



Discernimento e presenza da Vida Religiosa Consagrada nas Mídias Sociais

Video of religious sisters at work and play goes viral

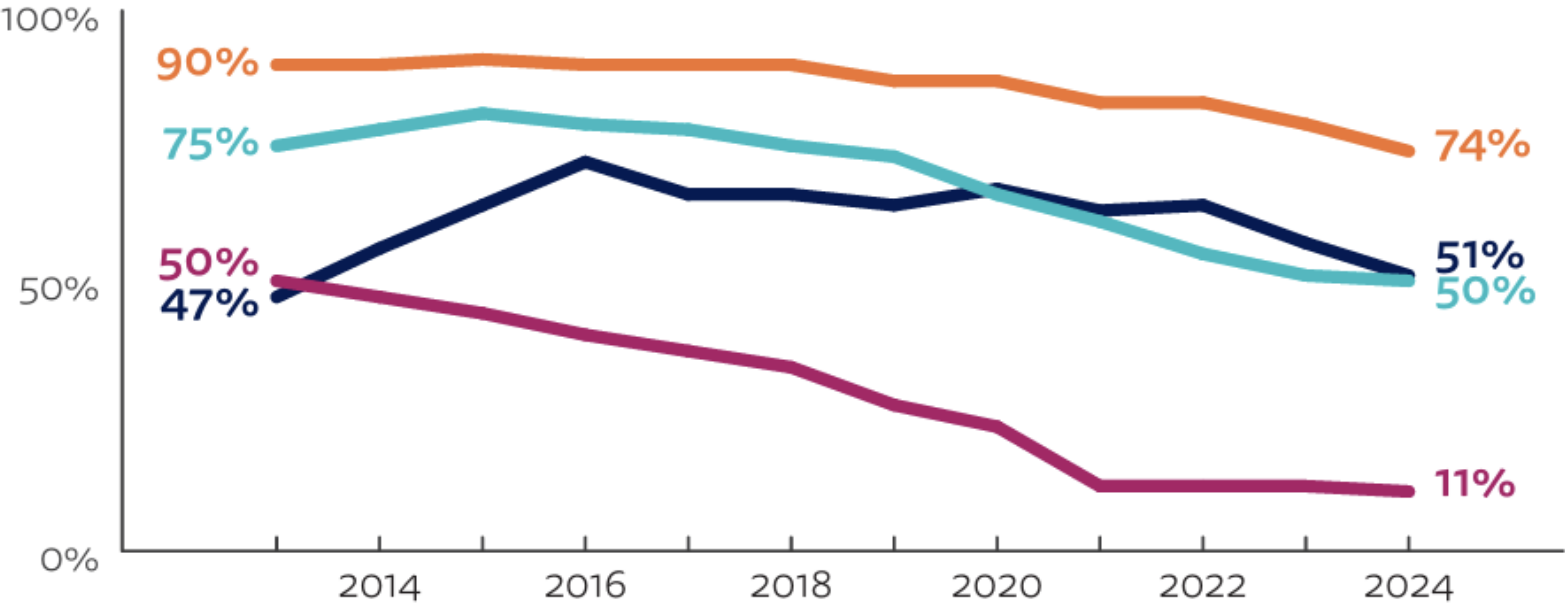




Why social media matters?

SOURCES OF NEWS 2013-24

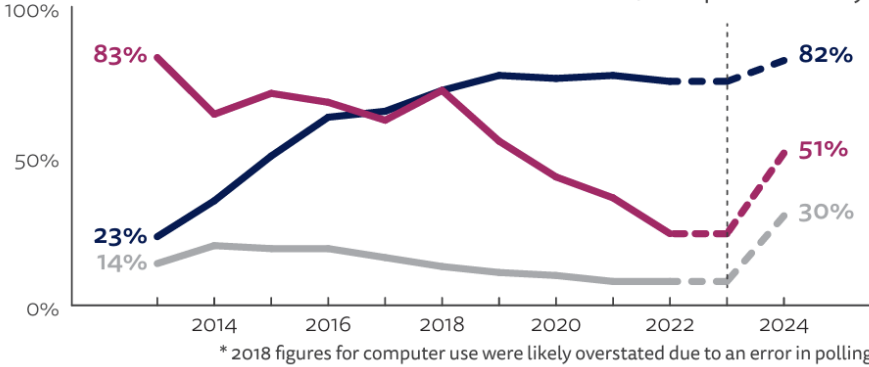
- Online (incl. social media)
- TV
- Social media
- Print



DEVICES FOR NEWS 2013-24*



No data for 2023;
question reformulated in
2024 to improve accuracy



Reuters DNR
2025

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

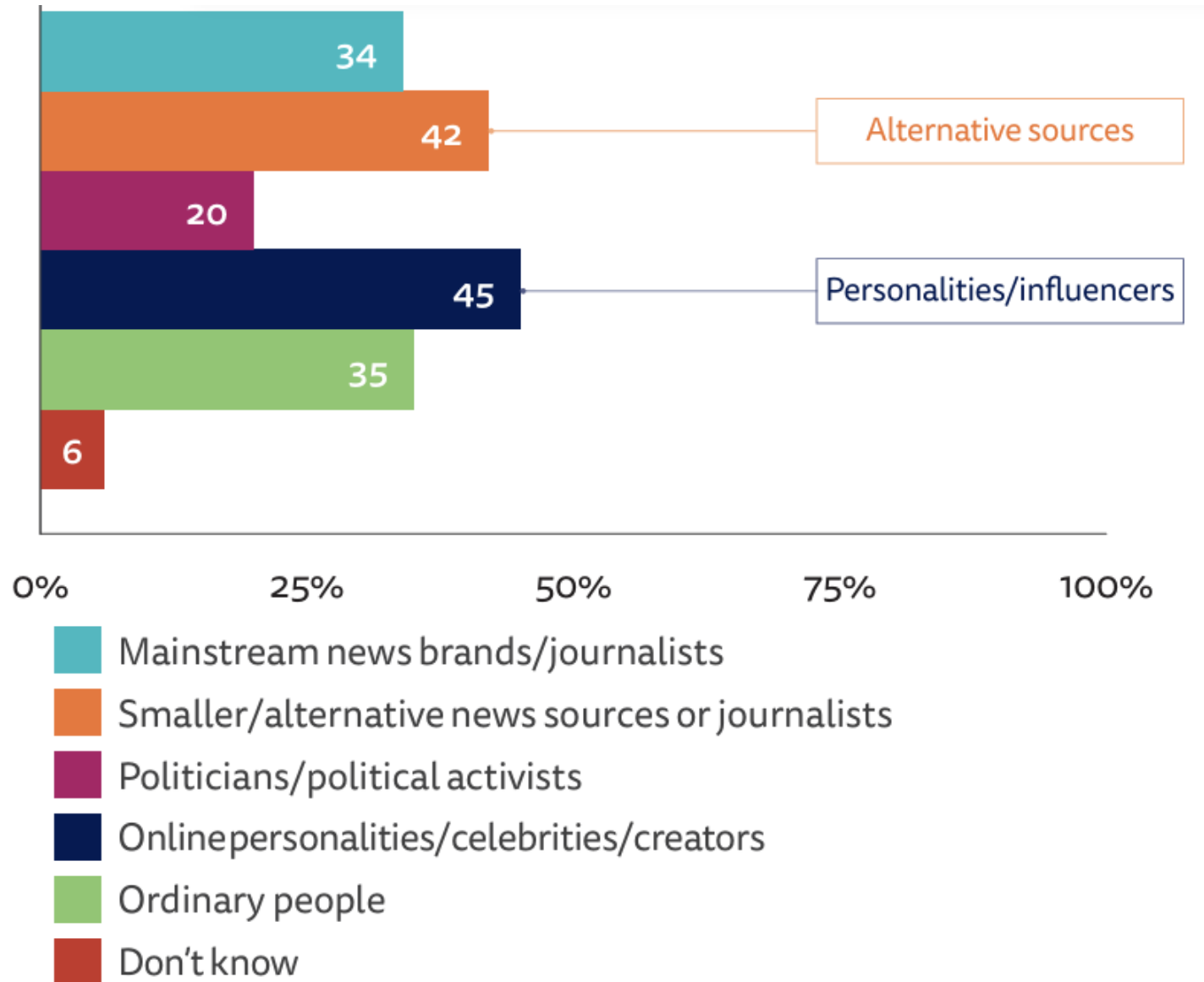
Rank	Brand	For News	For All	Rank	Brand	For News	For All
1	WhatsApp	38% (-5)	68%	4	Facebook	29% (-6)	51%
2	YouTube	38% (-3)	64%	5	TikTok	14% (-1)	28%
3	Instagram	36% (-3)	58%	6	X (formerly Twitter)	9% (-5)	16%



Who matters on social media?

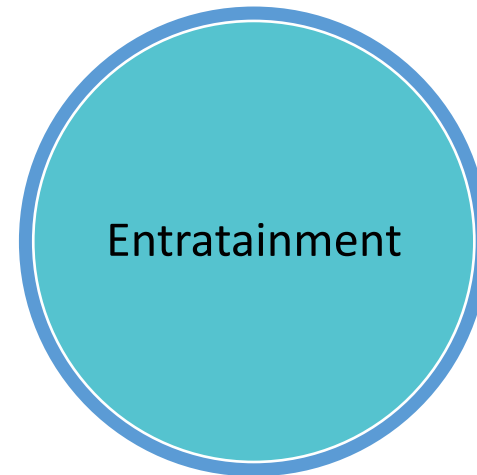
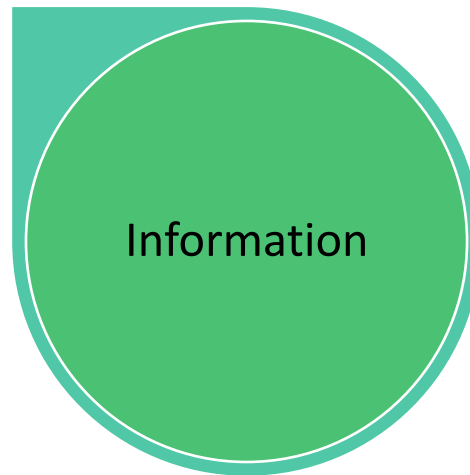
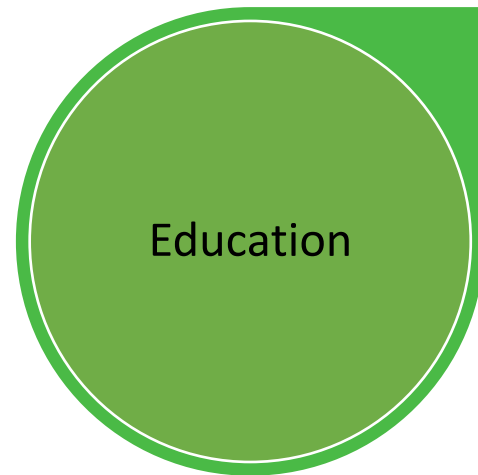


