

MEDIA AND VALUES

1-The pervasive power of media:

"The Medium Is the message." (Marshall McLuhan). Media is shaped by culture and at the same time culture is affected by the media.

Much of what men and women know and think about life is conditioned by the Media. The Church sees that media can be of great service to humanity & they contribute to development of people and support of the kingdom of God. Information provided by the media is at the service of the common good. Society has a right to information based on truth, freedom, justice, solidarity. But they can also be employed contrary to the plan of God and do harm to society. Technology can enrich life immeasurably or make a tragedy of life.

The most important task of catechesis is to provide an environment in which people can grow in faith.

2-"Value" comes from the Latin word *valere* meaning the relative worth or importance of a thing. Moral values involve human choices. Values are formed by life experience. They are acquired by modeling those of family, friends, church,, society . Education broadens and shapes our perspective on life and our values. Culture and media are especially strong influences on values. Today's values are most often received through media.

3. Differentiate between values of media and those of the Gospel -

<u>Media Value</u>	<u>Gospel Value</u>
Immediacy -----	patience
Self-gratification -----	self-sacrifice
Quick fix -----	hard work
Disposable -----	value of all life
Youth -----	dignity of all ages
Wealth -----	poverty of spirit
Consumption -----	conservation
<i>MUST WIN + at any cost</i>	<i>community</i>

Certain media values strengthen or challenge faith:

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| - nightly news stories on T.V. | - movies/sitcoms |
| - newspaper articles | - specials - music |

4. Values as found in Scripture-

Jesus reached people by appealing to the heart. Jn 10:7-17

Jesus used stories to convey profound truth. Lk 7:43-50

Jesus appealed to imagination through use of images and symbols. Mk 4:30-32

Jesus inspired new hope, awareness of God's love and compassion. Mt. 15: 10-

5. Ideologies and values are transmitted through media.

Popular culture and consumerism

- materialism
- wants vs. needs
- happiness in having more
- loss of self identity

Societal & political implications: affect family life, education, religion, public life. These implications result in:

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|--------------------------|-------------------------------|
| - change in sexual mores | - violence in home and street |
| - breakdown in authority | - extreme individualism |

6. Suggestions:

-Not all media is negative, much is worth while and useful to the common good.

-Help students discern between what is real and media's version of reality.

Ex: On a TV show, a problem is often solved within the span of an hour.

-Music can be used for: personal reflection prayer

-Lyrics can be used for: reconsideration of beliefs and attitudes reprioritization of one's values.