

["The culture of encounter demands that we be prepared not only to give but also to receive from others. The MSC may help us in this effort, when the nets of human communication have reached unheard of levels of development. The internet in particular, can offer great possibilities of encounter and of solidarity with everyone; and this is something good, it is a gift from God." Pope Francis.]

THE MEANS OF SOCIAL COMMUNICATION AT THE SERVICE OF EVANGELIZATION

[A PRACTICAL
APPROACH]

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1. INTRODUCTION

This document presents some key directives for the project or design, according to the reality of the Congregation, in terms of the Social Means of Communication, so as to use them in a way that is efficient in the mission of evangelization.

The use of the MSC at the service of Evangelization calls for an effort *ad intra*, to be able to evangelize *ad extra*. It is essential to take a minimum of steps along with the Church, which will allow us to be active agents in the New Evangelization.

As it was previously said in the theoretical setting, our Congregation, as a member of the Dominican Family, exists for announcing, preaching and "speaking often to God and of God." Our purpose is "to bring wherever we are called, the knowledge of Jesus Christ and his mysteries".

The message of the Holy Father for the 48th World Day of Social Communications 2014 is clear: "Communication at the service of an authentic culture of encounter". In it he highlights that the "culture of encounter" requires that we be willing not only to give but also to receive from others. The Means of Communication can help us in that task, especially today, when the webs of human communication have reached unheard-of levels of development.

Pope Francis praises the use of new technologies such as the social webs or the internet for communication. The Church does the same, although creating awareness of some of the dangers attached to them such as "exclusion" and "manipulation".

"Don't be afraid of becoming citizens of the digital world, Pope Francis urges the Church, and he adds, that the internet "is a gift of God". This means a significant blessing on the new technologies of communication. The "internet may offer greater possibilities for encounter and solidarity among persons and that is something good, it is a gift of God", he affirms.

Francis starts his message reminding people that in spite of the fact that this world is becoming ever "smaller" because of the means of transportation and the new technologies of communication, "in humanity there still remain divisions, sometimes quite set such as "the scandalous distance between the luxury of the richer and the misery of the poorer".

In the face of this, Francis highlights how the means of communication can help in the perception of a "renewed sense of unity in the human family to give us an impulse to solidarity and to the serious commitment for a more dignified life for everyone".

But the Pope points out that there exist "problematic aspects" in this era of new communication, such as "the speed at which information happens, which surpasses the capacity of reflection and of judgment, not allowing a careful and accurate expression of oneself".

With this introductory reflection, this sub-project wants to present concrete elements for a true culture of the MSC in the Congregation, seen as an unavoidable need in order to evangelize among ourselves and in the world.

2. UNAVOIDABLE MEDIATIC PRESENCES

Following the signs of the times and the directives of the Church, as a Congregation, we envision media presences unavoidable and of high quality. Presences without basic criteria of design, content and technology become counter-witnesses which do not contribute to the effort of the New Evangelization started a few years back by Benedict XVI.

The Church, starting by its Dioceses, Parishes, Orders, Congregations and Movements, has been for centuries, a pioneer in offering means of information and formation and as the Catechism of the Catholic Church affirms in No. 2493, “within modern society the communications media play a major role in information, cultural promotion, and formation. This role is increasing, as a result of technological progress, the extent and diversity of the news transmitted, and the influence exercised on public opinion”.

As a Congregation then, we ought to discern which **instruments of internal information** do we have, and which **instruments of external information** do we offer, so as to evaluate what is missing and to increase the quality of what is already in use.

INTERNAL INSTRUMENTS OF FORMATION AND INFORMATION

We refer here to every means which may be an instrument of formation and information for the sisters; we must distinguish:

AT THE GENERAL LEVEL

- **INFORMATION OF THE CONGREGATION NEWS BULLETIN.** This is a standard. Any organization needs a news bulletin, which may be a paper issue, sent by postal mail or by e-mail in PDF format. This format

allows to maintain the format settings and the fonts. Documents sent in either Word or Publisher may easily lose the quality of the presentation. The Bulletin is a finished project for the purpose of reading and of sharing, not for manipulation.

As any bulletin, it must fulfill certain requirements: A monthly or bi-monthly periodical. If it is more spaced than that, it loses its immediacy and therefore, the interest which news must generate.

A specific objective: to inform the Congregation of what happens, and for the Congregation to nourish itself firsthand of what the General Government provides from the various Provincial Bulletins. It is also advisable that the sisters responsible for information at the provincial level keep themselves in contact with the sisters responsible for the Congregational Bulletin, so as to inform them of local happenings. Sometimes what happens in a Province may not necessarily be known in another, therefore, it could be included in a General News Bulletin. It is important to point out that the news is for internal use. In the case that there be a publication for the world at large, the format and the orientation may be different. It is also important to point out that some Congregations have a long tradition of magazines for their friends (alumni, families, those who know their charism, pious associations, etc). These would call for other perimeters and would be part of other systems of information and of formation more external in nature.

