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**Taking on the Pop(e) : Rastafari Redeeming the Sacred**

Rastafari emerging out of Jamaica has fashioned a medium through reggae music that has come to be known globally as a novel religio-political world music. Through an engagement of the development of a sound aesthetic in Reggae, this paper explores how the doctrine of Rastafari used this newly developed *media* as a facility for spreading this faith or as what Mortimo Planno construes as a way of engaging and disengaging the Pope / Christian / Catholic universal mission.