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Publication order reference (First author's office address): Dariusz Sonak, Katolicki Uniwersytet Lubelski Jana Pawła II, Wydział Teologii, Al. Raławickie 14, 20-950 Lublin, Poland **Abstract:** In the Faculty of Theology in the University of Warmia and Mazury on 11 May 2015 a Polish Nationwide Scholarly Conference was held on the issue of *The Sacred in the Media. Communication – Provocation – Sacrilege* as a leitmotif. The conference was organized by academics and PhD students of the Department of Moral Theology and Ethics in the University of Warmia and Mazury in Olsztyn and of the Department of Modern Forms of Faith Transmission in the John Paul II Catholic University of Lublin. Topics from the scope of theology, media pedagogy, ethics, journalism, cultural studies, marketing and advertising were raised as the main issues.