

August 12, 2010 - Brazil – Publication of Manuals on Communication



(ANS – Recife) – The Salesian Schools Network plans to hold a meeting on communications for those in the Recife area on August 13 to 14. It will involve the presentation of a text, recently published by Cisbrasil and CIB in the Salesian Literature collection, entitled *Communications Education: A Challenge for the Salesian Family*.

In the context of post-modern tendencies and the challenges they bring, the Salesian Sisters and the Salesians have devoted much study, research, and reflection to communications in education, seeking to understand its role, relevance, and above all its impact on the current generations. These generations are characterized by the use of digital technology, by global networks, and by a perception that established theories and practices now being taught seem condemned to failure, obsolescence, and being forgotten as museum pieces in the not too distant future.

While to traditionalists it may seem a fad among the many who are born every day, communications education is rapidly becoming a new and important field of theoretical and applied research. It is an area of knowledge which seeks to respond to the urgent demands made by the new technologies and the progress of science in different contexts of social life, particularly in education.

The joint publication, in Portuguese, of the two works "A Communications Education Proposal for the Salesian Family" from the Communications Team of the FMA Ecosam Institute and "Communications Education: Small Steps in a New Culture" in the GONG series, also from the FMA Institute, reveal clearly the progress of communications studies and a commitment to include it across the curriculum to support the mission and expression of the Salesian charism.

The third [Latin] American Salesian Schools Conference, held in Brasilia in May 2008, challenged the Salesian Family to encourage a culture of communications inspired by Gospel values, educating teachers in interpersonal communications, technological methods, the expression and art of training as an exercise of citizenship, and welcoming the new languages of youth culture in the perspective of communications education.

In order to strengthen education in communications, and to become more effective in educational and pastoral practice, the Salesian Schools Network is promoting this joint publication. As a resource it will encourage broad reflection, based on a wealth of experience in education and communications, demonstrating the many forms of communication in education.