The following article presents such aspect of the teaching of the post-conciliar Church about the media which perceives the new technologies of social communication as extraordinary ‘gifts of God’ that serve the man. The Church is increasing its awareness that those ‘admirable inventions’ – as the Second Vatican Council teaches - can be used for building interpersonal ties and fulfilling the mission of proclaiming the Gospel to all nations. For that purpose the authors take a closer look at the selected messages for World Days of Social Communications and other documents of the Catholic Church that show the great value of the media as a chance of human development.