Abstract: Teaching of John Paul II and Benedict XVI on means of announcing is attesting to their openness to media, as well as about understanding their role and meaning in the contemporary world. Many priests are also trying to implement teaching of the Church about media at their pastoral work. So it isn't possible to say about naivety and losing the Pope and priests on this subject. In case of people of the Church it is needed to talk about necessity for permanent knowledge on the nature and language of media.