

## Continuing your research

The following references are all from the Biographical Memoirs.

- ⇒ BM XI, chapter 19 – Apostolate of the Press
- ⇒ BM XVII Chapter 9 Don Bosco and the National Exhibition in Turin
- ⇒ BM XIV Chapter 8 The first triennial report to the Holy See on the state of the Salesian Congregation – a reference to the members being involved in distributing over a million books.
- ⇒ BM XVII Chapter 10 Papal witness and support
- ⇒ BM XII Chapter 19 Problems of the journalist

Don Bosco and the Salesians received a variety of acknowledgements both while he was alive and afterwards. These include:

- \* 1888 – 1st prize: Italian Exhibition in London
- \* - Gold Medal: Vatican Exhibition, Rome
- \* - Gold medal: Internat. Exhibition, Brussels
- \* - Gold Medal: Universal Exhibition, Barcelona
- \* 1889 – Honourable Mention with star at the Universal Exhibition, Cologne
- \* 1890 – Honourable Mention: Universal Exhibition, Edinburgh.
- \* In 1946, Pope Pius XII proclaimed him Patron of the Society of Catholic Publishers in Italy.

## THEORY IN THE SOCIAL COMMUNICATION FORMATION PLAN

### THEORY/CONTENT & ANALYSIS

#### Theory of communication

- theory, forms, types, models, structures

#### History of communication

- communication through the ages; inventions

#### Science of communication

- philosophy, psychology, culture, economy, politics of social communication, educommunication.

#### Christian communication

- communication and the history of salvation  
- communication and the church: Fathers, documents, World Day of Communication, ethics, catechetics, liturgy, spirituality

#### Salesian communication

- communication and salesian charism: **Don Bosco, Master of Communication**, strategies, traditions, constitutions & regulations, GC21-25, letters of Rectors Major, communication in community and Salesian works, 'good day/night', mortuary letters, youth language today

#### Communication and global reality

- UNESCO on communication: McBride Report, information and technology, digital divide, media education, media for peace etc.

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## DON BOSCO, MASTER OF COMMUNICATION

*One of a series of brief formation resources for Salesians. The aim is to provide pointers for further reading and study.*



All references can be found in English translation

## Essential References

\* Circular letter of Don Bosco to Salesians on 'Spreading Good Books' (available at [www.sdb.org](http://www.sdb.org) – click on Social Communication)

\* Text of his constitutions for the Society for Distribution of Catholic Readings and Other Catholic Books – cf. Biographical Memoirs VI and his text for the Society for the Spreading of Good Books cf. BM VIII. We can add to this Don Bosco's meeting with Pope Pius IX 9th March 1858 BM V.

\* A basic text is Peter Stella's *Don Bosco: Religious Outlook and Spirituality*, (Don Bosco Publications, New Rochelle 1996) especially Chapter, 10 'Don Bosco Writer



and Publisher'. His efforts in this area included: school publications, lives of saints, biographies, short works on prayer and religious instruction, writings on the Oratory and Salesian works, more personal writings, biographies, light reading.

\* Don Bosco's thinking as a programme for Salesian publishing – AGC 302 (Fr. Raineri).

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## Episodes in Don Bosco's Life

From *Memoirs of the Oratory* (Don Bosco Publications, New Rochelle, 1989) we read of the long and difficult discussion between Don Bosco and 'two gentlemen' who first offered him something if he would stop producing Catholic Readings, then physically threatened him when he refused.

There was a time when he did not even have the support of the local Church – no archdiocesan reviewer could be found.

Don Bosco explained his various efforts once in his 1885 circular to Salesians on spreading good books: he spoke of his Catholic Readings, the 'Giovane Provveduto', Latin and Italian Classics and History of Italy. Finally, there was the Salesian Bulletin.

The Biographical Memoirs VII contain the account of Don Bosco's presence at the Turin National Exhibition, 1884 – he refused 2nd prize protesting that he deserved the first!

Pope Pius XI offers enough on Don Bosco as communicator to put together an entire volume.



## Ways of describing how he acted

"Step between the raindrops without getting wet" - Not quite Don Bosco's own words but his way of acting in avoiding political argument: know the spaces to use, know how to sow an idea, know how to spread ideas peacefully.



"We are like someone who steers between rocks on a fragile boat" -

shipwreck is always possible in communication... lack of response, indifference. Don Bosco said this in his capacity as Director of the Salesian Bulletin.. We have to be ready to face up to problems.

'The real world needs to see works in order to believe our words and intentions' - cf BM XIII

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