



Religious Advertising in the Activities of the Catholic Church in Poland for Ukrainian Refugees

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ABSTRACT

As a result of Russia's invasion of Ukraine, the Polish border has been crossed by hundreds of thousands of refugees. The state, social organizations, and individuals rushed to help the Ukrainians. The Catholic Church has been involved in providing both material and spiritual support—both the institution, including its charitable organizations, as well as the followers of individual dioceses and parishes. The carriers of information about campaigns for Ukraine included posters and flyers. **The aim** of the study was to analyze religious advertisements used in activities for refugees, their typology, categories of senders and recipients, and the persuasive means and compositional modality used, especially colors and iconic signs. **Research methods:** In order to examine the verbal transmission of the advertising messages, Roman Jakobson's model of linguistic communication was applied, the visual layer was assessed using Gillian Rose's interpretative methods, and the types of religious advertisements that make up the research material were identified on the basis of the typology proposed by the author. **Results and conclusions:** As the analysis proved, the empirical material consisted of two types of religious advertising: charity and pastoral. They accompanied—respectively—two forms of assistance to refugees: assistance related to the protection of their health and life and assistance in the spiritual sphere. The informative function definitely prevailed in the verbal and non-verbal language. The national colors of both countries dominated in the visual layer. The verbal message of the advertisements was reinforced with visual symbols, iconic signs with positive connotations, easy to decode in Christian culture. **Cognitive value:** The results of the study prove that in the face of the threat of final values, in a crisis situation, religious advertising can play an integrative role as a form of social communication, understood as a process that organizes and stabilizes social life.

KEYWORDS

Caritas Polska, Catholic Church, charity activities, refugees, religious advertising, war in Ukraine