Brazil



Media - 4th Pillar of Power

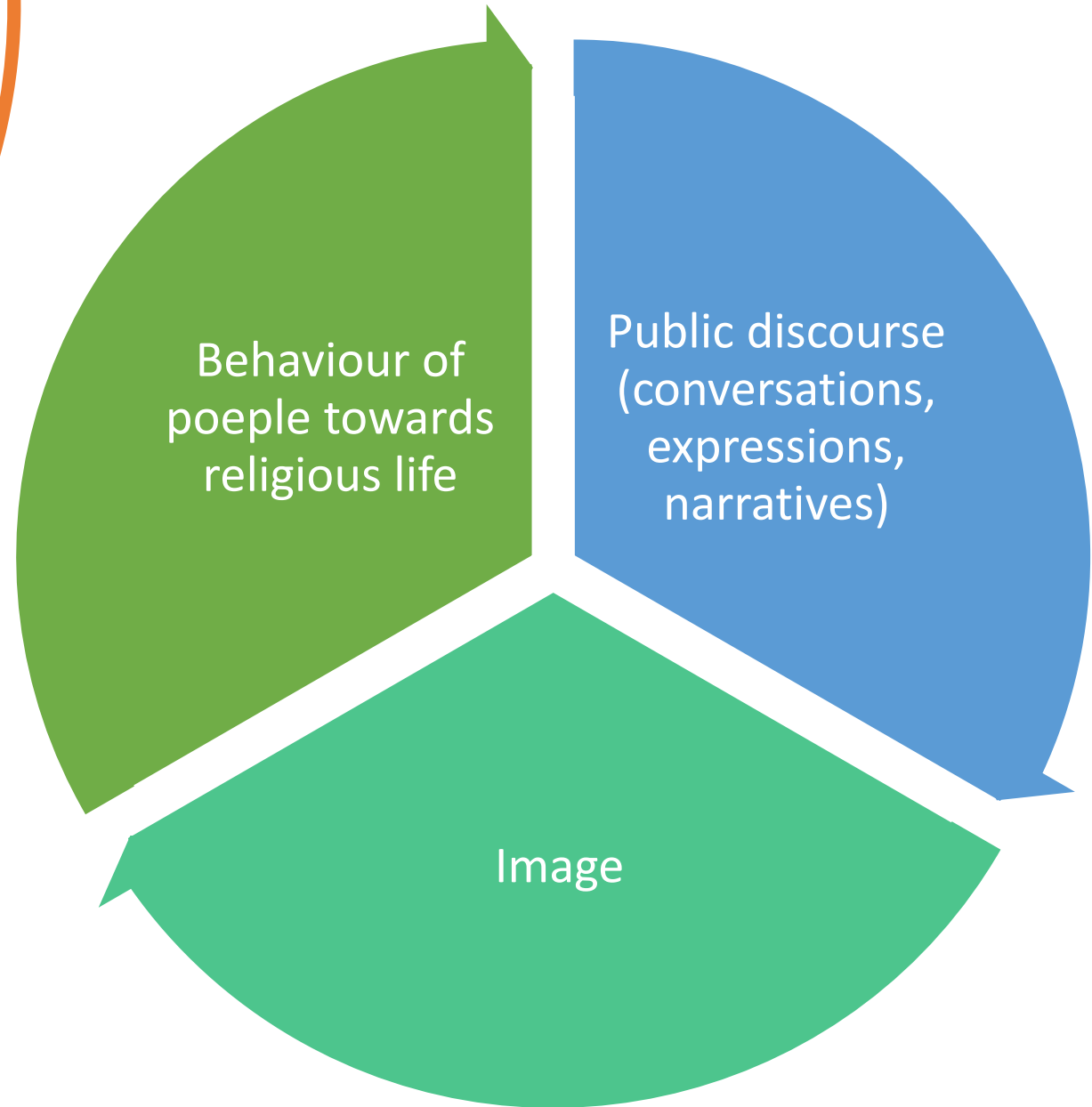
Gatekeepers
Who is a
journalist?
Who is the
source?



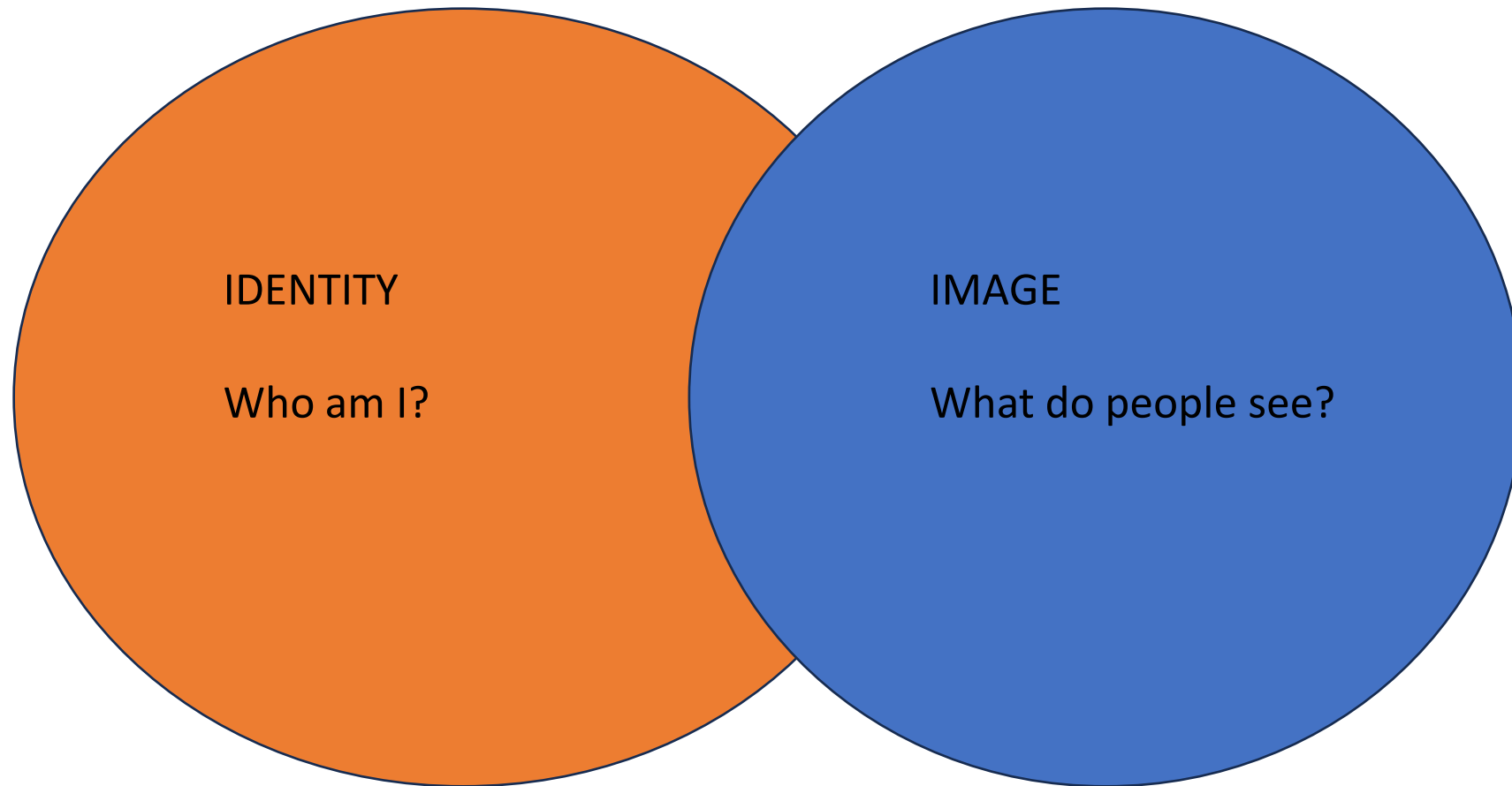
„Hybrid Media System”

- Blend of traditional and digital media forms
- **Social media influence** how news is **produced** and **consumed**.
Challenging the economic sustainability in media: audiences and advertisers.
- **Journalistic standards** – „attention economy” (Franck 2019).
- **De-professionalization of journalism;** accuracy, quality, declining standards
- **„Newsfluencers”** (Hugo Decrypte)
- **Podcasters**

How does this
affect the reality
of consecrated
life?

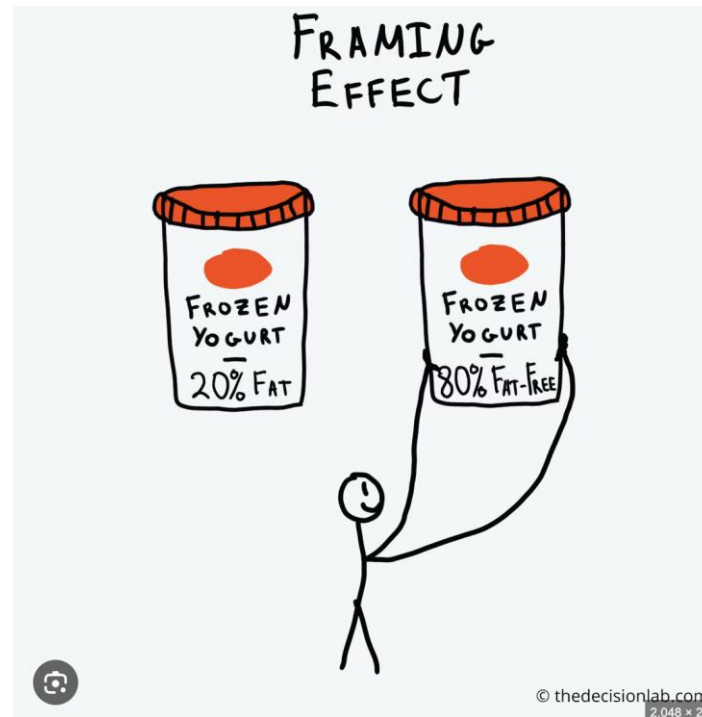
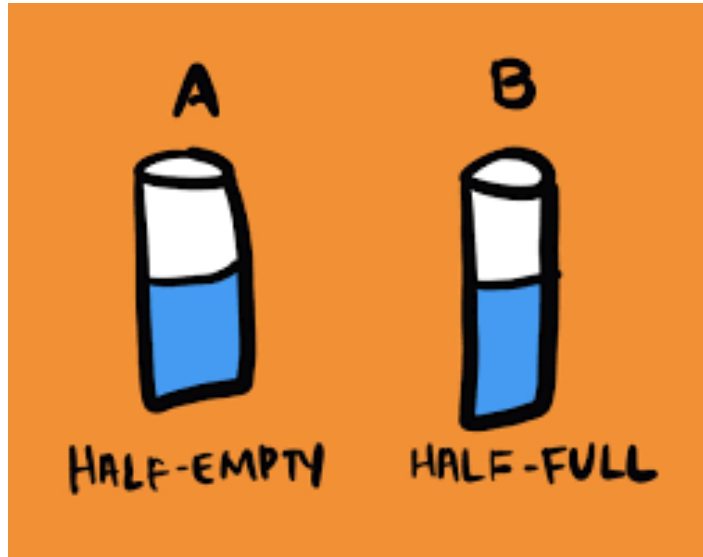


Identity and image



How is **image** created?