This would require another model or program, according to updated designs, such as Publisher, InDesign, etc. The most common is that it in a format DIN A-3 folded and stapled in booklet form and therefore it would require 4, 8, 12 ... pages, not 3 or 6, to avoid blank pages.

However, more and more, institutional bulletins have version on-line via electronic mail different from a simple PDF, so called “**electronic**

bulletin or newsletter”. These are achieved by means of a specific software, very simple at times free. They are a way to inform without additional cost (or at low cost). They usually have a percentage of readers between 20% and 50%, reason for which it is advised that they be attractive and brief in content.

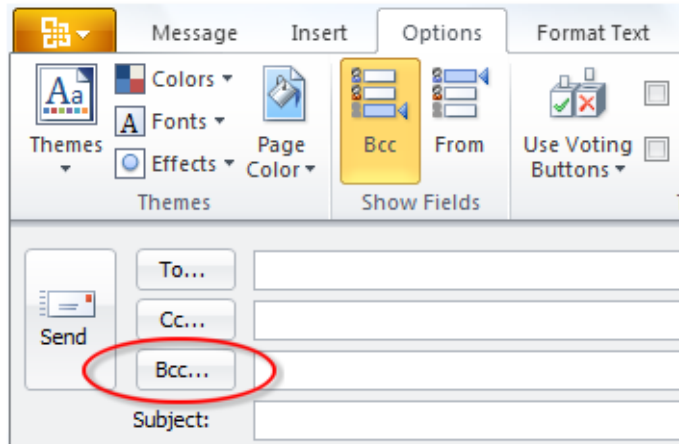
The first step is to have a listing of "subscribers": mail of the communities, of the provincials, of the secretaries, etc. The next step is to choose a program to bring it about, for example:

- Mail Chimp: <https://mailchimp.com>. With the free plan of this simple page we can send professional electronic bulletins in an e-mail to a maximum 2,000 different addressees a month.

- Tinny Letter: <http://tinyletter.com>. With this link we can easily create an electronic bulletin. It has many free services and also some which are paid depending on the number of subscribers.

Also the **Bulletin** may be made known **via web of the Congregation** by unloading a simple PDF or having a place for news, in that case it must be a restricted area since it must be remembered that the information is of internal kind.

- **ELECTRONIC MAIL.** Obviously, the use of electronic mail is unavoidable but it requires to consider some elements as much from the part of the sender as of the receiver. The sender must be aware that in sending a document, a circular letter... by electronic mail, is saying that this is an immediate sending, therefore a circular letter cannot be sent with a later date, for example sent by e-mail on the first of the month and dated as the 6th or 7th. The expected date for the document to be issued must be foreseen so as to calculate that the time for translations may also coincide at the time of sending it out.



It is of great importance in sending massive amounts of mail (to many recipients) to use the line "Bcc" (blind copy) rather than "Cc" (copy). At times the line for "Bcc" is not visible, then it is

