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Abstract Pope Francis in his short and precise message has demonstrated the right language for communicating faith to the present world. This is the language of the evangelistic kerygma which focuses on the most essential and important things, thus kindling joy: “The joy of the Gospel fills the hearts and lives of those who meet Jesus” (*Evangelii Gaudium*, 1). It proves that not many words are needed to say what is fundamental for salvation, i.e. that God has a wonderful plan for man, who as a sinner, needs conversion and faith; that “the most important is the offer of God’s kingdom (Lk 4:43); the point is to love the God who is ruling the world”. Yes, Jesus' objective is to establish the kingdom of His Father; and therefore He tells His disciples: “go, preach this message: 'The kingdom of heaven is near’ (Mt 10:7; see also EG 180). Preaching “the [eternal] gospel to those who live on the earth to every nation, tribe, language and people” (Rev 14:6) is still creating wonder and enthusiasm, is calling us forth to a search for new methods and means of expression (including the multimedia) without forgetting the necessary dialogue, testimony and mission among those who have never heard or become indifferent to its truth, goodness and beauty!