- Institutional communication
- Leader
- Every member - ambassadors
- Service/Products
- Famous individuals
- What others say: media and influential individuals
- Associations, memories, experience



Framing

- Schemata of interpretation (Goffman, 1974)
- The process by which a communication source constructs and defines people/events/issues for his audience. (Nelson et al, 1997)
- This happens through „persistent patterns of cognition, interpretation and presentation, of **selection**, **emphasis**, and **exclusion**, by which symbol-handlers routinely organize discourse” (Gitlin, 1980)

Framing in legacy media

newsround



Migrants given a warm welcome at German train station

Hundreds of migrants were given a warm welcome when they arrived at Munich train station in Germany.

Border & Immigration

Following Trump's trend, local politicians use 'invasion' to describe immigration

Crime Rates of Illegal Migrants Underreported

Legal immigrants follow the law, but illegal immigrants, even apart from their illegal presence, commit more crimes than the natives.

[Email](#) [Gab Social](#) [Telegram](#) [X](#) [Truth Social](#) [CloutHub](#) [WhatsApp](#)

[More](#)



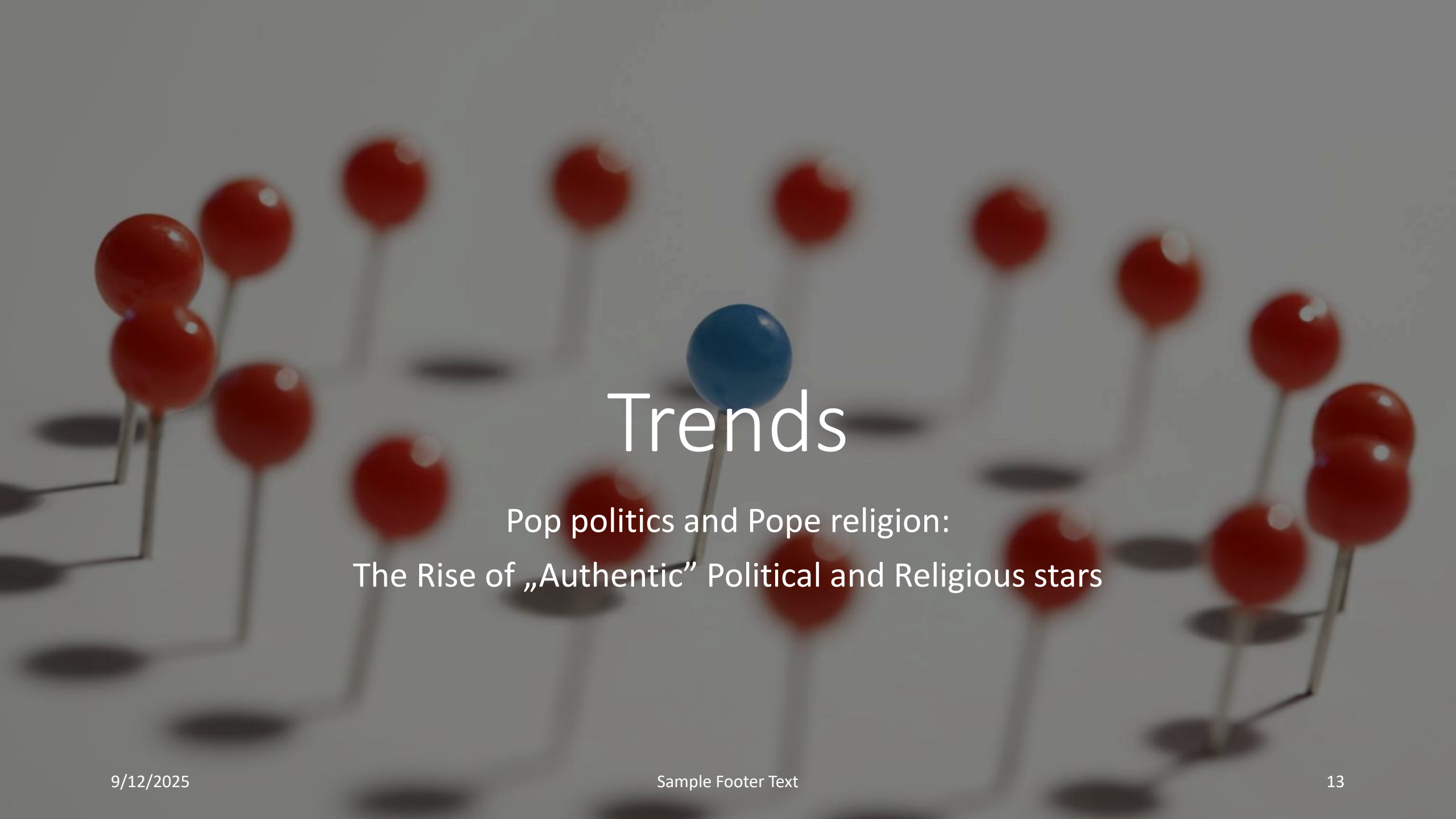
Published 2 days ago on May 26, 2025

By John R. Lott, Jr.



Slika zaslon

Sample Foote



Trends

Pop politics and Pope religion:
The Rise of „Authentic” Political and Religious stars

Language & Style

- A **style** one uses to construct his ideas is **equally relevant as ideas** themselves (Vuković & Krapić 2025)
- Personalized style
- Celebrity Style
- Authenticity
- Populism (expression of content and style)
- Self – scandalization

Personalization

- Anti- institutional age
- Family patterns disrupted
- Personalization: increased media interest in people and leaders and their **personal characteristics**, often at the expense communities and programs they represent. - Members use personal cues to communicate to the media and audiences. Increased interest about the private life “**man behind the suit**” – Rise of a *private persona*.



Trump criticised after posting AI image of himself as Pope

4 May 2025

Max Matza
BBC News

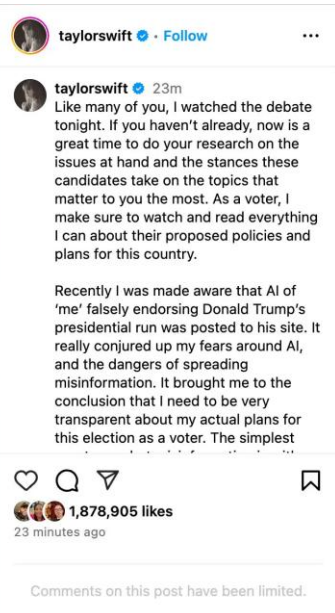
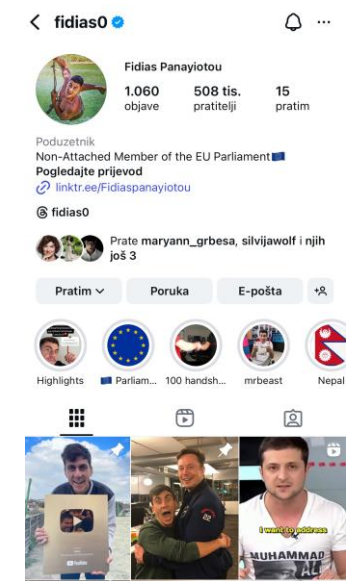




Donald J. Trump 🇺🇸 @realDonaldTrump · 6 d ...



0:15 42K 59K 439K 47M



Pop Culture

- popular among a majority of people”, in contrast to high culture which primarily engages an “elite” minority.
- Podcasts, social media, music, dance... tool to mobilize and engage the people
- engaging with **social media** can create and preserve **affective bonds**, like the relationships between celebrities and their fans
- Avoiding gatekeepers

Celebritization & Celebrification

- **Personalization + Pop culture** - "societal and cultural changes implied by celebrity" (Driessens, 2013, p. 643).
- Three main indicators of the celebritization of society: "democratization," "diversification," and "migration" (Driessens, 2013: 643).
- **hyperproduction of celebrities**
- Celebrity style: adopting behaviour, media when the media draws from entertainment discourse to report (Street, 2018, p. 3)

9/12/2025



Getty Images

355 mil
followers

Kim Kardashian (Celebrity)

TWITTER/X INSTAGRAM TIKTOK

Kim Kardashian (born October 21, 1980) is an American reality television personality and businesswoman. The daughter of prominent attorney Robert Kardashian and Kris Jenner, Kardashian first rose to prominence as a socialite in Paris Hilton's circle. After her sex tape with singer Ray J was leaked in 2007, Kardashian gained significant media

< chiaraferragni

 ...


Chiara Ferragni ✨

17,3 tis.
objave

28,3 mil.
pratiteljji

2.811
pratim

Javna osoba

Leone and Vittoria's mama and entrepreneur from Italy

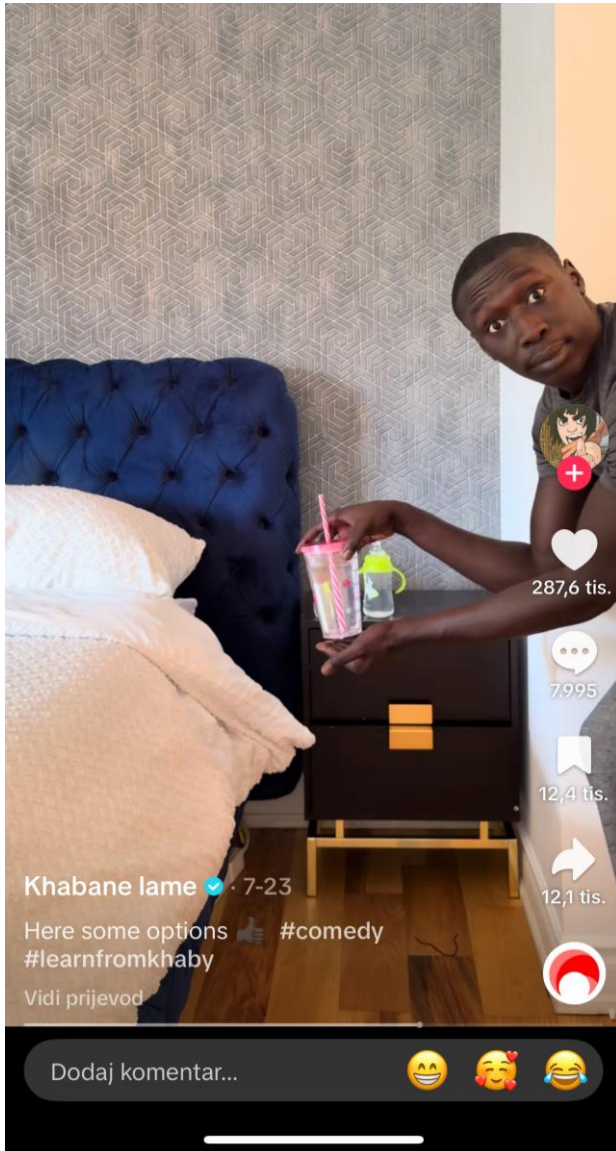

Founder @chiaraFerragniBrand @chiaraFerragniBeauty

CEO of @theblendsalad @tbscrewagency

www.chiaraFerragniBrand.com/collection...

