



This research is aimed at studying the ideology presented through the Catholic mass media, how it is transmitted, and assimilation effectiveness of the Catholic media recipients. Both qualitative and quantitative research methodology are used to conduct the study. The first one is based on the content analysis and in-depth interview while questionnaire is employed for the latter one.

The research has found that the ideology presented through the Catholic mass media consists in love, peace, justice, human rights and human dignity, among which the ideology of love has been presented the most often by all types of mass media - the Catholic mass media presenting it in 14 different ways in accordance with media types along with five other unique methods of their own.

The research has also found that the gatekeeper of Catholic mass media employ 5 norms in selecting the ideology content and whenever there is presentation of varied ideology content to different categories of recipients and through different types of mass media, the Catholic mass media will transmit that particular ideology content through a certain form of presentation not varied with each different types of mass media.

And the research has also found that assimilation effectiveness on the part of the Catholic recipients is at the medium level with Catholics receiving through the printed materials in the largest number, and through radio broadcasting in the smallest number. Satisfaction of the contents – forms of the Catholic mass media varies with media types, and the ideology of peace is the most assimilated whereas the least assimilated is the ideology of human dignity.