« Jesus a model of how to communicate »

Excerpts from "Communication for All: Sharing WACC's Principles"
(World Association for Christian Communication)
https://waccglobal.org/communication-for-all-sharing-waccs-principles/

Founded in 1968 in an ecumenical spirit, WACC (World Association for Christian Communication) is an international NGO that advocates for the right to communication and freedom of expression as essential drivers of social justice. Active in more than 120 countries, it brings together communicators from various Christian traditions to support inclusive media and assist marginalized communities, regardless of their beliefs.

Here is an excerpt from its founding charter.

"WACC finds in the person of Jesus a model for communication. In Jesus, God became one with humankind and experienced the marvellous intensity of human relationships. In Jesus, God became part of human history and affirmed the essential value of community and culture. […]

Communication is the invisible bond that holds communities together. The Latin verb *communicare* means to share, make common, turn into communal property. Communities shaped by *communicatio* share their spiritual and material resources, share ethical objectives with regard to their common life and the relationships they seek to build. This was the experience of the early Christian Church where "All the believers were together and had everything in common. They sold property and possessions to give to anyone who had need" (Acts 2: 44-45). […]

Genuine communication calls for mutual accountability practised in community, building trust that, in turn, strengthens community life and can lead to communion. True communion is facilitated when people join together to affirm that diversity, acceptance of and commitment to one another enrich and make them stronger. […]

It falls to communicators to avoid stereotypes, to strengthen inter-cultural and inter-religious understandings and to promote societies whose cultures live in peace together, affirming what each holds in common as well as what separates them. "For he himself is our peace, who has made the two groups one and has destroyed the barrier, the dividing wall of hostility" (Ephesians 2:14). […]

Communication that builds connectedness means establishing relationships of loving care with each other and the wider creation, acknowledging and taking responsibility for humanity's place within creation's interdependent whole."

Intercessions

This week, the prayer service was prepared by the brothers and sisters of Chemin Neuf Community in Villeneuve d'Ascq.

Through its communications team and Neuf Média, the Community seeks to renew the way it proclaims the Gospel and promotes unity. While continuing to build on the valuable legacy of the Net for God network's documentaries, it is now launching digital programs on social media, such as Coach Carême and the upcoming Advent programmes with Coach Chrétien.
Lord, we give you thanks for the creativity of this mission and for all the brothers and sisters who carry it out each day. Be with us as we begin the approaching Advent season, and may these initiatives reach those who seek you.

In a media landscape often marked by polarization, immediacy, and a thirst for scandal, many Christian content creators strive to convey a message that is fair, nuanced, and faithful to the Gospel.
Lord, we entrust to you all the Christian missionaries in the digital world, from the various Christian churches. We also entrust to you the initiatives aimed at bringing them together, such as the gathering of Christian influencers organized ahead of Pope Leo XIV's visit to Paris a few weeks ago. Grant that these missionaries may be living witnesses to the Good News, seeking unity rather than retreating into their own identities.

Social media and digital platforms connect billions of people, but they can also trap each of us in our own convictions and amplify divisions, including among Christians.

Lord, teach us to navigate the digital world with your compassionate and attentive gaze. Purify our words, our comments, and our perspectives so that our screens may become places of mutual respect and fraternal communion.

In the face of the rapid spread of artificial intelligence, which is transforming the ways in which we create, communicate, and relate to one another, the Church calls us to contemplate the greatness of the human person (Magnificat humanitas), created in the image of God and irreplaceable in their capacity to love and discern.

Lord, grant designers, Christian media outlets, and each one of us a spirit of wisdom, discernment, and self-control in our use of digital tools and artificial intelligence. May technology always serve truth, justice, and human dignity, and may it never replace the authenticity of fraternal encounter.