

2.4 PUBLIC DISCOURSE ON THE FAMILY:

BEARING WITNESS AND COMMUNICATING BEAUTY

CHALLENGES

In today's society the public discourse on families that prevails is one that highlights their vulnerabilities, negative aspects and elements that restrict individual freedom. The families themselves struggle to generate public stories about the family as "good news".

Instead, it is important **to recognize the beauty of the communion of love that is experienced in the family, in the reciprocal and free gift, in fatherhood and motherhood, in family ties**, overcoming opposing ideologies and returning to reality.

SUGGESTIONS

Requesting examples in *mainstreaming* media where the stories of families can find a pro-positive voice and not merely a sensationalistic and emergent one.

Intervening in public regulatory/self-regulatory codes to contrast stories that are perceived as hostile to generative and supportive family relationships.

Generating a family narrative network that is a direct expression of families, including enhancing the potential of new digital media.

AZIONI SPECIFICHE

- promoting the formation of families on how to use social media, platforms and their content to protect their children's education
- monitoring prevailing patterns of public representation of the family
- training/consultation opportunities with media professionals

Guidelines for family-focused university research

Further research should be conducted on:

- public and mediatic representation of the family and the role of the media in proposing models and values/disvalues
- storytelling and communication models that give voice to the family as social capital and as “good news”
- training courses for media professionals and family association representatives, with a focus on the use of digital tools
- adult/parent ethics formation to educate children to listen critically to mass media and social messages about sexuality, marriage, and family
- parental formation on the prevention of child abuse in the digital world (cyber-sex, cyber-bullying)



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