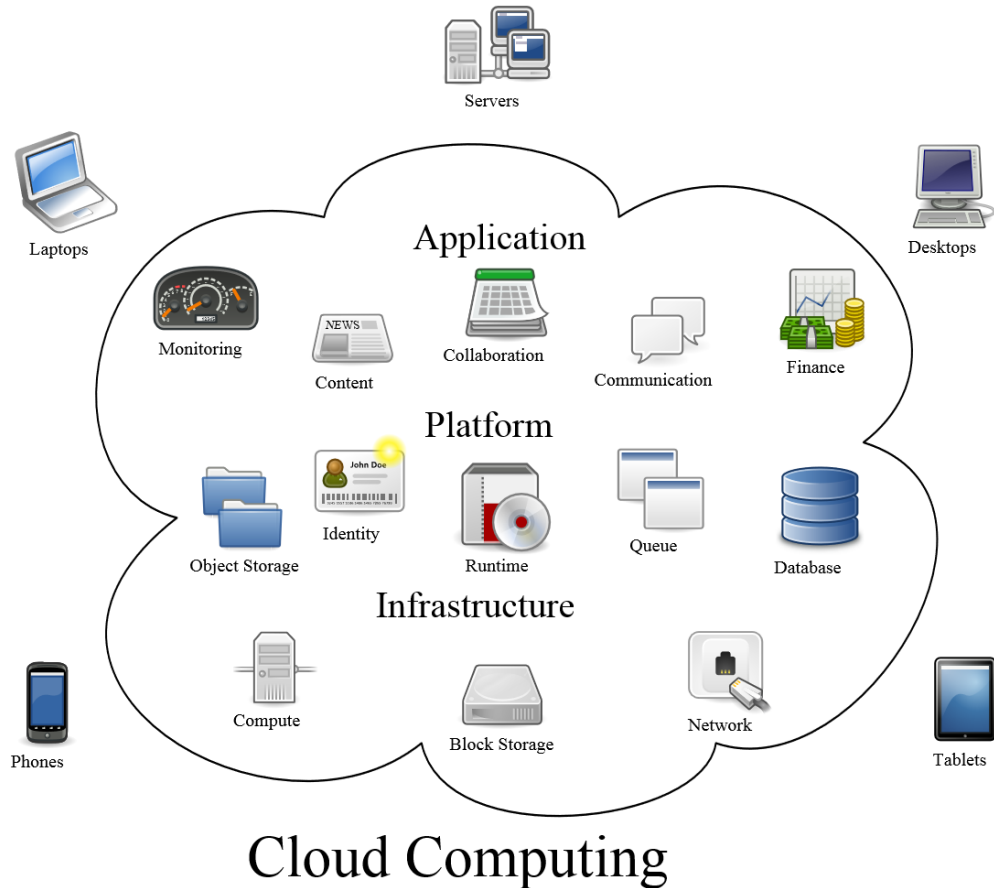
enough to click on "To" and this will take us to the list of contacts, and in the line below we will see "BC", or it may be preprogrammed for the three options to appear each time.

Let us remember that it is not only sanctioned by law, because of data protection, to send massive mailings with all the addressees being visible, but also this allows that publicity intercept with viruses or Trojans (malicious software which presents itself as a good legitimate program, however it brings with it a remote infectious attack).

The receiving person must be aware that the majority of official documents are sent via e-mail, which requires daily reading and therefore, a safe and strong band is needed to receive heavy message, for example when photos are attached. G-mail and Hotmail with that capacity are also free, however, for the General and Provincial Governments, secretary offices, etc. paid recognized mail services in the respective countries, is advisable.

- **CLOUD COMPUTING.** It is one of the most used tools of the internet. It is not necessary to have information on print, hard disc or flash drives ..., but over the internet thanks to some programs, we can access any

file, modify it and share it from the computer or phone. It is important to mention Drop Box, Sky Drive, Google Drive, Box, Hightail and iCloud.



The use of the cloud simplifies work, especially in missions which require displacing oneself. At any place where we may be able to connect to the internet we can have our files and pick up our work. The risk of losing files is minimal, privacy is neither more nor less than the one we have when we leave the computer connected to the web for a day. The only problem would be not to have a connection, although there are programs which allow to access some files without that connection.

It would also be good to study the possibility of having a cloud of the Congregation where documents may be kept in a series of folders which could be accessed from any Province with a password or an invitation via e-mail.

AT THE PROVINCIAL LEVEL

All what is being said in the section on the General Government applies in the same exact manner to the provinces, being aware of moving within that level of provinces.

We need to highlight the importance for each province to make the effort to have a monthly or bimonthly "bulletin". Some of the provinces do not have a bulletin at all, others do not have a good quality edition, and others only have it every so often, therefore it cannot be considered a bulletin but a historical record for the archives, since it does not have news character but rather a historic summary. This may have its importance, but it is not what we are referring to here. This does not exclude that having all the bulletins of the year becomes also a historical record for the archives.

To be aware of sending the news bulletin to the other provinces, or if there is a good communication between the province and those responding for the General Information Bulletin, it would be good to send it there first for them to choose the best information and together to agree on how to make it known to the Congregation.

Let us not forget, as mentioned before, that our news bulletins are of internal character and are not intended for the general public.

Besides, the use of "electronic bulletins or newsletter" in the provinces helps to create bonds of communion through well presented, accurate

and immediate information... which keep the sisters in the provinces connected to what is happening and engages them affectively and effectively with the province.

EXTERNAL SYSTEMS OF INFORMATION AND FORMATION

We refer here to the use of the MSC to inform, form and especially to evangelize all those who come close to our means of communication. On the one hand they make known the information, on the other hand they help transmit the charism, help create communion among the pastoral agents and the sisters at one with the Congregation as they are rapidly informed.

Thus we enter in the world of the internet. Let us remember that it is already arriving to what is called internet 3.0, and at the Congregation we barely remain at 1.0.