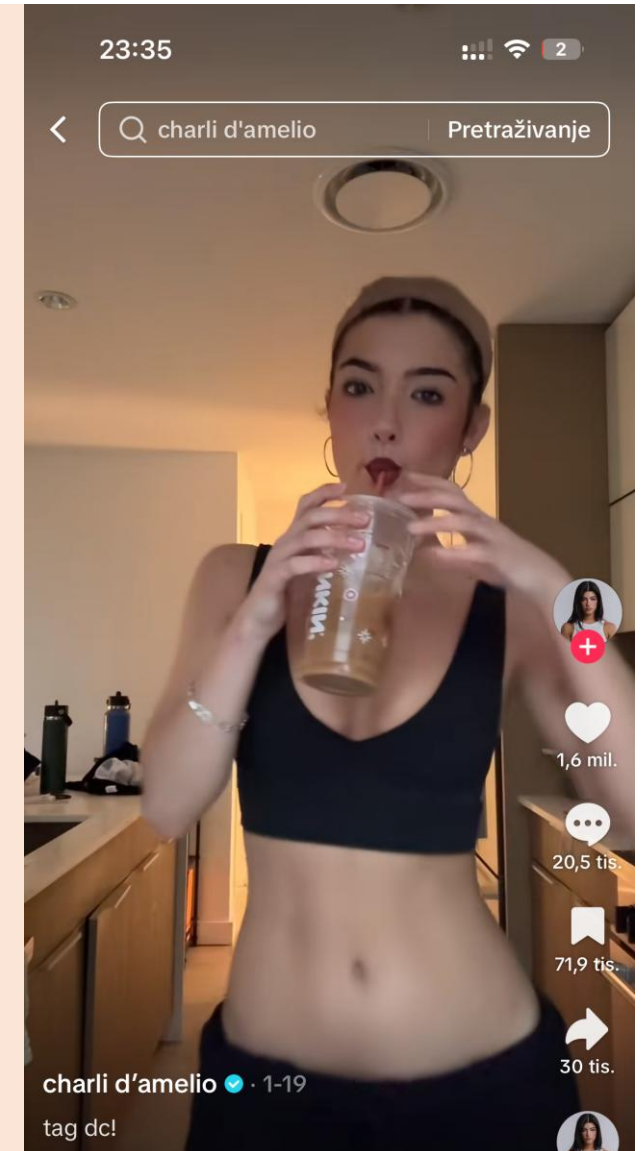

Our AI Future Is WAY WORSE Than You Think | Yuval Noah Harari

17



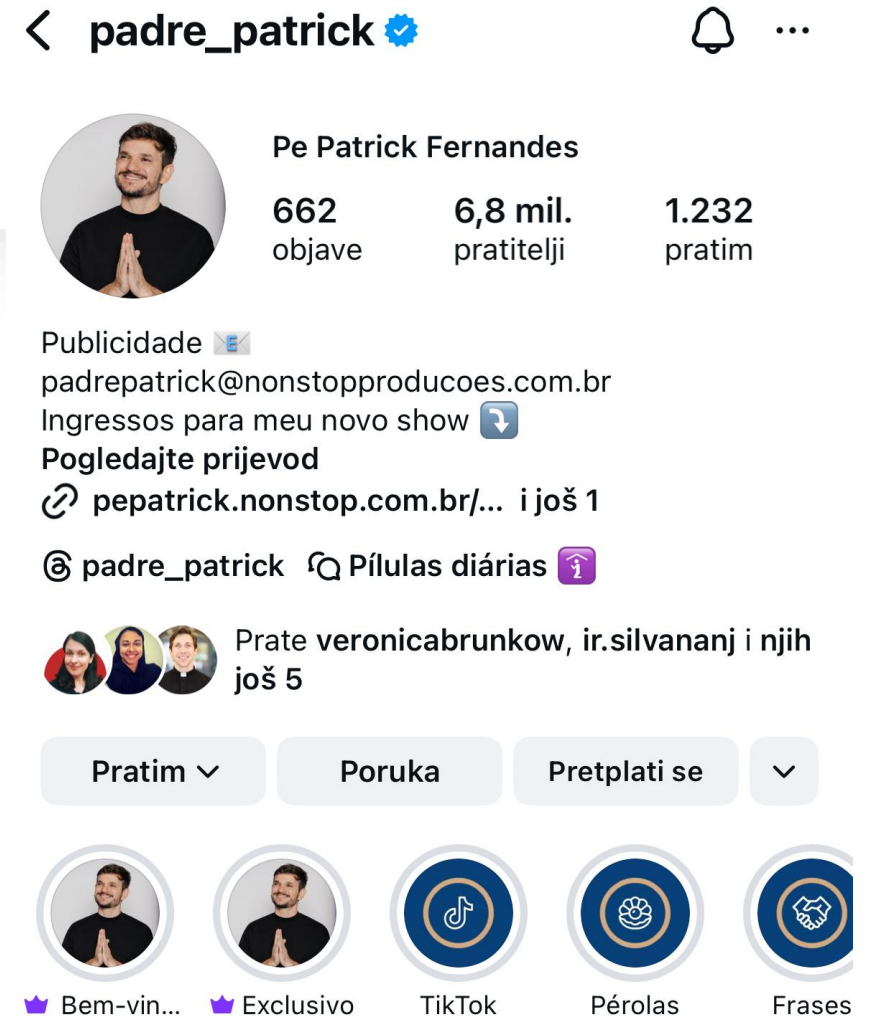
Internet personalities

- 161, 5 mil.
- 156,4 mil.
- In the social media environment, influencers have emerged as **a new form of celebrity**.
- Unlike traditional celebrities, influencers do not depend on **industry gatekeepers** or **mainstream media**. Instead, they **achieve fame independently**, creating their **digital persona**, content, audience, and community.



What does this mean for religious life?

- Hybrid image creation (traditional media, cinema... social)
- Personalization
- Engaging with popular culture
- Hyperproduction of *Catholic Celebrities*



The image shows the Instagram profile of 'padre_patrick', a verified account. The profile picture is a man with a beard and short hair, wearing a black shirt, with his hands clasped in prayer. The bio includes contact information and a link to a website. The post grid shows five items: two identical photos of the man in prayer, and three circular icons representing different content types: a crown, a crown, and a crown.

< padre_patrick ✓

Pe Patrick Fernandes

662 objave 6,8 mil. pratitelji 1.232 pratim

Publicidade 
padrepatrick@nonstopproducoes.com.br
Ingressos para meu novo show 
Pogledajte prijevod
 pepatrick.nonstop.com.br/... i još 1
 padre_patrick  Pílulas diárias 

 Prate veronicabrunkow, ir.silvananj i njih još 5

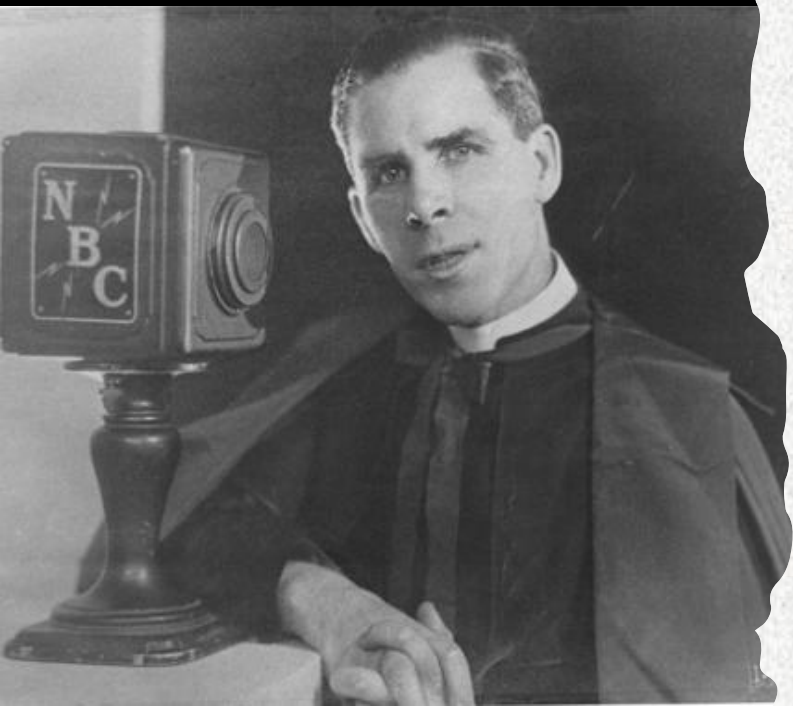
Pratim ▾ Poruka Pretplati se ▾

 Bem-vin...
 Exclusivo
 TikTok
 Pérolas
 Frases

9/12/2025



Catholic Celebrities: the beginning



Sample Footer Text

Pop sisters



Sister Act was one of the most financially successful comedies of the early 1990s, grossing \$231 million worldwide against a \$31 million budget. Its success

The Nun grossed \$117.4 million in the United States and Canada, and \$248.6 million in other territories, for a total worldwide gross of \$366 million, against a production budget of \$22 million, becoming the highest-grossing film in the franchise.^[2] *Deadline Hollywood* calculated the net profit



On June 13, 2018, a [teaser trailer](#) was released.^[23] In August 2018, a short [advertisement](#) for the film was removed from [YouTube](#) due to an unskippable [jump scare](#) that violated the platform's "Shocking Content" policies.^[24] The studio spent an estimated \$90 million on prints and advertisements for the film.^[25]



Reality shows and talent shows

Nun Thanks God After Winning Italy's The Voice

Sister Cristina Scuccia wows the audience with her rendition of What A Feeling and walks away with a record contract.

By Nick Pisa, Sky News Reporter

© Friday 6 June 2014 10:17, UK



"I'm not here to start a career but because I want to send out a message, to evangelise and bring Jesus even here."

9/12/2025

Sample Footer Text

Special Guest at 'The Voice': Pope Francis Cheers for Suor Cristina

ITALY | Tue, 04/01/2014 - 01:00



In an unprecedented turn of events, Pope Francis appeared as special guest on talent show *The Voice of Italy* to support Suor Cristina's performance and evangelical message.

At the end of March, Suor Cristina Scuccia, a 25-year-old member of the Ursuline Sisters, took the world by storm when she appeared on the Italian version of talent show "The Voice" performing Alicia Keys' "No One". Her video went viral on YouTube reaching a record 30 million visualizations in a week, with Alicia Keys and Whoopi Goldberg tweeting about her. During that first appearance,

"My aim was to say that I have encountered Jesus. I have a gift and God gave me that gift and I have used it to say that God has taken nothing away from me.

"The priorities in my life are prayer, getting up early and teaching at my school. I will never give up on my vows and the greatest love of my life for a singing career."

Her victory has led to comparisons with the Whoopi Goldberg movie Sister Act in which the actress portrays a singing nun. Goldberg has sent her congratulations and endorsed her in previous rounds.

