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**Title:** On the Pope's addresses to the media. A study in the anthropology of communication

**Source:** Biuletyn Edukacji Medialnej

Year: 2016, number: 1(2016), pages: 113-129.

**Key words:** anthropology of communication, "apostles of the media", engineering-communication model, orchestral-communication model, communities

**Discipline:** MEDIA & COMMUNICATION

**Language:** ENGLISH

**Document type:** ARTICLE

**Publication order reference (First author's office address):** prof. dr hab. Aleksander Woźny, Uniwersytet Wrocławski, Wydział Filologiczny, pl. Uniwersytecki 1, 50-137 Wrocław, Poland

**Abstract:** An analysis of the Pope's addresses for World Mass Media Day shows an interesting tendency, i.e. a gradual shift from the engineering-communication model to the orchestral-communication model. According to the former, communication is limited to transmission, and latter sees it as a matrix of culture. The characteristics of orchestral communication gradually intensify in the addresses of John Paul II, Benedict XVI and Francis. In their speeches the mass media are compared to a road, and journalists are "the apostles of the media". The Internet is referred to as the modern Areopagus, an agora which provides an opportunity to meet and build harmonious relationships. The 2016 address of Pope Francis entitled "*Communication and Mercy – a fruitful encounter*" clearly demonstrates the use of the orchestral-communication model which is not limited to information and strongly emphasises the role of communities.