AT THE GENERAL LEVEL

- **OFFICIAL WEB PAGE OF THE CONGREGATION.** It is indispensable for the General Government to watch over an official or institutional web page which is according to the world we live in. To be present on the web, aware that it is from the Congregation and for the world, that it must make itself known as who we are and what we do from a journalistic point of view, our objective and in what way we are open to everyone. What is internal, as it was mentioned above, must remain in a reserved area accessible only by the use of a password.

The institutional web page must meet some minimal requirements not only in content but also in technical terms and especially in design.

The first requirement to remember is its weekly updating, which ideally could also be daily, because it keeps the readers faithful to it and allows the sisters as well as the laity to know what is happening in the Congregation. Without good quality journalism there won't be visits and readers are lost.

SOME TECHNICAL QUESTIONS

What is a web site?

It is a collection of electronic files and web pages addressing a particular topic which include a welcome page usually called home page, with a domain name and with a specific address on the internet.

The web site is used by public and private institutions, organizations and individuals to communicate with the whole world. The documents which constitute the web site can be located (hosted) through an equipment in another location, even in another country.

Domain

A domain is the unique name which identifies the address of a person, the business, the institution or entity on the internet. These names must be registered, and paid for its location and maintenance, for example: www.dominicaspresentacion.com

Hosting web

It is the service of storage, access and maintenance of the archives which compose a web site. More importantly, it is the disc space provided for these archives, and it is the rapid access to the internet what makes it most relevant. An institution which pretends to host its web site in its own system needs to invest large sums in resources and equipment, other systems and means of communication usually expensive. Therefore, a space is rented in a company dedicated to this service located in any country in the world.

DESIGN OF THE WEB SITE

It is most essential for a web site, especially because of its institutional character. It must faithfully convey the spirit of the institution and it

must nourish and take support from the place where the government of such institution resides.

To choose the design is the most difficult and the most important element. Trends must be considered as well as the type of information one wishes to convey; it may take months to design a web site.

There must be visual cohesion and the navigator must have the sense of being on the same page. The colors, the fonts chosen (verdana, times, calibri) must remain consistent throughout the pages of the site.

Advises for designing a web page

Perhaps we have ventured in designing a web page. Our professional training may not have any connection with graphic design, but to face a blank page and have one's own creation is indispensable for anyone attempting to get engaged with the web. What to do for our page or site be agreeable, sellable, attractive, fast moving and even more attractive? Basically it is a question of trying, trying and trying...

Making mistakes, being curious and benefitting from the web to view examples of good designs is the best thing to do. However, there is a problem because this takes time and our web pages must be finished by tomorrow! What to do then? Here is a series of advices, tricks and basic "laws" which may be very useful, be it for the graphic designer, or for the one harassed by circumstances.

- MAKE IT SIMPLE:

The power of a good design is its simplicity; it defines what is essential.

- MAKE EVERYTHING SIMPLE 2:

When the final design seems to be too simple in spite of the time you gave to it, VOILA! your work is done.

- EXIT YOUR INTERIOR WORLD, COMMUNICATE!:

Learn how to communicate and how to collaborate with the members of key professional web creator, programmers, designers and content producers... - LESS GLAMOUR AND MORE ORGANIZATION: ORDER:

Don't let yourself be seduced by the looks to the detriment of content. A web design strong in content contributes more than one in which the looks are prevalent.

- DESIGN FOR SLOW CONNECTIONS:

The most important aesthetic consideration is to be aware of the speed of the transmission. If your work is slow in downloading, go back to the drawing board

- BORING TEXTS? :

When creating a text diagram, read it first. Think of how the reader with less interest than yourself could glance at it.

Another element which helps is to see the width of the text. Often we see webs with texts from one extreme to the other of the page; how to read them? Keep a width of 400 pixels, or at least a third of your screen.

- MORE COLOR AND GRAPHICS, LESS IMAGES AND EFFECTS:

Lineal art, vectored forms, flat colors go well with the web. If the designs use more Freehand than Photoshop, the page will download faster.

- GRAPHICS AND TEXT, NO!:

Never include text into a graphic design. Text is text and graphic is graphic. Let's not confuse them.

- ATTRACTIVENESS:

With the fluctuations and connections of the web, its character as "slow" and other attributes, give you three seconds to convince the user not to use the navigation button. Three seconds, therefore to show on a page something immediate and interesting.

- ATTRACT, SIMPLIFY, IS WHAT IS IMPORTANT:

You have 30 seconds to download a page in the navigator of the user, perhaps less, 15 seconds, be fast!

- FOCUS ON WHAT IS OF INTEREST:

To users it is not important what goes on in the navigation process. They go there for content; give it to them rapidly and simply.

