

It is everytime very hard to find out the exact effects of mass communication on the publics, but it is at least possible to think about some meaning potentials of acts of mass communication. One of the ways how to give to a researcher a qualified possibility to analyse and predict possible meaning potentials is to let him use the results of content analysis done according to the rules of methodology for this research method. To analyse the possible impacts of media reporting (in a stereotypical way) about one of the biggest World religions is much more hard because of existence of a big amount of side chanel of influences that come to the process of recognition of the media contents.