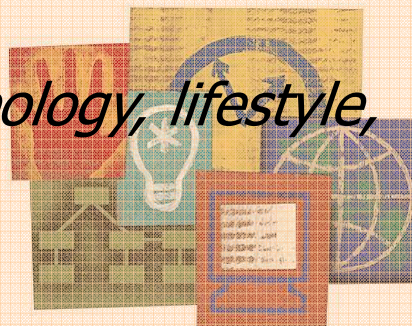




Media

: **channel** through which the message is transmitted.

: *perspective, ideology, lifestyle, "a way of life"*







The most powerful catalyst for modernizing people's culture is the mass media.

1



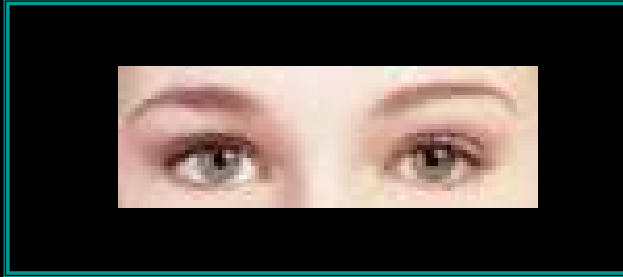
Media is the strongest man-made force that can influence people.

2

<http://slimemansion.com>

Oct. 19 2002

Media creates culture.



**It shapes the landscapes
of our minds.**

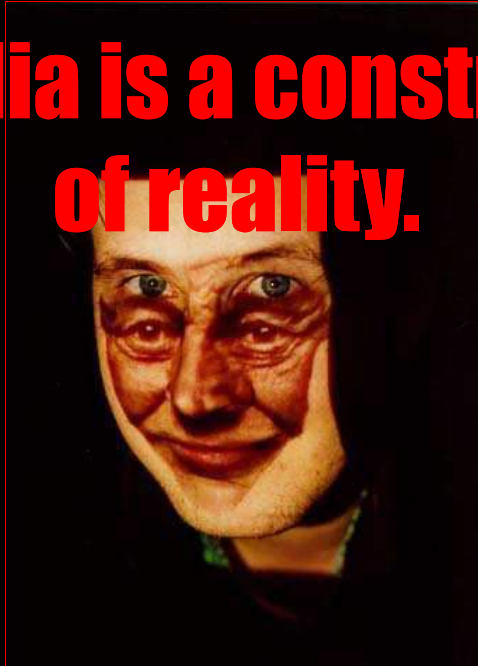
3



**Media
stereotypes
people, which
causes biases
and prejudices
that lead to
collective
aggression.**

4

**Media is a construct
of reality.**



**Media has the power to
condition people with
false needs and
mistaken life models.**





Media has imbedded values and points of view.

Media forms mistaken values and false needs



**Mass Media
shapes to
certain
extent the
values and
behavior of
children.**



**Media influences
and dilutes the
innocence of
childhood.**



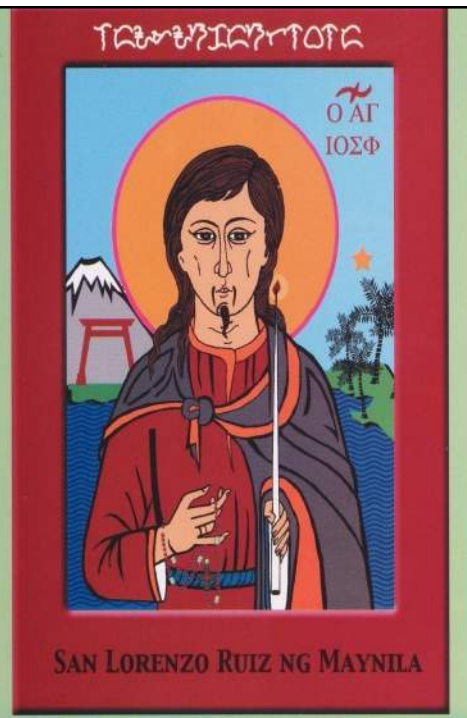
The digital and information technology today

**defines our very
relationship with the
culture of youth
and of the future.**



Mass media creates **alternative expert system** that competes with the traditional authority represented and monopolized by the family, school and religious authorities.

Our modern culture is lacking of stories of heroes and saints; and a sense of the sacred.



