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Summary

Alexander Mereien und Andreas Hörmann: Secularisation and advertising campaigns for the Church - the difficulty of the Church to give publicity without advertising

Since years, the public importance of the churches is continually diminishing. Therefore, the churches are trying to face this development by launching advertising campaigns. Considering this, the authors are questioning whether such advertising campaigns by the churches are senseful from the theological side as well as from the side of publicity. Taking over the logic of advertising, the churches get into conflicts with their original task to evangelise and to proclaim the mission of the church. To advertising agencies, marketing the mission of the churches means in the sense of their logic to handle the church like any other product. Doing so, the mission becomes exchangeable and productlike. Therefore, the authors are pleading for another way to give publicity to the mission of the church by showing the authentic Christian praxis in daily life according to the principle of charity, as it could be found for example in housing homeless people or taking care of the sick in hospitals or of the unprotected in police-stations. At the end, the authors are questioning, however, whether the churches have changed form living Christian communities to pure administrative organisations which are no longer able to live the praxis of charity as necessary.

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Autoren dieses Heftes

Alexander Mereien und *Andreas Hörmann* betreiben in Frankfurt/M. ein Büro für sozialwissenschaftliche Beratung und Analyse. Für Unternehmen und Organisationen erstellen sie Wirkungsanalysen von Werbeanzeigen, Werbeplakaten und Werbeslogans etc.

Bernhard Pörksen ist Redakteur beim Hamburger „Sonntagsblatt" in Hamburg; *Siegfried J. Schmidt* ist Professor für Germanistik und Allgemeine Literaturwissenschaft sowie Leiter des Instituts für Empirische Literatur- und Medienforschung in Siegen.

Antonius Liedhegener ist wissenschaftlicher Mitarbeiter am Institut für Politikwissenschaft in Jena.

Bernd Mathieu ist Chefredakteur der „Aachener Zeitung".

Dr. Michael Albus ist Leiter der Hauptredaktion Kinder, Jugend und Familie beim ZDF.

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