- BE WELL INFORMED AND LEARN:

Keep abreast of new technologies. The Web is never static, therefore, give time to what is new. No longer the saying goes that the larger fish eats up the smaller, but rather the fastest eats up (bypasses) the slower.

- DEFINE THE PROBLEM:

The design deals with the resolution of problems, how to face a question of communication with a specific objective. Define yours and you will have half of the problem resolved.

- LEARN THE PRINCIPLES OF NAVIGATION:

- People hate to wait.
- People hate to scroll down (or to move down on the window of the application, -for example, on a web page the navigator of the web-).
- People hate to read.
- People prefer to scroll rather than to wait.
- People prefer to wait rather than to read.
- People are not necessarily rational or coherent, but sometimes they are.

CONTENT

The content of a web site must indicate the design. It must have simple style and its legibility is very important. We must keep in mind while creating it, that the web is not a book with a beginning and an end, it is not a continued and chronological reading; with the internet that concept is ended.

TECHNOLOGY

Technology must be at the service of the design and content of what is to be conveyed. There are different programs which may be used to achieve a web site. The most known is Dreamweaver, but if one is not an expert one can work through templates online which only require some time and practice, we point out here www.wix.com.

- **SOCIAL NETWORKS.** It would be convenient to create an official profile of the Congregation in Facebook and Twitter. Many sisters already use these social means or any another, therefore, an official profile would help to be informed at any given time of what happens in another place of the Congregation, when the web is updated, including then immediate news in the case of a serious happening, or to pray on the web for special intentions, to have work groups, etc...

This would also allow for a certainty that what is being shared is "official" and not just a news developed from a personal profile. A certain cybernetic culture is required, to understand that we form one body and that we cannot publish just any expression or photo from our communities, without thinking of the viral effect (since a content on the web runs rapidly and successfully, so that thousands of people see it, share it or edit something which calls their attention in a very short time). In this and other cases (of open mailings, or news on the webs...) a reflection is needed regarding privacy and discretion.

- **BLOG.** There are millions of blogs in the internet. It is a key tool in evangelizations to speak from the heart and to make our life known... This may work independently or within the web page. There are various free programs: blogger, word press or Tumbler, among others.

A blog, also known as weblog, "binnacle" (listing of happenings) is a web place periodically updated which gathers chronologically texts or articles from one or various authors in which the most recent appears first, with a use or specific topic, the author always keeps the freedom to leave published whatever is pertinent. Weblogs are usually written in a personal and informal style.

Practical aspects in writing a blog

1. Choose a current tool easy to use. Try various services, some are free, others cost a bit, but do not commit to one tool until you have had the opportunity of trying it, so as to use the one that best works for you.
2. Determine the objective. Blogs can be used to infiltrate information, organize business, share family news, establish a professional reputation, promote social change and reflect on the sense of life. If you know what you want to achieve with your blog you can start in a focused manner.
3. Know your potential public. You behave differently when you are with your friends, your associates, with strangers or with your

grandmother. Know for whom you are writing will allow you to take an appropriate tone.

4. Be real. Even a blog professional may be attractive. Avoid the style of marketing. Speak with a real voice about real things.
5. Write about what you love. A blog is the place for forceful opinions, be they on politics, music, social matters, gardening or your profession. The more involved you may be in the topics, the more interesting your writing will be.
6. Update often. Interested readers will come back to your site if they think they'll find something new. You don't need to update daily but try to publish several times a week.
7. Build up credibility. Make efforts to be sincere. Respect your public and your blog colleagues. Understand that on the internet your words may remain forever as much if you publish them, as if they have been archived somewhere else. Reflect on your own standards and be consequent.
8. Connect to your sources. The web allows for a transparency that no other medium can equal. When you link to a news, an essay, an official document, a speech or an article from another blogger, you give access of your primary sources to your readers, allowing them to make documented judgments.
9. Connect to other blogs. Readers may be grateful that you introduce them to those blogs you enjoy reading. The web is a democratic means and bloggers amplify each one's voices when they are linked. If you connect generously to other blogs, you expand the base of the web of information and of the social contacts we are creating together on the web.
10. Be patient. The majority of audiences of blogs is small at first but with time and regular updates your audience will grow. It is possible that you may never reach more than a few hundreds of readers but the people that comes back to your site regularly will do it because they are interested in what you have to say.

11. Another advice, amuse yourself! As much if your blog is a hobby as if it is a professional tool, it will give you greater satisfaction if you allow yourself to experiment a little. Even a thematic blog gets better with a little fantasy once in a while.
- **OTHER.** There are many other tools that could be often used: such as Skype or Google Talk, to make calls or video-conferences without cost via the internet. However, a good system of video-conference, with assurance of effectiveness, without time lost in technical issues, in broken transmissions, or in poor hearing conditions, requires a high economic inversion and a good quality internet connection, DSL of many megabytes or optic fiber.

