



USING MEDIA WELL TOGETHER: CO-RESPONSIBILITY & CHURCH COMMUNICATIONS

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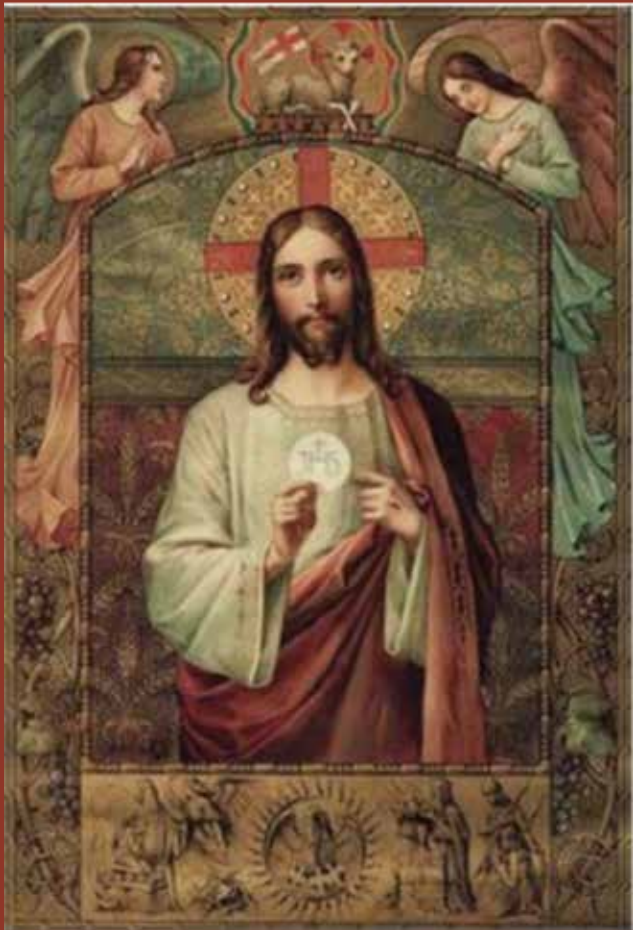


McGRATH INSTITUTE FOR CHURCH LIFE





Christ gave us the most perfect and most intimate form of communion between God and man possible in this life, and, out of this, the deepest possible unity between men.
(Communio et Progressio)



“The Medium is the Message”

Co-Responsible Catholic Communication

Responsibility #1

Understanding our faith

Responsibility #2

Understanding ourselves

Responsibility #3

Understanding our environment





2%

OF CATHOLICS FOLLOW A TWITTER
ACCOUNT FROM A DIOCESE, DIOCESAN
PUBLICATION OR BISHOP-ORDINARY

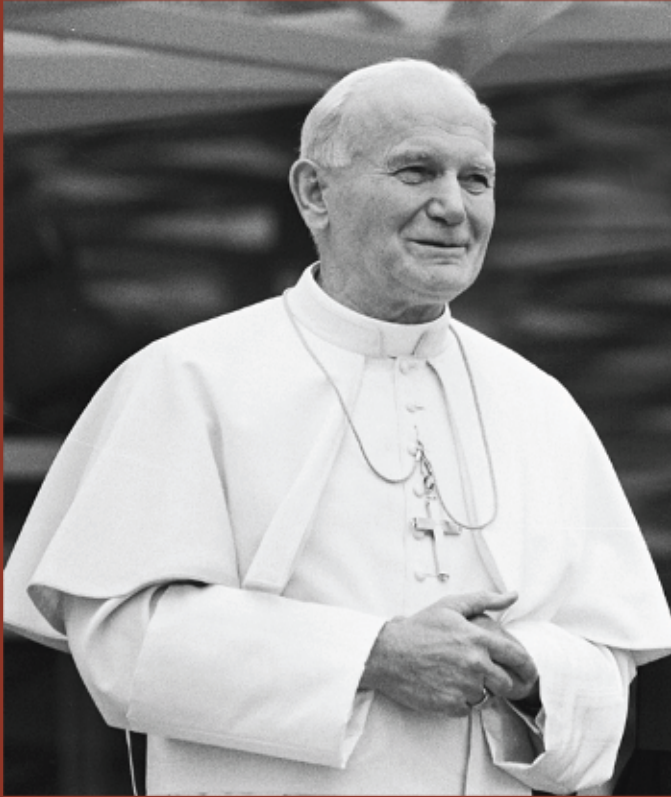


3.5%

OF CATHOLICS FOLLOW A FACEBOOK
ACCOUNT FROM A DIOCESE, DIOCESAN
PUBLICATION OR BISHOP-ORDINARY.



