

MAKE THE WORLD BETTER AND TELL EVERYBODY

The challenge of Social Communication for the promotion of *Justice, Peace and Care of Creation*



Course on Social Communication for *Justice and Peace Promoters* #CommunicationIsMission

In our post-modern society, social and digital communication play a key role at all levels: relationships, business, education, culture, social change, Church. The powerful mission for justice, peace and care for the integrity that many Religious women and men daily undertake is sometimes invisible and ineffective: it is not able to counterbalance the massive narration that disseminate violence, inequality and fragmentation.

This leads to the need for a specific formation on Social communications for all the promoters who are committed to make this world more just and human.

The concern that Pope Francis raises in his social encyclical *Laudato Si'* is also our concern: digital communication potentially helps the whole human family to strengthen the mutual bonds; at the same time we need to live wisely in this world in order to be bearers of values and good practices. If we do not know well this reality, we risk polluting the digital environment with superficial and meaningless contents.

Goals

This course aims to help Justice and Peace Promoters to manage communication for their campaigns and mission for Human Rights, Justice, Peace and Environmental issues.

1 Offer a general knowledge of digital culture and spirituality of communication

2 Provide a set of tools and digital platforms for JPIC issues and campaigns

Participants

Religious women and men or lay people working in the field of Justice, Peace and Integrity of creation in the Religious Institutes.

Logistic

The course is ONLY online. Registration is required. People are requested to participate in the whole course.

Registration

bit.ly/CommunicationJPIC

Outcomes

Participants are able to mission for JPIC in the digital world or look for the right resources to evangelize in these new settings.

Language

English and Spanish translation is provided for both language

2015-2020
Laudato Si'

Each meeting will include a talk on the issue, a testimony on good practices, questions and answers.

Upon successful completion of the full course, the participant will receive a certificate of attendance.

Programme

February - March 2020

20 February

2 pm to 4 pm
Rome time

DIGITAL COMMUNICATION
AND JUSTICE, PEACE AND
INTEGRITY OF CREATION

Communicating is nurturing a narrative of respect of human dignity, inclusion, equality. Digital communication has a language that we all have to learn.

27 February

2 pm to 4 pm
Rome time

SOCIAL MEDIA
AND VISUAL RESOURCES

Social Networks are cultural and anthropological spaces. Photos, images and videos are the most clicked posts: learning their language is a priority.

12 March

2 pm to 4 pm
Rome time

INFORMATION
AND COMMUNICATION
TECHNOLOGIES FOR
DEVELOPMENT (ICT4D)

Information and Communication Technologies can empower people especially in low-income countries: local and sustainable innovations foster development.

19 March

2 pm to 4 pm
Rome time

DIGITAL FUND RAISING
AND CAMPAIGNING

Digital Communication and Fund Raising are two sides of the same process. Digital platforms for fund raising require new skills and competences on user-based communication.

26 March

2 pm to 4 pm
Rome time

NONVIOLENT
COMMUNICATION

Conversion, dialogue, nonviolent and ecological communication: this is the Evangelical way to build healthy relationships in a community and among peoples.