AT THE PROVINCIAL LEVEL

All of the above is applicable here although in a smaller scale. The first step would be that in each province there exists a web page, even if it is of only a simple but attractive page, following the thrust of web design today in a global context. The web is for the world. It goes beyond our environment, even if we think of local readers. It surpasses in many instances the taste of the province to give way to a design which may be attractive anywhere on the planet. Let us remember that the internet does not have any frontiers, except for countries of totalitarian regimes (China, Iran...).

3. TOWARDS THE FUTURE

MANUAL OF THE STYLE OF THE CHRISTIAN COMMUNICATOR

TO COMMUNICATE WHAT WE BELIEVE

As Christians we have the best of news, however in spite of it, this “best news” does not come through in the MSC. We have a message, that of Jesus: the Good News, and as good news it goes unnoticed and it can be hard to make it known.

Why is it that we don't know how to communicate it? It seems difficult for us to generate news engendered in the Good News, which is the Gospel. Saint Augustine explained this by saying, “... that by listening to you they believe”. This is the type of evangelizing our world needs today, as opposed to the world of news which looks mainly for the negative, scandalous, painful or absurd.

We need to make ourselves resonate in the public square. We must start from zero, because there is complete lack of knowledge. How far does our message reach and “engage” others?, or on the contrary, do we need to ask ourselves if what we are communicating is unintelligible, or graspable and comprehensible to our interlocutors.

Our model is Jesus. He was a great Communicator, “with authority”, with the heart, Jesus knew how to make himself understood by the people of his time. We need to be attentive as well not to take away from the message in trying to reach everyone. To transmit the message brings with it deep living it out. There is no real communication without a life witness.

We have a role of mediators which is not easy. To evangelize is to plant...and not everyone knows how to do it. There is a seed (i.e., what we say) which needs to be efficacious (i.e., that it be well expressed and truthful), that it may give good fruit in good soil (i.e., those to whom we address ourselves).

IDEAS TO COMMUNICATE/TO TRANSMIT OUR MESSAGE

OUR MESSAGE MUST BE

1. Adapted to age, social group, and in the area of faith...
2. As simple as possible. Let us not make difficult the message which in itself is so simple: "God is love".
3. Grammatically clear: subject, verb and predicate.
4. Understandable to as many as possible.
5. Filled with light and strength. With enthusiasm and without judgment.
6. Bearer of joy, with possibility of opening horizons. Sufficiently sharp to arouse "something" in the other and to transmit joy. The Gospel is dynamic, each day it speaks and provides us with something else.
7. Deeply rooted in experience, be it personal or communitarian. Nothing only theoretical can convince.
8. Leading to foster positive relations. No negative talk.
9. Creating communion. Without it communication lacks meaning.
10. Favoring the encounter between persons beyond differences.

Our communication must become communion and our optimal concern is to bring others to the source: Jesus. Any message which does not lead to that is not valid. The more charisms the better, because charisms are different ways of bringing people to God, and it is good and necessary that the message arrives in different ways so it reaches everyone.

It is good to create a "book of style" and to do it we have as model the Gospel, a book of style beyond comparison. Let us start with 2Cor 4:1-3. 5-7. 13 and 2Cor 2:17. Each one can choose the biblical passages which enlightens her "book of style" as Christian communicator.

SOME ELEMENTS TO CONTRIBUTE TO ONE'S OWN BOOK OF STYLE

1. "Believe what you read, teach what you believe and practice what you teach" (From the Rite of Ordination of Deacons).

2. To acculturate oneself in our time. To use the means of our surroundings. To be and to feel with people. Not to separate faith from culture.
3. To offer messages to a democratic society, pluralistic and changing. There should be balance between the nostalgia of the past and the challenge of the future.
4. Not to promote sexist messages of any sort.
5. To be aware that everything is communication: presence as well as silence. One cannot be silent, for it is to assent. Our style must be that of Jesus. A life which witnesses is the key.
6. To evangelize and to communicate is to plant; one cannot fall into a routine but must continually plant. He who plants allows time to go on... for the rhythm of persons cannot be forced or accelerate; but allow God be God.
7. To work as a team with responsible collaborators, co-responsible, autonomous, committed and free.
8. The tools and the means cannot hold back or detract from the main objective: Jesus and his message.

This book of style must be applied to all what has been presented here. One depends on the other for its value; it is from what is in the heart that speaks the mouth. It is the "I believed, so I spoke," of Saint Paul.