“Efforts need to be made to help these media become sources of new cultural progress for humanity and not a threat to our deepest riches. True wisdom, as the fruit of self-examination, dialogue and generous encounter between persons, is not acquired by a mere accumulation of data which eventually leads to overload and confusion, a sort of mental pollution. Real relationships with others, with all the challenges they entail, now tend to be replaced by a type of internet communication which enables us to choose or eliminate relationships at whim, thus giving rise to a new type of contrived emotion which has more to do with devices and displays than with other people and with nature.” (*Laudato Si*)



“...the culture itself, prescinding from its content, arises from the very existence of new ways to communicate with hitherto unknown techniques and vocabulary.”
(The Rapid Development)

OR

“The medium is the message”





GRADING THE DIGITAL SCHOOL

A Silicon Valley School That Doesn't Compute



The Waldorf School in Los Altos, Calif., eschews technology. Here, Bryn Perry reads on a desktop. Jim Wilson/The New York Times



AND WORTHY OF GLORY PRAISE
GREAT IS THE Lord
GREAT IS LORD
HE IS HOLY AND JUST
HIS MERCY
AND HIS POWER WE TRUST
YOUR VOICE
HE PROVES
HE LOVE

AND WORTHY OF GLORY PRAISE
GREAT IS THE Lord
GREAT IS LORD
HE IS HOLY AND JUST
HIS MERCY
AND HIS POWER WE TRUST
YOUR VOICE
HE PROVES
HE LOVE