Vencedora do The Voice, freira italiana deixa vida religiosa para virar cantora e trabalha como garçonete

'Nunca vi conflito entre religião e música porque fiz meu noviciado no Brasil', diz Cristina

Por O Globo
22/11/2022 05h01 - Atualizado há 2 anos



Vencedora do The Voice, freira italiana deixa vida religiosa para virar cantora e trabalhar como garçonete — Foto: Reprodução/Redes sociais

On 20 November 2022, she was a guest on the Italian program [Verissimo](#) by [Silvia Toffanin](#), in which she announced that she had given up her perpetual vows to be able to devote herself full-time to a musical career.^[17]

This article is more than 2 years old

Nun who wowed The Voice of Italy becomes waitress in Spain

Cristina Scuccia, who stunned judges in 2014 contest, explains decision to leave nunhood on talkshow



Sister Cristina Scuccia smiles after winning the Italian version of The Voice in Milan in 2014. She was working in Spain as a waitress. Photograph: Mattan Davis/ICA

Most viewed

Jeffrey Epstein's 50th birthday book - in pictures

Photo of novelty check suggests Epstein 'sold' Trump a woman for \$22,500

Live Qatar says it will not tolerate 'reckless Israeli behaviour' amid global condemnation of Doha strike - Middle East crisis live

Israel launches airstrikes against top Hamas members in Qatar for Gaza ceasefire talks

Live Serbia 0-5 England: World Cup 2026 qualifying Group K - as it happened



Isola dei Famosi 2023, l'ex suora Cristina Scuccia è la vincitrice morale (e ha un misterioso amore)

Dopo averla vista con il velo a The Voice, il reality di Mediaset ci ha fatto conoscere meglio l'ex suor Cristina, che non è mai caduta nelle trappole delle provocazioni



DI MARIO MANCA
19 GIUGNO 2023



Slika zaslon

Pe Patrick Fernandes

padre_patrick

Help change the world 🌍
[#foradacaixinha](#)
 Pogledajte prijevod

[pepatrick.nonstop.com.br/agenda](#)

Pílulas diárias · 41,5K članova

Prate father_david_michael, veronicabrunkow i još jedna odoba

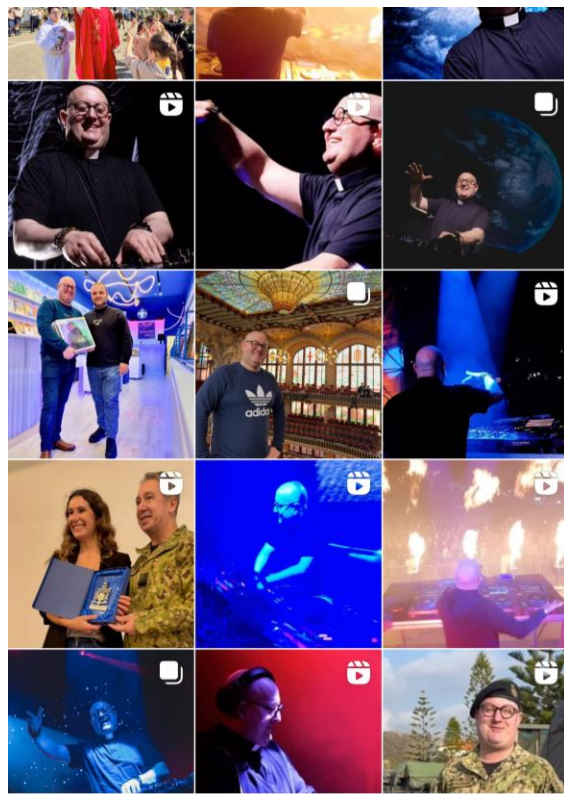
Pratim ▾ Poruka E-pošta +

TikTok Pérolas Frases Amizade

29 de março de 2024 às 20:02

As borboletas são lindas, mas não conseguem ver suas próprias asas. Você, assim como as borboletas, tem valor e beleza. Só precisa se dar conta disso!

A exemplo daquilo que os judeus fazem, os judeus celebram a sua presença.



Bishop Robert Barron

bishopbarron · 1 novo

Javna osoba

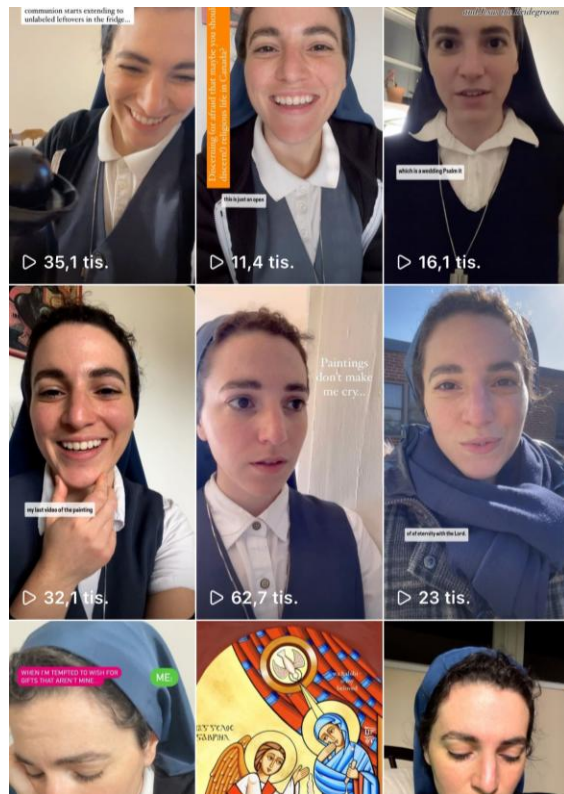
✝ Bishop of Diocese of Winona-Rochester (MN)
 Host of the "CATHOLICISM" Series
 🔥 Founder of @WordonFire_CatholicMinistries... više
 Pogledajte prijevod

[linkin.bio/bishopbarron](#)

Prate martina.culibrk, nenadpalac i njih još 49

Pratim ▾ Poruka E-pošta +

World You... Installation Daily Challe... Homilies WoF Sh

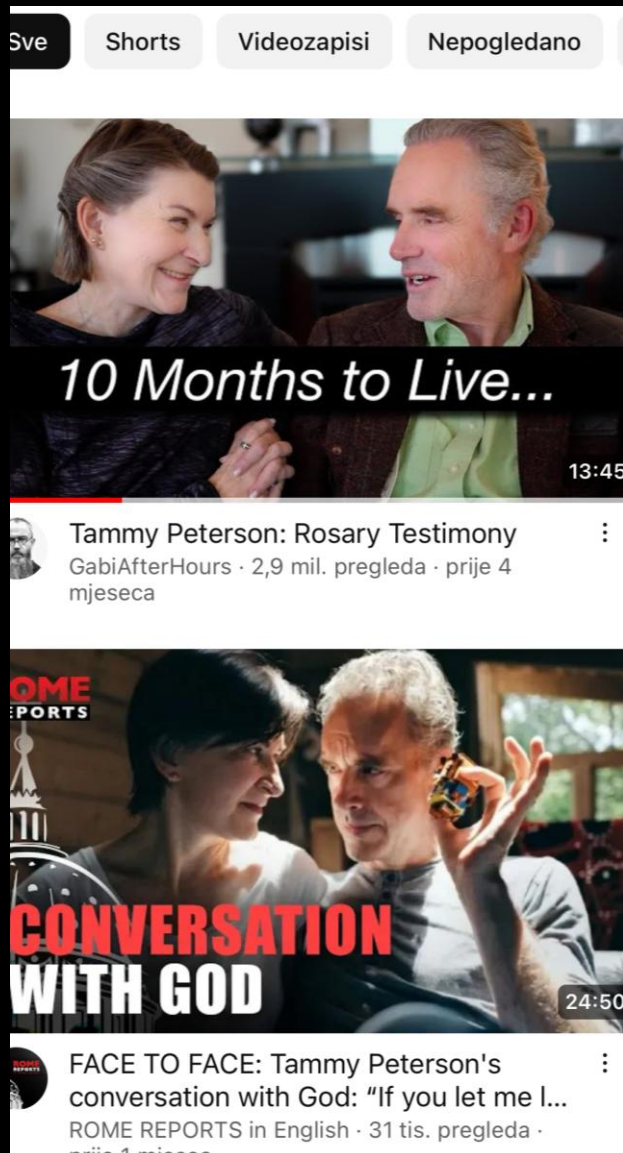


Today

Catholic influencers?



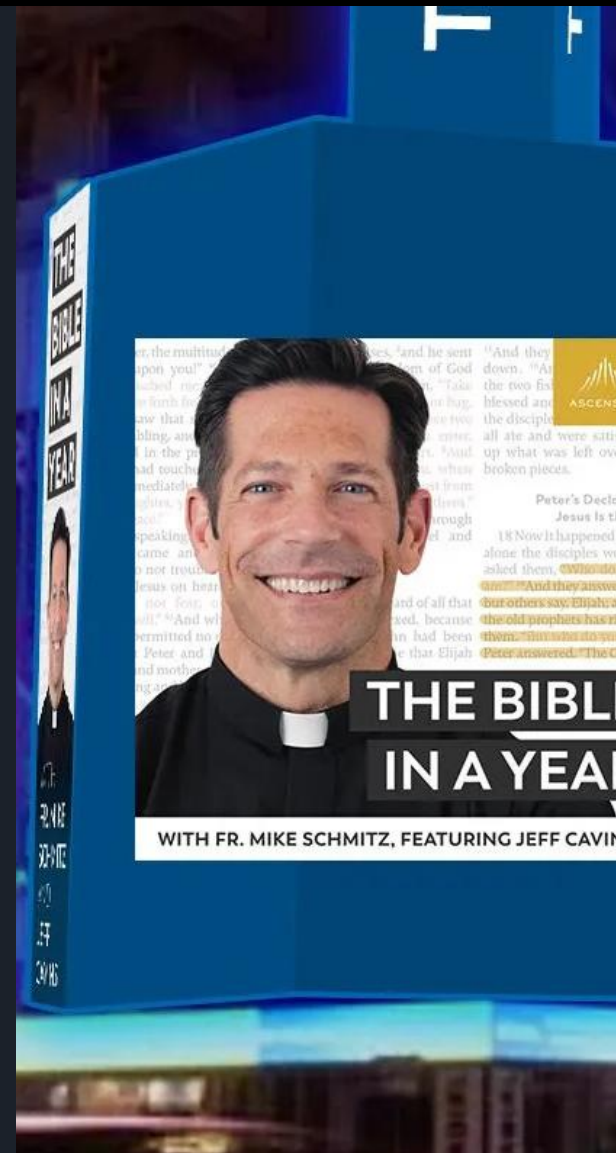
- ✓ Who is communicating Catholicism and the Catholic Church?
- ✓ Who is creating the image of consecrated life?
- ✓ Shifting authority (Campbell 2007) Orthopraxy
- ✓ Celebrities, consecrated, lay, sportsman, ordinary people online...
- ✓ Language: Institutional; the Church and politics: distant, archaic and “boring” (it takes effort to understand)



Categorization (Krapić 2023,2025)