We need to acknowledge that the Church has cordially opened itself up to communication and its technologies, but communication in general -public and private- has also benefitted from it: if today there are certain ethical parameters mentioned regarding the MSC, it is because of the insistence from the Church's *magisterium*. We are on a shaky ground which has become more complex with the rapid increase of nets of communication, which therefore require daily adjustments. There it is necessary to keep an ongoing dialogue between Church and society. Here are some guidelines on the subject.

STANDARDS TO FOLLOW IN THE WORLD OF COMMUNICATION

The Paulist priest, Benito Spotelini, gives some guidelines to place oneself in the world of communications with evangelization as the objective:¹

1. In a "digital world", communication causes changes which we must take into account. There is a new way of belonging which is no longer of historical or territorial kind. "Religious relations" become freer and more creative, persons feel as having a more active role in the Church. The risk however, is that in the media world, community becomes anonymous and invisible. We are no longer with the other but one by the side of the other. This challenges us to create new spaces for community and relations. It will be essential to assume "newness" as a category and this will unleash the creativity of the Church, of pastors and of the faithful to find new forms to strengthen visible links, thus nourishing the sense of belonging to the Church.
2. Digital technology can be a natural force which may lead the people to greater harmony at the world level. That is, it may create the sense of universality of the Church, and there are researchers who think that the phenomenon of globalization, thanks to the use of the web, seems to return to prioritize an ecclesiology of communion. However, this awareness from the point of view of Christianity seems to be more a fruit of a "media juncture" than a theological outcome.
3. The new possibilities of announcing the Christian message are not merely linked to the multiplying and amplifying use of the MSC. The challenge goes deeper, it is that of understanding the culture well so as to evangelize it. Early Christianity knew how to make the synthesis already started by Saint Paul, assuming the challenges and the risks linked with the meeting of the Gospel and the Greco-roman culture. These are the same risks of the Incarnation. The important thing is to enter into that culture, to make navigate the Gospel through it,

¹ <http://www.san-pablo.com.ar/vidapastoral/?seccion=iautores&autor=35>

without giving up the integrity of its content and without abdicating a healthy and vigilant critical sense of discernment.

4. The communication of the ecclesial community, keeping the best of tradition, but stripped of the apologetic, polemical and untimely ways of previous understandings, must opt for new scenarios in which to evangelize today, such as: post-modernism with its "weak thinking"; "new age" with its excessive positivity and feeling, and "globalization with its powerful ability to volatilize economies, making the rich richer and the poor poorer. These are realities which today condition our communication, especially in the media. Therefore, the need to open ourselves to the new languages, to the new problems, especially those expressed in the webs of information, which do not take note of censure, only the imperatives each one proposes. In this context it is essential for the Church to be present as the critical conscience and the reminder of human and Christian values. Because of the "vibrant pollution" (Puebla, 1065) caused by the infinite number of messages which move with the speed of light, the document on Ethics in Social Communications takes on greater importance (Pontifical Council for Social Communications, June 2000).

5. Considering the huge growth reached by media communication and the excessive use made of them, it is normal to be overtaken by a sensation of fear, similar to the fear of "the new" felt by the ecclesiastical hierarchies and many Catholics. This fear needs to be overcome without closing oneself up in discussions over the validity of the new media as was the case in the seventies. This rather, calls for doctrinal preparation and a good use of the media.

Father Spotelini ends his reflection affirming that one can preach less and communicate more. He also points out that the best publisher imprint is a paragraph from the message of the Bishops at the Synod of the Americas. It is valid for all Christians, but it takes a special meaning for media communicators: "During the Synod, the Holy Spirit has guided us to respond

to challenges in view of the new evangelization. The Church needs witnesses of the faith, it needs saints. The best way to celebrate the great jubilee of the birth of the Lord will be for us to listen anew to the Gospel, to place it on our hearts and to share it with humility, gratefulness and joy, in the manner of the Apostles at the time of the first Pentecost..." (*La Iglesia en América*, 30).

Nothing is more urgent and appropriate, in a world thirsty for power and sad, in spite of all, than to respond to the dissemination of the good news of salvation and to share it with humility and joy, hopefully with the whole world, rendering service to it through the means, and not subjugating it to the power of the means themselves; in that respect the lessons of past history continue to be valid and inspiring.

BOOK OF STYLE OF THE CONGREGATION

What has been presented is essential for a minimum of presence in the world of communications. But there are still other things: web animations, videos in YouTube; photo archives in Flickr with the possibility of sharing them in high quality, and many possibilities for group work such as Facebook groups, Google groups y Yahoo groups, with the ability to share calendars and other documents immediately through Google calendar or Google docs...

