

## **75 Years of the Publication of O Clarim**

In the eyes of the general public, a Catholic media centres on Catholic news and differs from other social secular media, but O Clarim has a different story.

The birth of O Clarim originated from an initiative of seven Catholic youth who wanted to start a newspaper in 1948, in order to respond to the needs of the society. In supporting the Catholics as usual, the Macau Catholic Diocese supported them in the publication of the Catholic newspaper in Macao.

According to the Holy Bible, the word “Clarim”, which means “horn” or “trumpet”, carries different meanings and conveys different messages depending on the number of trumpets, length of blowing, etc. With reference to the meaning of “Clarim” in the Bible, it is believed that the newspaper “O Clarim” carries the mission of transmitting messages, and most importantly, Truth.

Over the past 75 years, O Clarim has witnessed the transformation of Macao, manifesting Chinese, Portuguese and Catholic cultures in one newspaper. Moreover, it has witnessed the transition from movable type printing, offset printing to digital printing nowadays. At the same time, O Clarim has been mindful of responding to the needs of the times, following the pace of the society, as well as developing online media and infographics, in order to present the Truth in a lively way.

As a Catholic newspaper in Macao, O Clarim remains connected with the society. On its 75<sup>th</sup> anniversary, the newspaper has organized various exhibitions to gain publicity. Despite a small city, Macao is a place with the unique blend of Chinese and Western cultures, which nurtures the only trilingual newspaper in Macao, promoting the city to different regions in Asia. O Clarim will continue playing the role as a “Bridge of Dialogue”, and pass its spirit to nurture and educate the next generation, with the mission of seeking the Truth.

O Clarim Weekly