✓ *Celebrity catholic*

✓ *Catholic celebrity*



Celebrity Catholics and Catholic celebrities

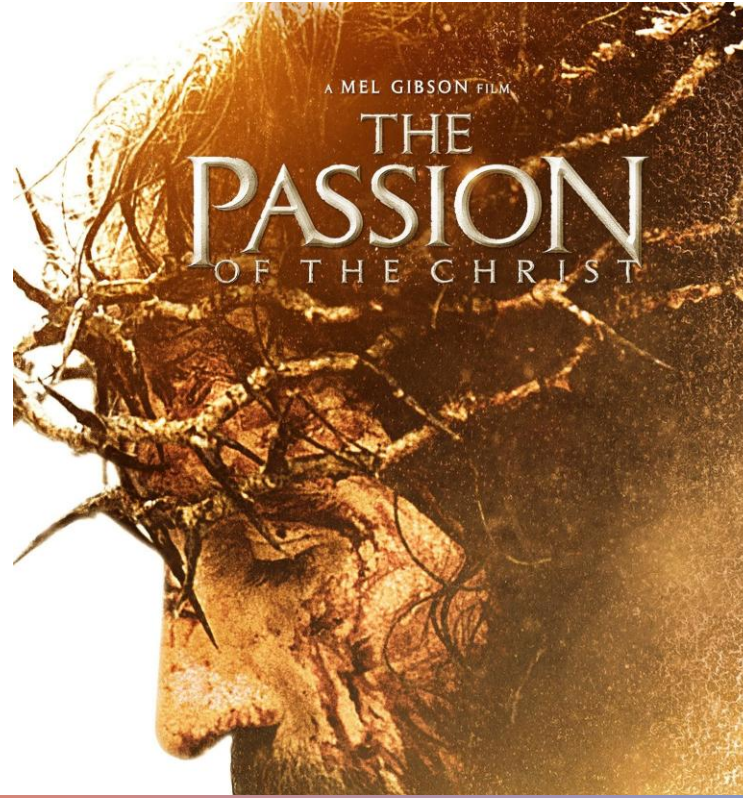
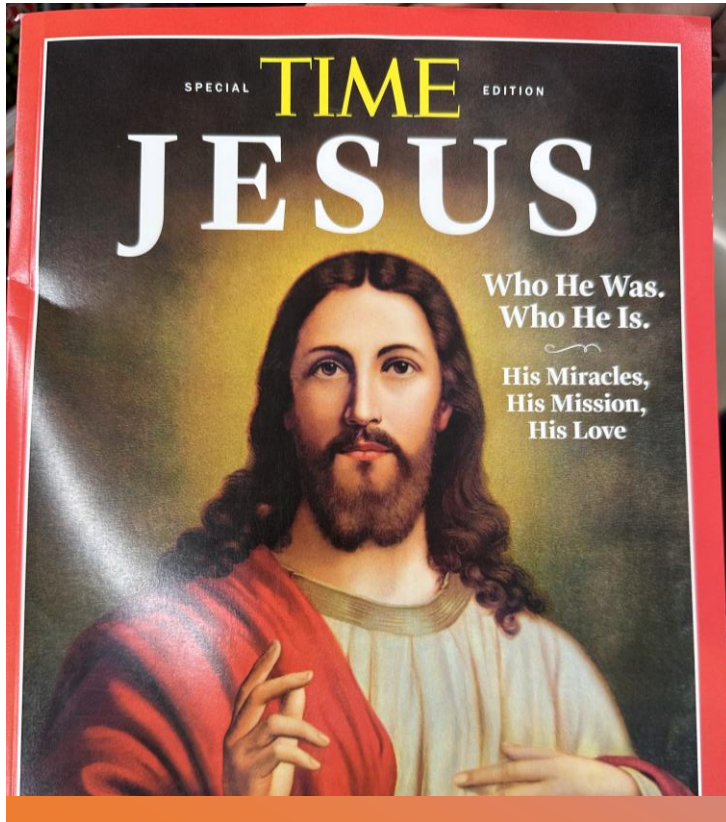
- Religion+ Pop culture + personalization
- Involvement in traditional and digital media outside of the "conventional" formats.
- Film, TV shows, music (worship music), podcast, social media, apps...
- Celebrity friends
- Closeness to followers as if they were fans



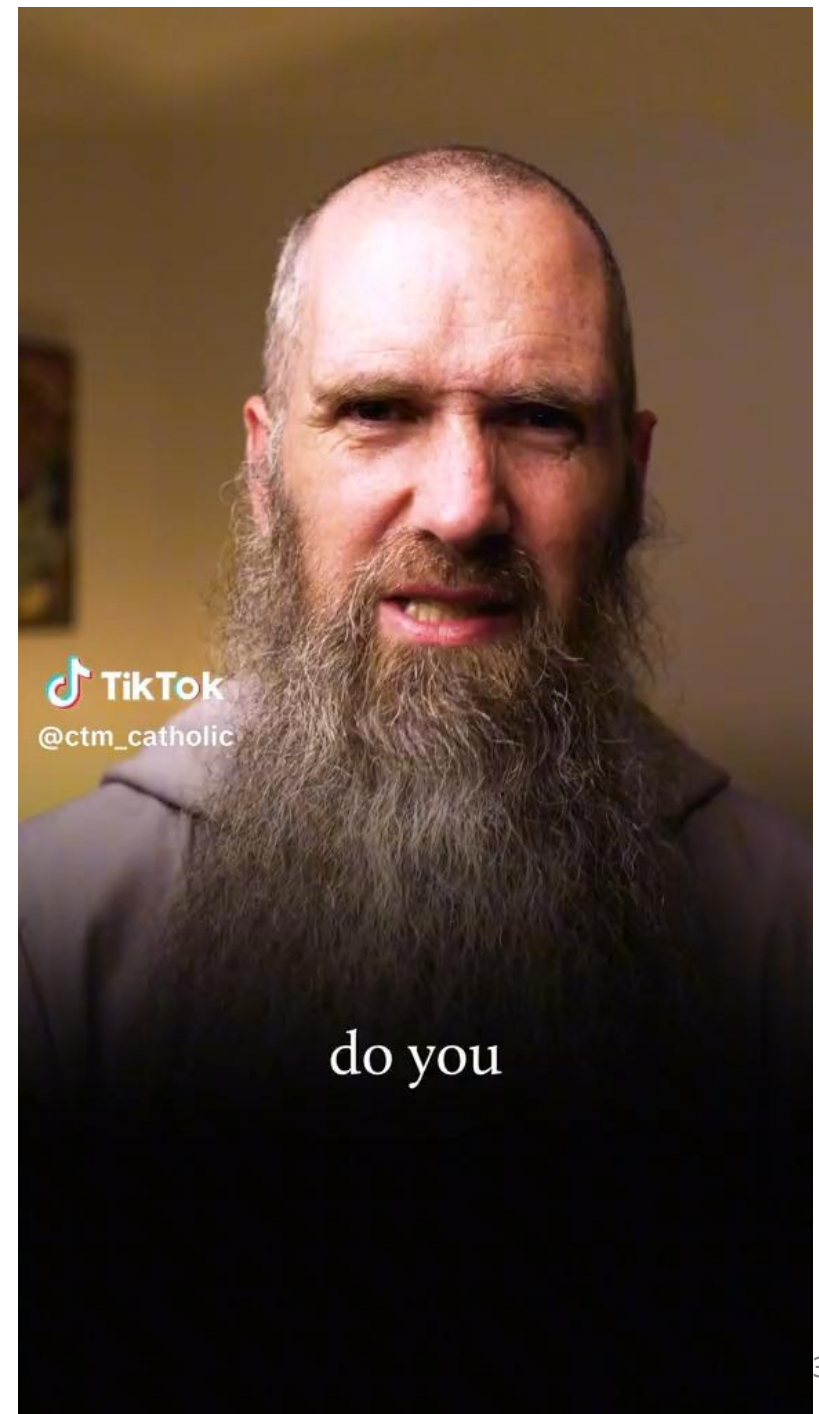


Stepping outside of traditional
Papal frame.





Pop culture meets religion





9/12/2025

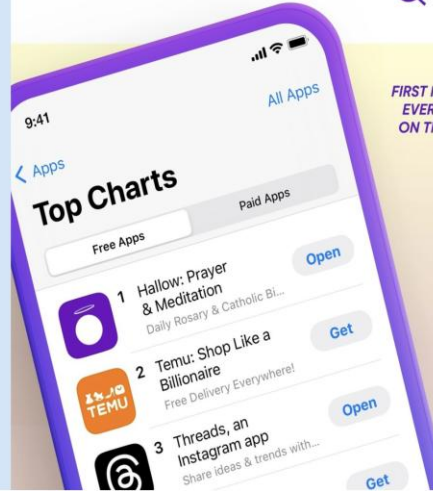
Hallow Makes History Taking #1 Spot in App Store

Hallow

JESUS IS #1

1

FIRST RELIGIOUS APP EVER AS TOP APP ON THE APP STORE



APPS AND PODCASTS



Sample Footer Text

Entertainment - pop religion in social media



IT'S YOU AND ME - Breaking Barriers: A Nun's Rap Journey (Official Music Video English) | Hip Hop



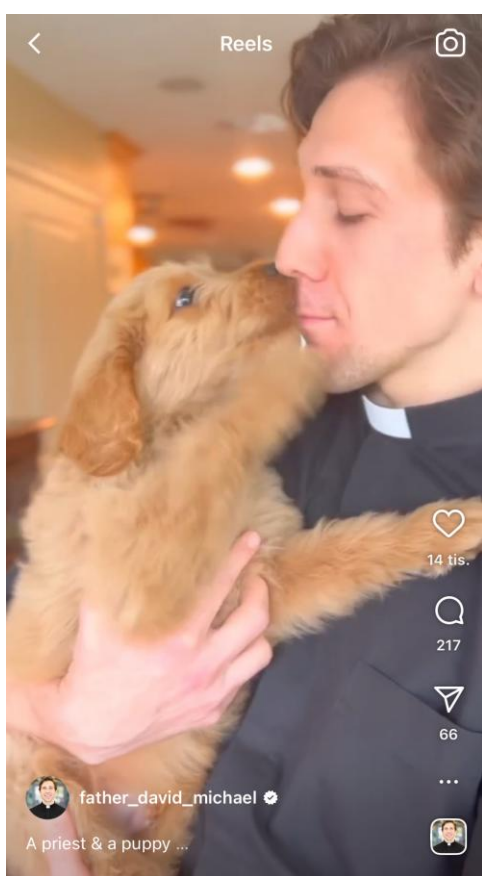
Le me entertain you...