Finally it is important to highlight that:

- It is evident that the book of style of the Congregation should include what deals with the call made by the Church to Evangelization, and in a digital world and of the image as it is ours, it is also essential that there be cohesion of all the tools to be used. It is important to update or modernize what we already have and encourage those who have not yet decided to join in believing in the need for the use of MSC.
- It is undisputed that if what already works at the general level, will be easier at the provincial level using it as the model. When the answer may be lack of persons for it, let us remember what the researchers of MSC and the Church

say: "It is not the pastor who paints the church, but rather, he searches for someone to do so". In these times of economic crisis to generate work or to offer work to companies who look for honest subsistence is also our charism. To invest in new technologies is to invest in tools for evangelizing.

- Privacy is also a topic of much importance to remember. At this time many of the documents sent over the internet do not have sufficient protection and in the majority of webs there is no discernment regarding what should or not openly be publicized, nor in taking care that the information be intelligible to the navigator.

- It would be interesting to be able to organize a formation gathering with sisters from each province who already have a media profile, that is who believes in the new technologies, who have a creative potential, immediacy and desire to evangelize through these cybernetic pathways.

WHERE TO BEGIN?

AT THE GENERAL LEVEL

1. To believe in the need the Congregation has of the use of MSC as an evangelizing tool and to want to invest in it in every way.
2. To break with preconceived and erroneous ideas regarding the MSC such as, the need for a large economic investment, the dangers of the web, the need to be an expert at it, etc.
3. To organize a formation gathering protecting well the profile of the sisters participating; whether they are knowledgeable or not, are they able to learn? This would help to unify criteria, it would show that it is not that complicated but only that it requires perseverance. There is much misinformation on this and that makes that when the

propositions are made on this point they are considered as something sophisticated.

4. To do betting for the quality tools at the general level. To apply what has been presented in the document to advance the creation of the news bulletin of information on the congregation and to revive the web page of the Congregation. To begin to take steps in the use of other tools of communication.
5. To be careful of all what is sent and apply the proposed norms for safety to safeguard the privacy of the content and that of the addressees.
6. To be able to make the leap from theory to practice. There is in the Congregation much potential to achieve these tasks with conviction and knowledge. To trust those prepared for these tasks. The topic of trust has not been included in the text but it is also of primordial importance to understand that in the same way we trust someone trained in theology, plumbing or languages, we must trust those who know the world of the means, be it because of experience or of studies.

AT THE PROVINCIAL LEVEL

1. The same as at the general level, it is of great importance to believe in the need of betting in the structure for the MSC for the purpose of evangelization and to spare no effort to achieve it.
2. To gather a small group (of one or more sisters with someone from the council) with a determined profile, that is, to believe in the MSC, to have the desire to evangelize through them, to have an open outlook on the world so as to know how to think globally, in regards to the web, to analyze the tendencies of my country, in the case of the news bulletin.

3. To see what kind of technical capacity (design) do we have. At the provincial level the cost of maintaining the MSC is minimal, since most of the tools are free. Only a computer is necessary and it does not have to be the latest in kind. The important thing is the ideas, then to shape them, which can either be done by sisters or by someone else who is contracted. The cost in that case must be looked at, however it must be seen as any other service for which we look to contract in the province.
4. To maintain awareness of the objective and of the elements proposed along this document. To bet for the creation and development of a news bulletin and a web page, which are basic in our world of today.
5. Not to be afraid to bet for this world of communications, because the results will surprise us, on how communion can be created *ad intra*, and how it making us known, transmits *ad extra* the message of "what gives reason for our hope" (1Peter 3: 15).

4. CONCLUSION

As a conclusion it can be said, the use of the Means of Communication and the presence of the Church and of the Congregation in the internet are indispensable "to announce Christ in the style of the Gospel, reaching out to the young and to those who desire the mercy and hope of God". These are words of Pope Francis to the participants at the Plenary Assembly of the Pontifical Council for the Laity, on the topic of "Announcing Christ in the Digital Era". "Even with the opportunities and dangers of the web, "discernment must be made on everything", aware that most possibly we will find false money, dangerous illusions and traps to avoid. However, guided by the Holy Spirit, we will discover valuable opportunities to lead men to the luminous face of the Lord".

Among the possibilities "which digital communication offers, the most important is in regards to the announcement of the Gospel. In fact, it is not enough to acquire technical knowledge, even if this is important, but it is above all, to find real men and women often confused or hurt, to offer them true reasons for hope". The message, -the pope Francis stressed- "demands authentic and direct human relations to arrive at the personal encounter with the Lord".

As a Congregation we need to take seriously the unavoidable path of the MSC, as much to create bonds of union among ourselves, as to make known the message of Jesus Christ and the charism of Marie Poussepin.

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