

7 images for a creative communication

*In his Message for the 51st World Communications Day (28 May 2017): “**Fear not for I am with you**” – **Communicating hope and trust in our time**, Pope Francis invites communicators to assume the style and language of Jesus, who made use of comparable or at least the images of daily life, to express the mysteries of the Kingdom. He himself uses 7 symbolic images, very interesting:*

1. Miller and millstone

“The early Christians compared the human mind to a constantly **grinding millstone**; it is up to the **mill**er to determine what it will grind: good wheat or worthless weeds. Our minds are always “grinding, but it is up to us to choose what to feed them...”.

2. The lens

“Life is not simply a bare succession of events, but a history, a story waiting to be told through the choice of an **interpretative lens** that can select and gather the most relevant data. In and of itself, reality has no one clear meaning. Everything depends on the way we look at things, on the **lens** we use to view them. If we change **that lens**, reality itself appears different. So how can we begin to “read” reality through the **right lens**?...”.

3. The seed and the ground

“To introduce his disciples and the crowds to this Gospel mindset and to give them the *right lens* needed to see and embrace the love that dies and rises, Jesus uses parables. He frequently compares the Kingdom of God to a **seed** that releases its potential for life precisely when it falls to the earth and dies (cf. Mk 4:1-34)... This is how hope in the Kingdom of God matures and deepens: it is “as if a man should **scatter seed on the ground**, and should sleep by night and rise by day, and the seed should sprout and grow (Mk 4:26-27)....”.

4. The thread and the weaver

“Hope is the **thread** with which this sacred history is **woven**, and its **weaver** is none other than the Holy Spirit, the Comforter...”.

5. The yeast and the dough

“Hope is the humblest of virtues, for it remains hidden in the recesses of life; yet it is like the **yeast** that leavens all the **dough**...”.

6. The reprint and the icons

“We nurture it by reading ever anew the Gospel, “**reprinted**” in so many editions in the lives of the saints who became **icons** of God’s love in this world...”.

7. The beacon and the light

“Today too, the Spirit continues to sow in us a desire for the Kingdom, thanks to all those who, drawing inspiration from the Good News amid the dramatic events of our time, shine like **beacons** in the darkness of this world, shedding **light** along the way and opening ever new paths of confidence and hope...”.