

ABSTRACT

In 2006 Radio Maryja celebrated its 15th anniversary, just like McDonald's fast food restaurants it come to represent a post-Communist Poland, where authorities first and foremost allow freedom of speech and beliefs. Despite the significant market share and continuously increasing number of listeners, Radio Maryja is blamed for brainwashing and manipulation using religious values. Nonetheless, academic knowledge is very limited about the subject and focuses on the theory of hypodermic needle.

This thesis examines Radio Maryja from the listeners' point of view. It aspires to provide an account for the station's appeal amongst Polish society by conducting qualitative research with an audience of the medium. Research looks into factors such as religion, patriotism and the sense of community in order to learn about the listeners and their experiences related to Radio Maryja.

