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Abstract: The pontificate of Paul VI took place during a new civilizational epoch: the audio-visual era, with far-reaching electronic media which could affect people and whole nations and the reality of media space in need of axiological evaluation. It is during this pontificate that World Communication Day started to be celebrated. In his twelve addresses made for these days, Paul VI uses the term "social communication, both in its social and ecclesial meaning. He showed "social communication" as a complex process of social relations, based not only on transferring content between a broadcaster and a receiver. In his teachings, he presented the process in the Christian personalism approach and gave it a specific direction.