originating in the country and using media to reach a global audience.



Media and New Religions in Japan (Routledge Research in Religion, Media and Culture) by Rei Toma

★★★★☆ 4.6 out of 5

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Print length : 206 pages



This book explores the complex and evolving relationship between media and new religions in Japan. It examines the ways in which new religions have used media to spread their message, and how media have shaped the development and practice of these religions. The book also considers the implications of the increasing use of social media by new religious movements.

Media and the Spread of New Religions

The development of new media technologies has provided NRMs with new and powerful tools for spreading their message. Social media, in particular, has been a major boon for NRMs, allowing them to reach a global audience with relatively little effort. NRMs have also used traditional media, such as television and print, to spread their message, but social media has become increasingly important in recent years.

There are a number of reasons why NRMs have been so successful in using media to spread their message. First, media can be used to create a sense of community and belonging, which is important for NRMs that are often trying to attract new members. Second, media can be used to provide information about the NRM and its beliefs, which can help to legitimize the NRM and make it more appealing to potential members. Third, media can be used to create a sense of urgency and excitement, which can motivate people to join the NRM.

Media and the Development of New Religions

Media has not only helped NRMs to spread their message, but has also played a role in shaping the development and practice of these religions. For example, the use of social media has led to the development of new forms of religious community and practice. NRMs have also used media to create new rituals and ceremonies, and to develop new ways of teaching and learning about their beliefs.

The use of media has also had a number of negative consequences for NRMs. For example, media has been used to spread misinformation about NRMs, which can lead to discrimination and persecution. Media has also been used to create a sense of fear and paranoia around NRMs, which can make it difficult for members to practice their religion freely.

The Implications of Social Media

The increasing use of social media by NRMs has a number of implications for the future of religion and media. First, social media is likely to continue to be a major tool for NRMs to spread their message and gain followers. Second, social media is likely to lead to the development of new forms of religious community and practice. Third, social media is likely to have a significant impact on the way that NRMs are perceived by the general public.

The use of social media by NRMs also raises a number of ethical concerns. For example, there is the concern that NRMs may use social media to manipulate and exploit their followers. There is also the concern that NRMs may use social media to spread misinformation and hate speech.

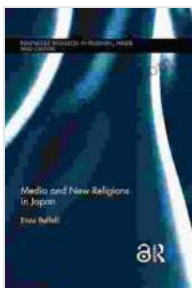
The relationship between media and new religions in Japan is a complex and evolving one. Media has played a major role in the spread and development of NRMs, and is likely to continue to do so in the future. However, there are also a number of ethical concerns that need to be considered as NRMs increasingly use social media to spread their message.

This book provides a comprehensive overview of the relationship between media and new religions in Japan. It is an essential resource for anyone interested in the study of religion and media, and for anyone who wants to understand the role of media in the spread and development of NRMs.

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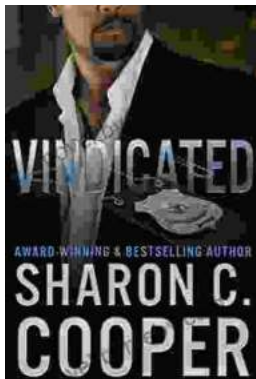
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