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**Abstract:** Analysing the line of thought of Pope Benedict XVI in his messages issued for the World Communications Days in the years (2006-2013), the author of the article points out one of the contemporary contexts of communicating the faith by the church: *media culture*. The main reason behind this analysis is that contemporary culture is highly mediatized and that this process is a subject researched by diverse branches of science. The first section of the article brings a wide spectrum of attempts to define media culture. The second presents the understanding of media culture as inferred from eight messages for the World Communications Day issued by Benedict XVI. The third section discusses pastoral, educational and research implications of the analytical observations of the papal messages.