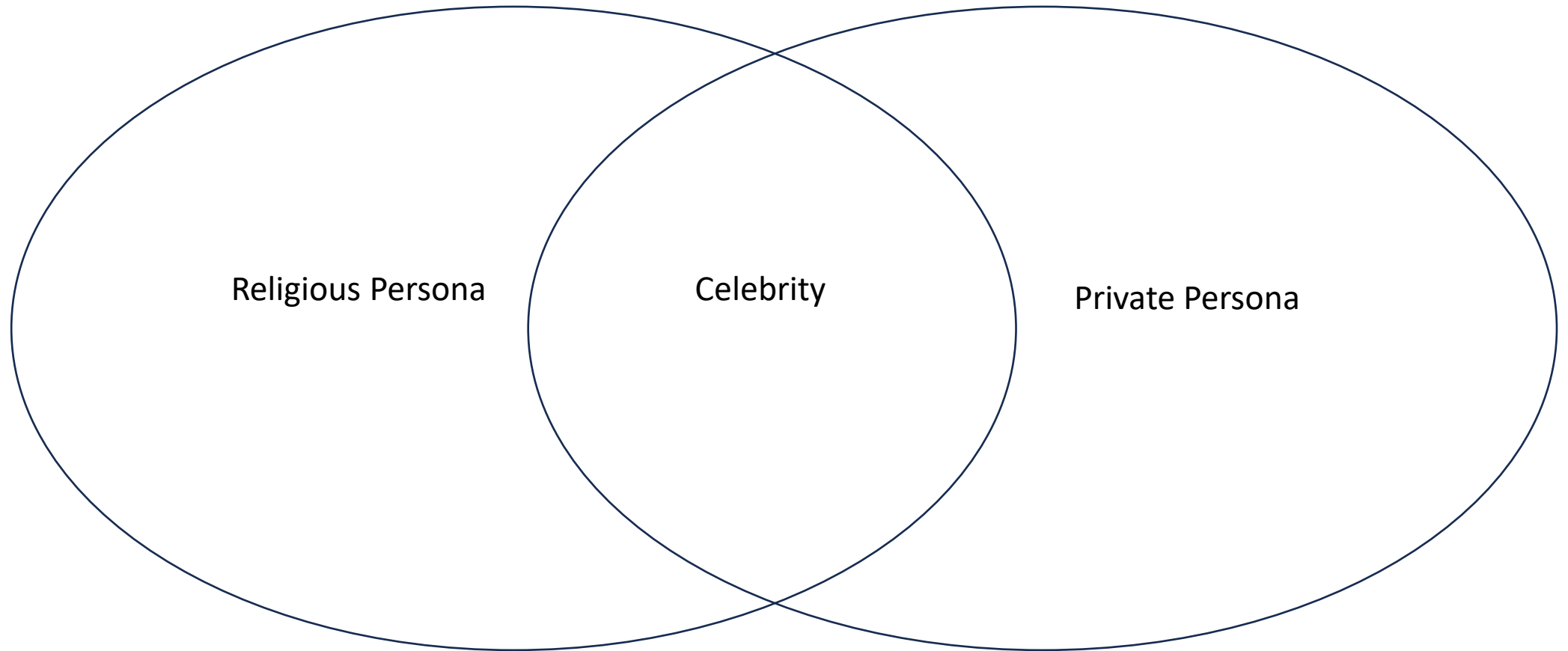
Gym Bros – fitness influencers





Pet Trends

The rise of Catholic Celebrities...





fatermikeschmitz ✓



31 tis. 318 773

Ordinariness & Authenticity

- The essence of celebrity has evolved from the idea of an **unreachable superstar** to the understanding that celebrities can also be **“normal”**, everyday individuals who share similarities with **ordinary people**, and therefore can understand their problems.
- Television – reality tv – talent shows - social media
- **Authenticity, personality, ordinariness** and **informality**, have become crucial attributes of a celebrity.
- Para-social relationships.

Sample Footer Text



xiskya ✓



52 1

skya Último día de agosto ... [#verano](#)

Authenticity

- **Construction (social construct)** of authenticity means creating the impression that someone is “**real**”, “**remains true to himself or herself**” (Luebke, 2021, p. 636).
- The best tool to create the notion of authenticity and cultivate closeness is social media (Dumitrica, 2014; Enli, 2015; Enli & Rosenberg, 2018; Manning et al., 2017), **people perceive it as more authentic**. This dynamic is particularly significant when it comes to **mobilizing younger audiences** – greater trust.



How to **construct** the perception of **authenticity**?

- Consistency (same in all the contexts, private and professional)
- Intimacy (personal photos, information, autobiography, feelings, emotions, exposing the family...)
- Ordinariness (imperfection, mistakes, amateurism: selfie)
- Immediacy (spontaneity, fast replying, interaction, live video, colloquial language). (Luebke 2022, Enli 2025)





Authenticity



- **Incorporating religious discourse** positions influencers as a **relatable** and **morally grounded, strengthening their connection to followers** (Vuković & Krapić 2025)

Populist style

- „the people” as a constructed entity
- “the people” is a concept that is often constructed through moral values, representing the virtuous segment of society
- Vs. „the elite”
- Style is crucial for success of these messages
- Populist influencers frequently select media forms that are not **explicitly religious**, thereby **intertwining religion with entertainment**. In doing so, they **cultivate fame**, based more on **their style and performance** than on their religious knowledge, and become “quasi-celebrities”.

Populist style



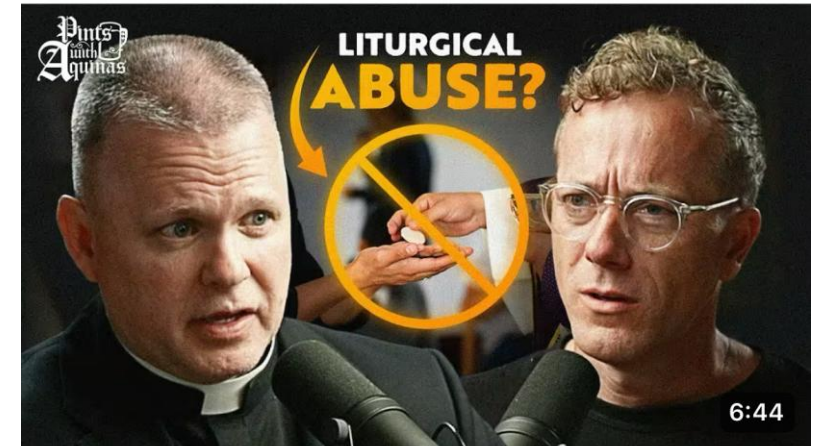
Catholics Should NOT Support LGBTQ Pride Month

Matt Fradd · 175 tis. pregleda · Vrijeme streaminga: prije 4 godine



The Franciscans Have an LGBT Mission. Here's Why.

Breaking In The Habit · 123 tis. pregleda · prije 2 godine



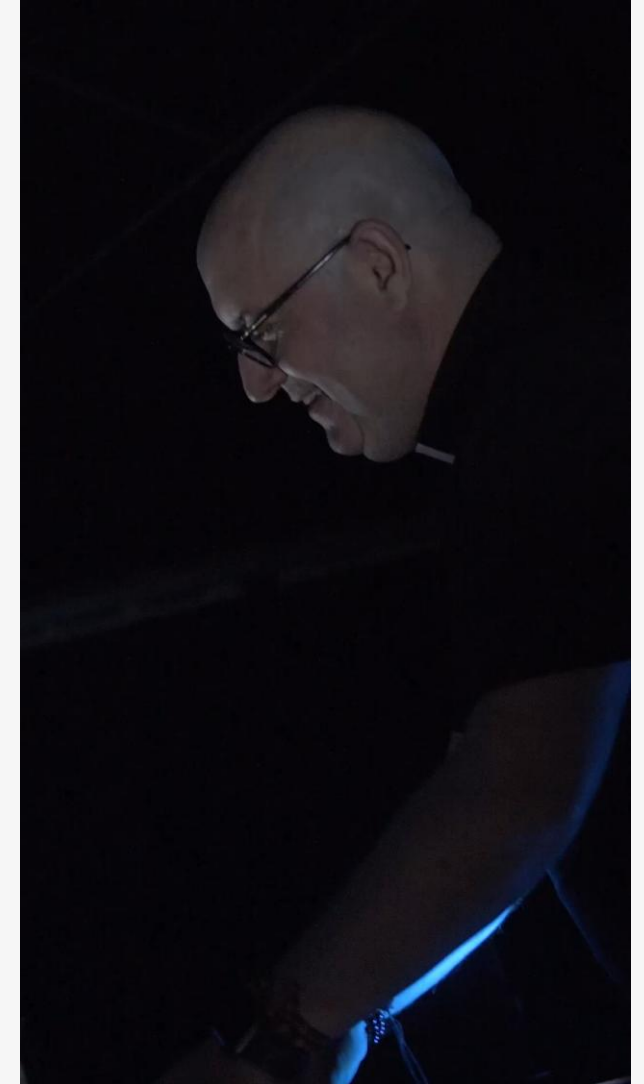
Communion on the Hand Should Be Abolished (Fr. Chris Alar)

Matt Fradd · 31 tis. pregleda · prije 3 mjeseca

- often cultivating audiences around cultural and doctrinal conflicts
- Us vs. them – inside or outside of the Church
- War-terminology

Self - Scandalization

- Church representatives may **deliberately transgress** common communicative standards typically associated with the discourse of representatives of the Catholic Church (Krapić 2025)
- One of the primary objectives of self-scandalization is to **capture attention** and consequently **mobilize** audiences (Haller, 2015), making it a potentially effective strategy within the attention-driven environment of social media.
- Transgression in order to **appear more authentic**, “**just like us**”, relatable, and **less “institutional”** and “**cool**”
- This strategy effectively serves influencers seeking to position themselves as **representatives of “the people”** while constructing an **anti-elitist personal brand**.



- Given that celebrities inherently draw public attention, the style and themes that celebrity (populist) influencers promote on social media can often enter mainstream media, feeding journalism hungry for sensationalism
- **Amplification** of emphasized reality via traditional media

Brazilian nuns go viral after beatboxing on Catholic TV

By Associated Press
2 min read · Published 4:05 PM EDT, Wed May 28, 2025



Nuns at enclosed Dublin monastery perform a viral dance

FANDOM

- Religious, clergy and lay faithful become **stars**, religion becomes a **series of spectacles** and the believers become **spectators** (Street 2004).
- Fans become particularly **attached to certain programmes or stars** within the context of a relatively heavy media use' (Abercrombie and Longhurst, 1998: 138)

 anthonyrojas644 31 tj.
you look like the virgen Mary...
Odgovor Pogledajte prijevod

 malhotra.bhavin.9026 37 tj.
You are cute princess nun 🙌
Odgovor Pogledajte prijevod

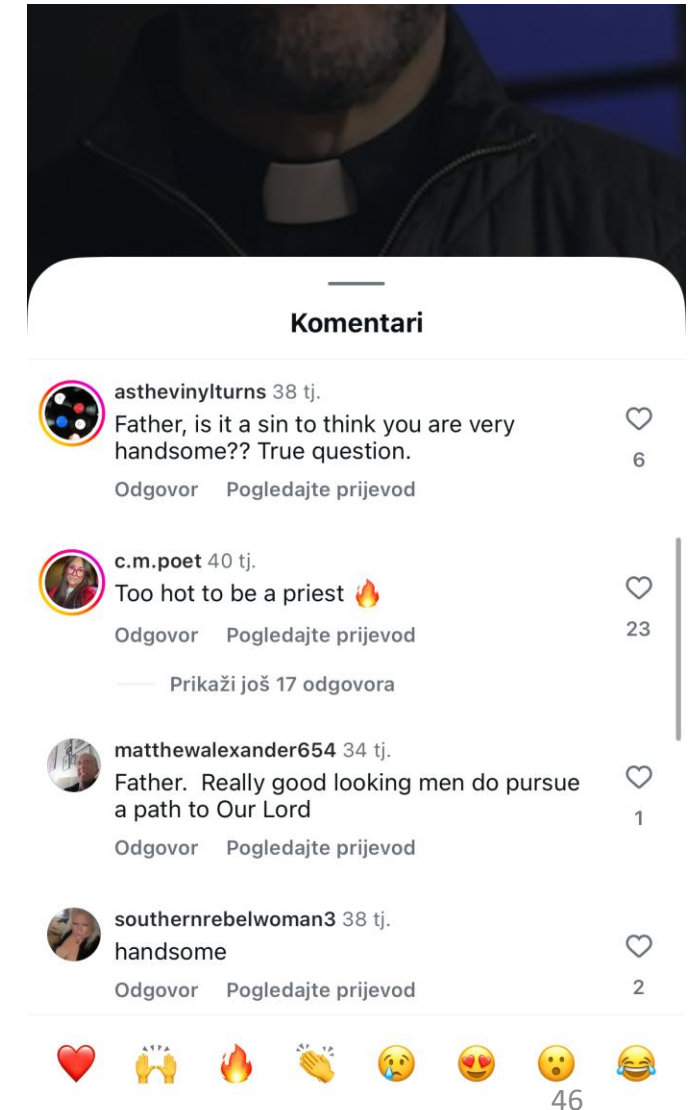


Komentari

 aga4 8 tj.
🙏❤️
Odgovor 1

 thevoguerealtor 8 tj.
Rockstar father #amen
Odgovor Pogledajte prijevod 1

 maryhaybyrne 8 tj.
❤️🙏❤️🙏❤️
Odgovor 1



Komentari

 asthevinylturns 38 tj.
Father, is it a sin to think you are very handsome?? True question.
Odgovor Pogledajte prijevod 6