ALL WORSHIP AND PRAISE BE TO YOU

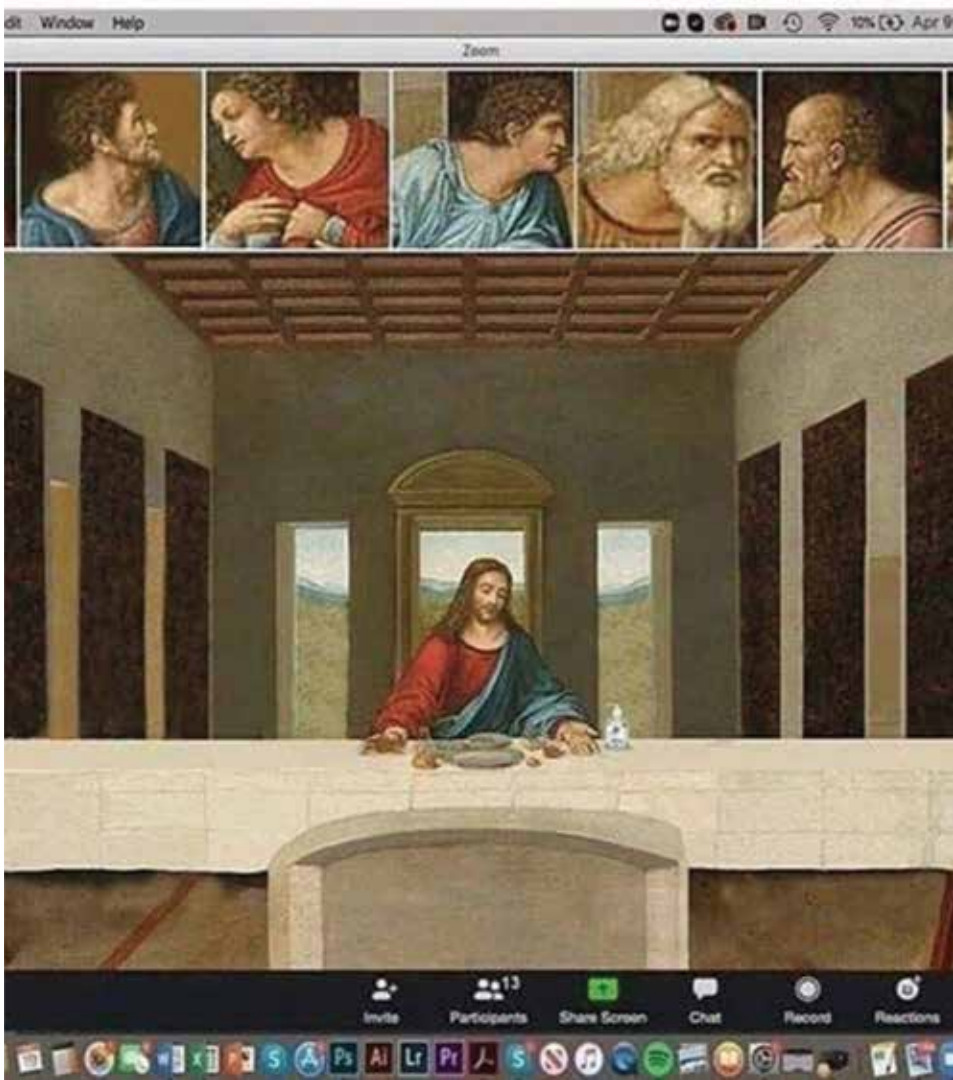
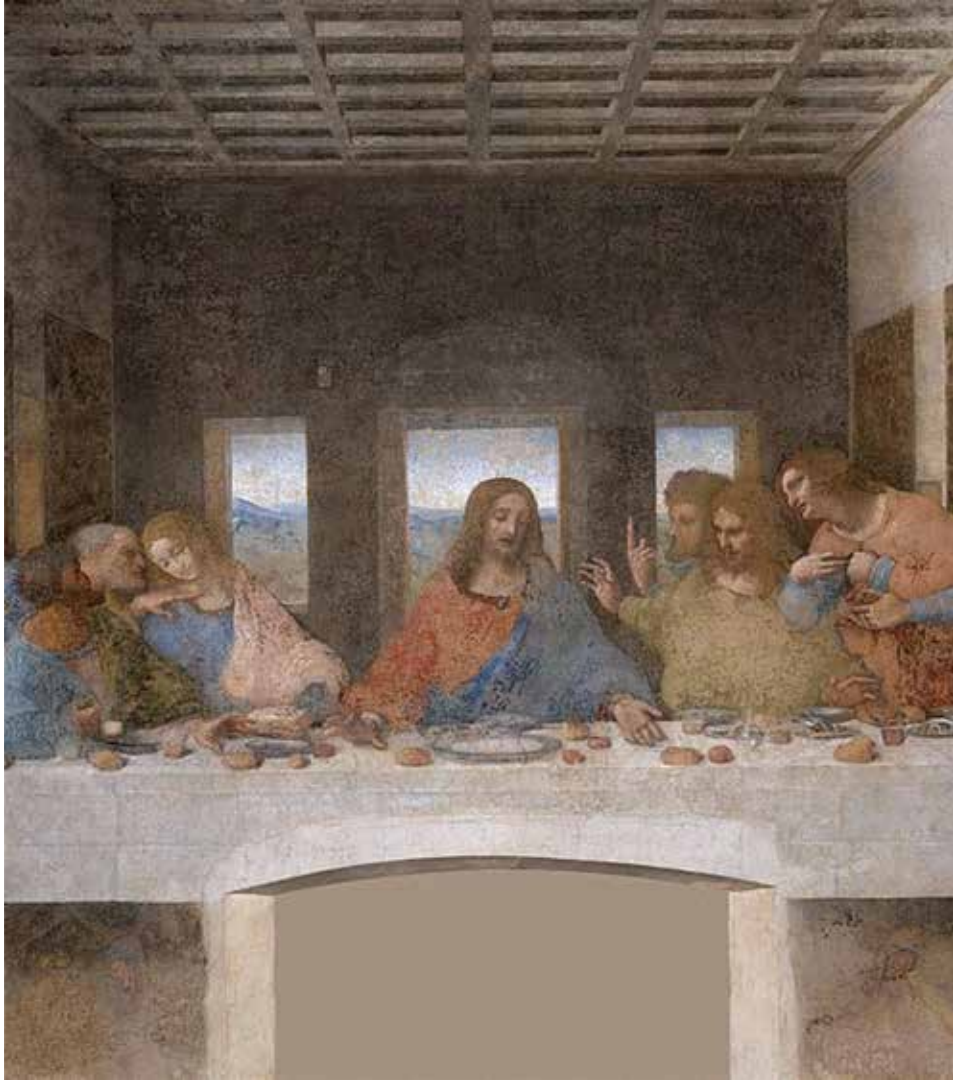


medium (n.)

from Latin *medium* "the middle, midst, center; interval"

"intervening substance through which a force or quality is conveyed" (1590s)

"one's environment or conditions" (1865)