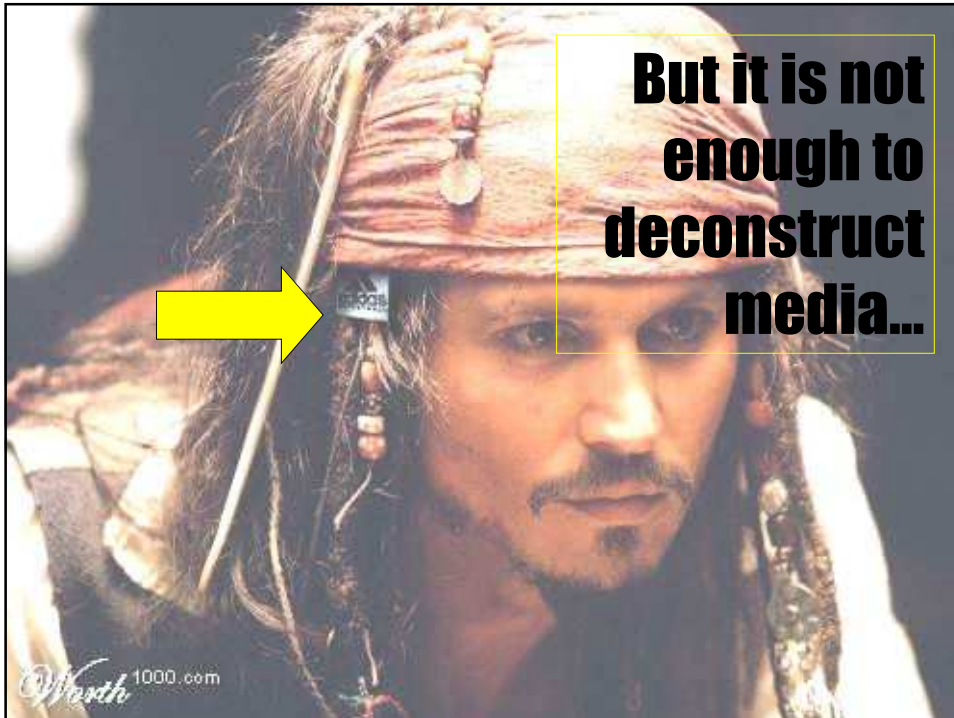
Mass Media is largely responsible for shaping the...

- Consumption patterns of youth; “instant culture”,
- Fashion and dressing styles;
- Leisure and “mallng;”
- Delinquent behavior;
- Religious practice,
- Political activism,
- others





**to put into
proper
context
the myths
of media...**



**But it is not
enough to
deconstruct
media...**

**Come-up with
ORIGINAL CONSTRUCTION ,
as it empowers the media users
to create their own messages...**

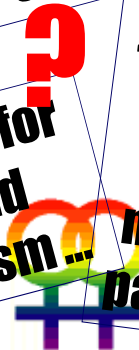


**1. to distinguish the
redemptive aspects
of popular culture...**



**2. to determine
appropriate
Christian
meanings and
participation ...**

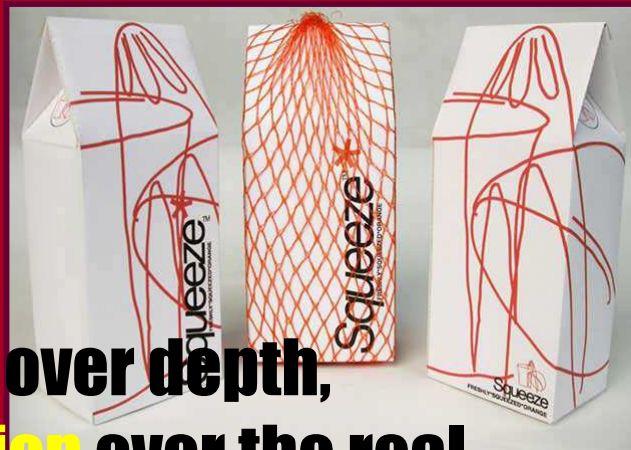
**3. to develop tools for
constructive and
discerned criticism ...**



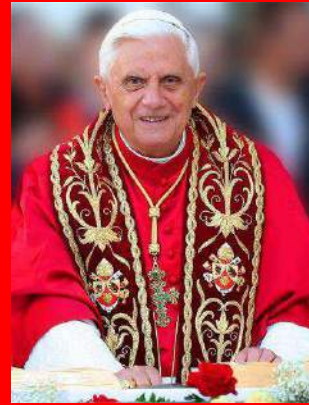
We should be careful in using all the information and freedom – not to seek the instant thrills but to scope out stuff that would make us better, stronger and wiser.



surface over depth,
simulation over the real,
style over substance,
packaging over product



“The new technologies are not only changing the way we communicate, but communication itself, so much so that it could be said that we are living through a period of vast cultural transformation. This means of spreading information and knowledge is giving birth to a new way of learning and thinking, with unprecedented opportunities for establishing relationships and building fellowship.”



POPE BENEDICT XVI
Message for the 45th WORLD COMMUNICATIONS DAY
 Truth, Proclamation and Authenticity of Life in the Digital Age
 June 5, 2011

Coolbuddy.com

It is not enough to use the media simply to spread the Christian message.

John Paul II

MATRIX REVOLUTIONS

It is necessary to integrate that message into the new culture created by modern communication.



(Redemptoris Missio)



Filipino Youth, quo vadis?



THANK YOU!!!