 c.m.poet 40 tj.
Too hot to be a priest 🔥
Odgovor Pogledajte prijevod 23

— Prikaži još 17 odgovora

 matthewalexander654 34 tj.
Father. Really good looking men do pursue a path to Our Lord
Odgovor Pogledajte prijevod 1

 southernrebelwoman3 38 tj.
handsome
Odgovor Pogledajte prijevod 2

❤️ 🙌 🔥 🙏 😭 😍 😭 😂

46

Critique

- God often becomes “**vague and subordinate,**” while the **preacher assumes the central role**—ultimately becoming the **object of worship**, whether intentionally or not (Postman 1987).
- **Style takes precedence** over expertise and the hierarchical authority.
- **Oversimplification** of complex issues and the trivialization of faith that can result from this approach.
- Street (2004) raises **questions of representation**, it appears that skilled communicators who **perform better**: have a **better style**, exude **authenticity** and **credibility**, possess **aesthetics** and **attractiveness** become **representatives of their communities**. Person with no experience or reference can rise to position of power and representation.
- Image spill-over effect

Advantages

- Type of testimony **updated for the digital age**
- Entering the pop culture, we can find out **what really motivates people** for the choices they made; to see **the human behind the suit**, to see that they are “one of us”. (Street 2004)
- **Young people’s contradiction**: ‘just like us’, fallible and capable of having ‘fun’ but at the same time they also need to be responsible, judicious and worthy of respect” (p.102). Manning et. al (2017) found that
- Followers are "**new parishioners**" because the number of people watching and commenting on their videos far exceeds the number of the faithful attending traditional sermons (Fuente-Cobo, Gutierrez de Cabiedes et al., 2023, p. 78).
- Golan, Morehouse, and English (2021) demonstrate that Christian influencers, due to their personal witness **cultivate relationships with large audiences**, they don’t just talk but **demonstrate the process**, primarily because they are perceived as **authentic**.
- **Personal stories and emotional connections surpass programs**, structural approaches and ideologies. In this paradigm, the religious persona, his/her authenticity, and ability to resonate on a personal level become crucial.

Reality... the most powerful network in the world



The Albertine sisters and a delegation from Aid to the Church in Need in front of the house opened in 2024

CHURCH #SISTERSPROJECT UKRAINE SOLIDARITY POVERTY WAR CARITAS

Albertine Sisters at the service of Ukrainians in need

The Albertine Sisters have become a symbol in the Ukrainian city of Lviv, appearing wherever there is poverty and abandonment. When large-scale war broke out in February 2022, they went to the Lviv central station to transport people who, terrorized and exhausted by the war, got off the evacuation trains. The sisters have relocated to the recently-completed Albertine refuge they manage, offering daily meals and shelter to young mothers.



Philomena Okwu (Nigeria) - leader of a team of religious women whose centre and shelter rehabilitate and integrates trafficked women into society

AFRICA NIGERIA HUMAN TRAFFICKING AFRICA

Nigerian Sisters at the forefront of rehabilitating women from human traffickers.

"Society finds it difficult to understand and accept the victims of human trafficking back in the community. Victims feel isolated and withdrawn from society when they return home."



Smoke rises from the site of an Israeli airstrike near Beirut (AFP or licensors)

WORLD LEBANON RELIGIOUS NUNS #SISTERSPROJECT SOLIDARITY

Religious sister stays in southern Lebanon to assist war-torn villages

Amid intense airstrikes near the Israeli border, a religious sister has remained in the monastery of St. Joseph in Ain Ebel, determined to support the local Christian community despite the mounting dangers.



Meanwhile in real life...

The power to change the
narratives about the margins.

9/12/2025



CHURCH
#SISTERSPROJECT RELIGIOUS NUNS POVERTY SOLIDARITY ANNIVERSARY

Brazil: A minibus offering dignity to the homeless

The Daughters of Charity of Saint Vincent de Paul in Brazil is celebrating the 400th anniversary of the first inspiration of its founder with a new project that seeks to promote health and well-being, in light of the Gospel and the third UN Sustainable Development Goal.

attend school because their parents are unable to afford the tuition fees.



Sr. Veronika Čibarić with Vincentian Marian Youth on Solomon Islands

Sample Footer Text



CHURCH
INDIA #SISTERSPROJECT NUNS DISABILITY CHARITABLE ORGANIZATIONS
MEDICINE & HEALTH CHILDREN

India: Sisters of Charity of Nazareth caring for children with disabilities

For over three decades, the Sisters of Charity of Nazareth have extended



CHURCH
PALESTINE ISRAEL WAR APPEAL NUNS CATHOLIC CHURCH #SISTERSPROJECT

Sr. Nabila's appeal from Gaza: 'We want peace, respect for human rights'

As Christians remain holed up in the Holy Family Parish in Gaza, Sr. Nabila Saleh relaunched her appeal for world leaders to hear the cries of civilians suffering in the Palestinian territory.

"TELLING IN OUR OWN LANGUAGES THE
MIGHTY WORKS OF GOD" ACTS 2:11

PENTECOST project

OF THE DICASTERY FOR COMMUNICATION WITH AND THROUGH SISTERS

Many people still don't know how much **great work is done by the religious orders** around the world. Whether running schools and hospitals, caring for the sick, rescuing victims of human trafficking, or supplying employment for the destitute, the religious orders provide essential services either in places where there is little other provision, or for people for whom there is little other support.

2. TRAINING



| The Dicastery would like to offer women religious three opportunities:

1. STORIES TO BE PUBLISHED BY VATICAN MEDIA

We invite you to suggest/write stories with women religious as witnesses of the "mighty works of God", so they can be shared via the various Vatican media platforms.
Stories can be sent to sisters@spc.va

[WE KINDLY ASK YOU TO FOLLOW THE INSTRUCTIONS HERE](#)

- **INTERNSHIP IN ROME** for a 3-month training program at Vatican News / Vatican Radio. The exact period can be tailored according to the availability of the selected candidate and the different linguistic departments of Vatican News / Vatican Radio.

**TO APPLY, PLEASE SEND AN EMAIL WITH THE REQUIRED DOCUMENTATION
TO sisters@spc.va**

- **3-MONTHS ONLINE COURSES** opportunity on the most relevant current issues related to communication to strengthen sisters' capacity to serve God's people and every person.

[ONLINE COURSE 2025: TO APPLY CLICK HERE](#)

3. FREE SUBSCRIPTION TO L'OSSERVATORE ROMANO AND WOMEN, CHURCH, WORLD FOR ONE YEAR

Requests for a free online subscription(s) to L'Osservatore Romano can be sent to sisters@spc.va.

Please indicate the following information in the request: first name, last name, email address, congregation and country of the subscriber.

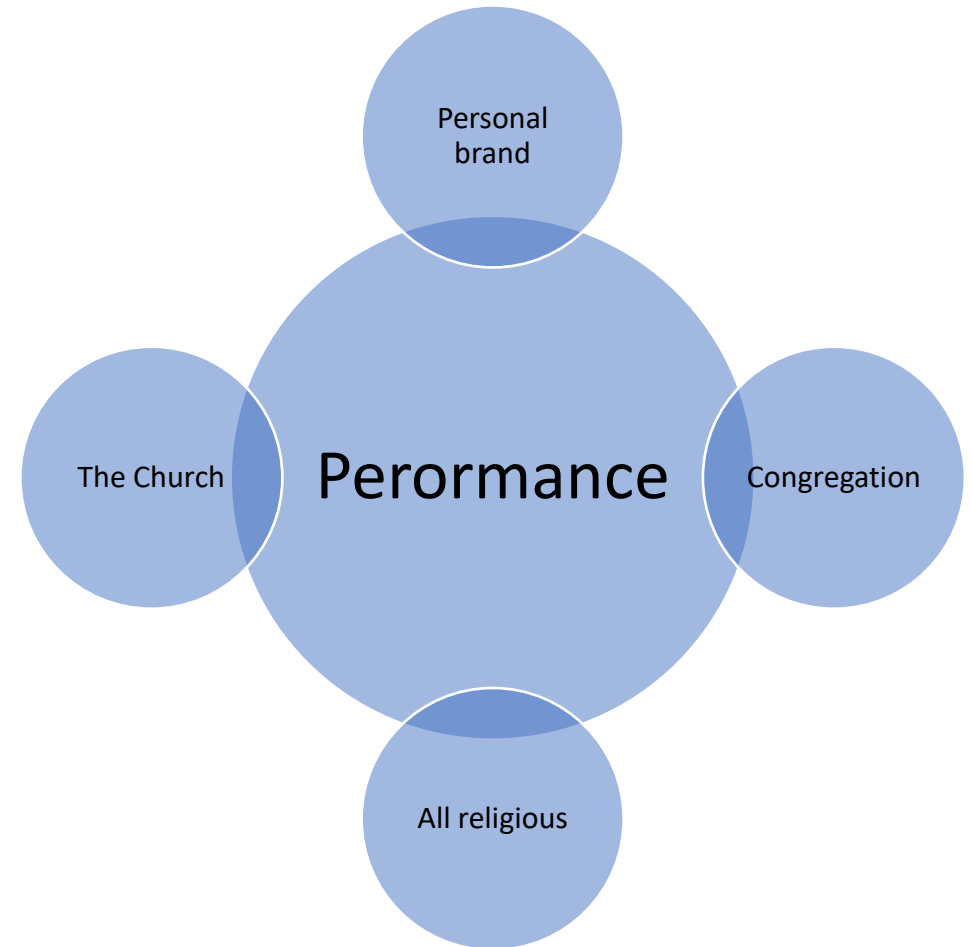
[CLICK HERE FOR COMPLETE INSTRUCTIONS](#)



sisters@spc.va

Conclusion

- Platforms are not merely tools for communication but **arenas for performance**, where the **spectacle** of the *religious persona's* **personal life** becomes a **strategic asset**.
- It is not inherently good or bad.
- **Meaningful content, synodal image creation**, that will spill over to all the representatives of the same reality.
- **Responsibility**



Thank you for your
attention

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