Digital Environment



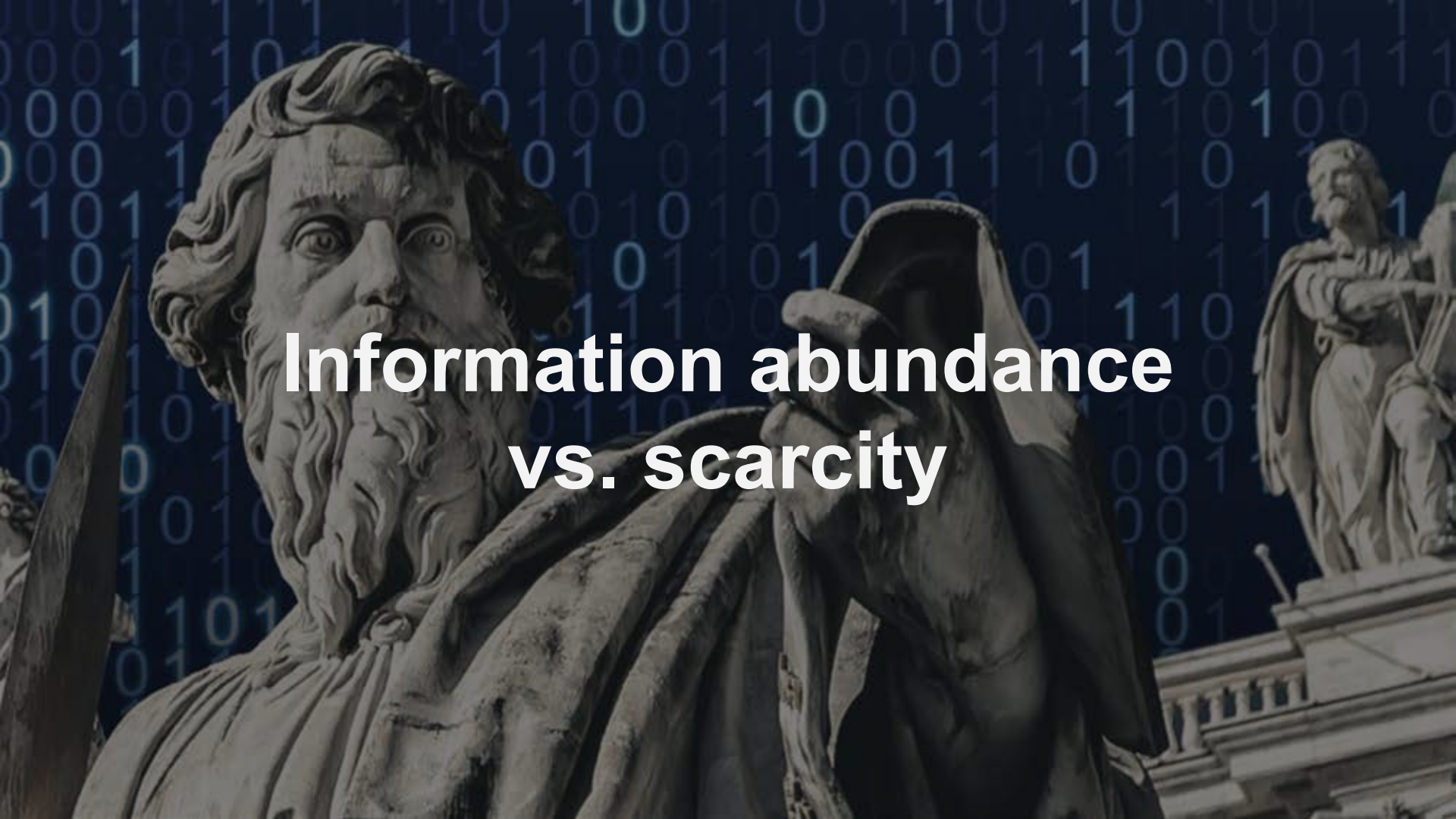
Sense of time



Sense of place



**Slow reflection vs.
instant reaction**



**Information abundance
vs. scarcity**



Globalism vs. tribalism



Producers vs. consumers



Neurobiological changes





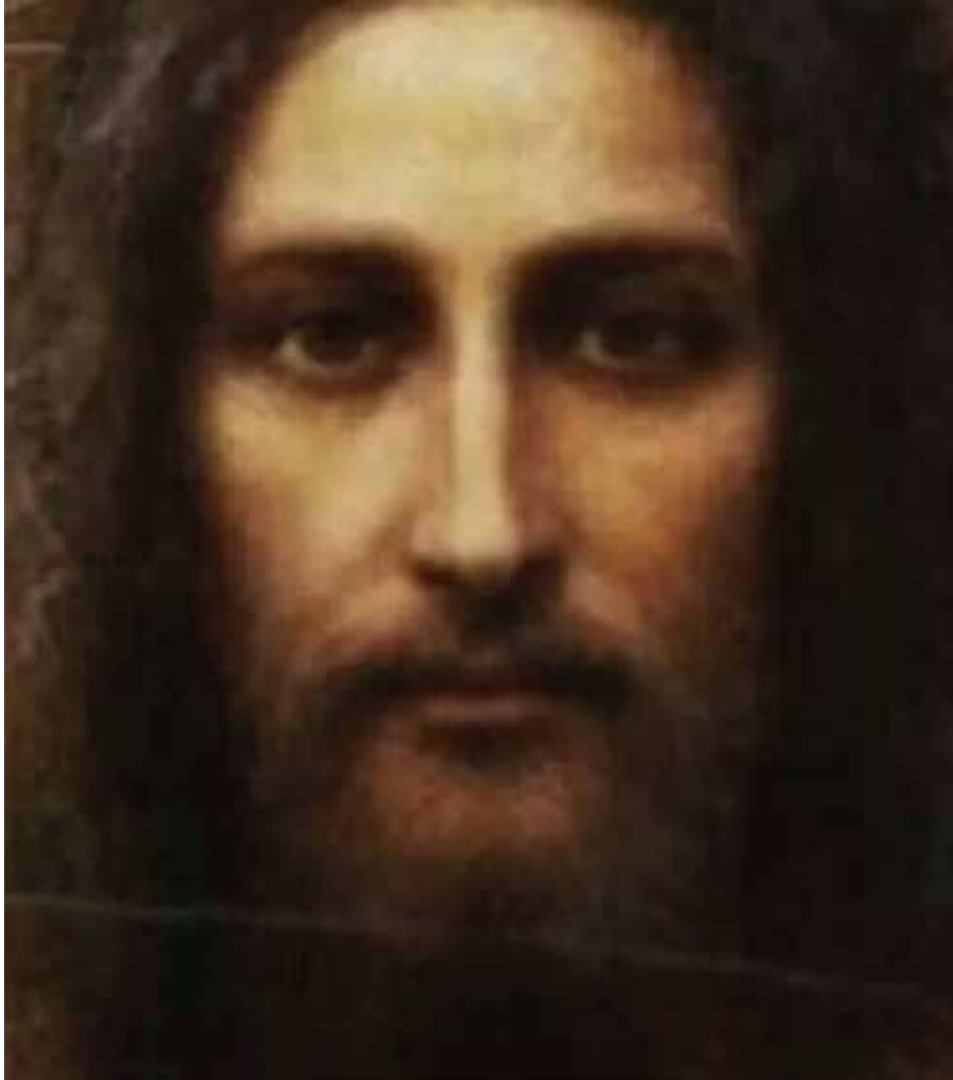


ST. TERESA

"Who art thou?"

"I am Teresa of Jesus. And Thou?"

"I am Jesus of Teresa."



Aleteia's model: Ecclesiology of Communion

Aleteia was presented at the Vatican, in Paul VI Audience Hall, during the congress titled *New evangelizers for the new evangelization*, on October 15, 2011, with the participation of Pope Benedict XVI. From the beginning we have tried to be a laboratory of ecclesiology of communion.

Lay people, as Benedict XVI stated, should not be regarded as “collaborators” of the clergy, but, rather, as people who are really “co-responsible” for the Church’s being and acting.

In this model,

- The Clergy (Bishops and Priests) are not necessary the CEO's of a media company: they are the inspirers and they support this evangelization project helping us to keep the communion with the entire Church and the Magisterium.
- Our investors are real entrepreneurs convinced that they need to put their talents at the service of the new evangelization.
- Journalists and communicators are not the Bishops or the stakeholders: we serve the truth of the Human being to make it shine (*“He must increase; I must decrease”*, John 3:30).

Together we can be witnesses of God's love for our brothers and sisters.

How we try to evangelize through the media?

Social media, the web, the smartphones are the new environment, the ecosystem of people's life. Friendship, moral values, are transmitted today through these new platforms. How we do it?

“Catholic life is the path of **joy** and **happiness**.”

Our communication model is Jesus. Jesus told stories: parables. These parables do not propose intricate theories, nor do they brainwash, or push an ideological agenda. They just explain what true love is about. Such love inspires us to become the best version of ourselves.

- **Joyful:** hopeful, happy, upbeat, inspired.
- **Confident:** magnanimous, at peace.
- **Smart:** insightful, benevolent.
- **Gregarious:** encouraging, generous, facilitating encounters.
- **Respectful:** curious, open, not forcing ideas on others.
- **Relevant:** influential in culture, interesting, impactful.

We presents the beauty of our Catholic faith in our daily life through: spirituality, lifestyle, news & entertainment.



NEXT WEEK, JUNE 16

THE LITURGICAL FORMATION OF THE FAMILY FOR CO-RESPONSIBILITY

DR. TIMOTHY O'MALLEY, WITH DR. KAREN SHADLE,
AND DR. KATHARINE E. HARMON



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