Institutional communication of the Catholic Church: observations in the context of communicative figurations theory

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ABSTRACT

Research objective: This article demonstrates the utility of the theory of communicative figurations in enhancing the understanding and analysis of the institutional communication processes of the Catholic Church. Research methods: Method of analysis, literary criticism, literature review. The concept of communicative figurations serves as an analytical tool, examining properties such as: communicative forms, media ensemble, constellation of actors and thematic framing. Results and conclusions: The concept of figuration can provide an important set of principles for the proper communication policy of the Church, and offers a foundation for developing a questionnaire for assessing the degree of media saturation. The Catholic Church strategically populates the media space with official announcements and messages in the Catholic media. These ecclesiastical activities can become an important element of the public sphere in the cultural and socio-political dimensions. Contribution: This article enriches the understanding in the area of research on the processes of institutional communication of the Church. The publication includes the research thought of social science representatives such as A. Hepp, N. Elias, J. Mariański, J.M. La Porte, E. Fuster.

KEYWORDS
communicative figurations, institutional communication, Catholic Church, Catholic media