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## **WYKORZYSTANIE NOWYCH MEDIÓW W KOŚCIELE - WYBRANE PRZYKŁADY Z ARCHIDIECEZJI ŁÓDZKIEJ**

Kościół katolicki postrzegany jest powszechnie jako instytucja o charakterze bardzo zachowawczym, przywiązany do tradycji a zatem bardzo wolno poddającą się zmianom wynikającym z postępu cywilizacyjnego. Jest to jednak spostrzeżenie bardzo powierzchowne. O ile można zgodzić się z poglądem na temat pewnego konserwatyzmu w naukach głoszonych przez Kościół, to w przypadku wykorzystywanych środków i sposobów głoszenia ewangelii historia dostarcza wielu przykładów sięgania po najnowocześniejsze, na danym etapie rozwoju, metody i wynalazki.

Przytoczone w artykule przykłady, zaczerpnięte z terenu archidiecezji łódzkiej zdają się potwierdzać powyższe spostrzeżenie. Należy zaznaczyć, że tego typu formy krzewienia wiary oraz kultury katolickiej spotykają się z pozytywnym przyjęciem przez młodzież, która niejednokrotnie aktywnie współuczestniczy w tworzeniu i prowadzeniu serwisów. W najbliższym czasie można spodziewać się, że tego typu inicjatywy pojawią się na terenie większości parafii przy szerokiej akceptacji władz kościelnych.

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## **THE USE OF NEW MEDIA IN THE CHURCH. SELECTED EXAMPLES OF ARCHDIOCESE OF LODZ**

The Catholic Church is commonly perceived as conservative institution, connected with its tradition which means it is allowed to subjected changes coming from progress of civilization. This is, however very superficial remark. As far as we can agree with an opinion on certain conservatism in evangelism by the Church, in a case of using means for gospel professing, history provides a lot of examples of using the most modern methods and inventions .

One of main purposes of the Catholic Church is professing new religion which requires getting up to more new masses of congregation. Until the XV century evangelism was based mainly on means of transfer word and in small degree the use of existing manuscripts. The invention of printing press with movable type by Johannes Gutenberg in XV century was the turning-point in professing the faith. This invention enabled increase edition and cheapening of books printing at the same time which resulted in the increase of a round of their readers. Perceiving advantages of the new invention, the fact that one of first books printed with the use of new method was Bible doesn't surprise us.

The XIX century brought next changes which initiated a development of

contemporary mass media. Firstly, in that time, publishing of newspapers and magazines reached dozens thousands of copies. The authorities of the Church were concerned about the success the press achieved and its influence on shaping public opinion which reflected in an encyclical "Mirari vos " written by Pope Gregory XVI in 1832. However in the middle of that century the next Pope eased a bit the position of the Church perceiving possibility of the use of press for religious purposes. The first Catholic magazine "La Civiltà Cattolica" appeared in 1850 whereas the first issue of "L'Osservatore Romano" was published in 1861 and it is still being printed. First Polish Catholic script - "Przegląd Katolicki" has been coming out since 1865. A special development of Polish Catholic press was noticeable in the interwar period. Father Maksymilian Kolbe is a dignified person to be mentioned. Since 1922 he published a monthly "Rycerz Niepokalanej" in Kraków, Grodno and Niepokalanów reaching 750-thousand of copies. He also worked in association of publishing other Catholic magazines including "Rycerzyk Niepokalanej" and "Mały Dziennik". The press wasn't the only medium which drew father Kolbe's attention.

The beginning of XX century was the time of development of radiophony which qualities in evangelisation in view of unlimited coverage were valued higher than possibilities of written word transfer. On 12 of February 1931 Radio Vatican started its activity, broadcasting in many languages and since March 1931 in Polish, too. At the same time Maksymilian Kolbe tried to enable broadcasting in Poland. His efforts were finally crowned with success and in October 1938 the Franciscans got the green light to start a pilot broadcasting emission. Simultaneously, the construction of radio building in Niepokalanów was started. The outbreak of the Second World War stopped the preparations for broadcasting of constant programmes. After the war, until 1989, political situation in Poland wasn't favourable for development of ecclesiastical media especially the ones with the biggest coverage (ie. radio and television). The election of cardinal Wojtyła to be a Pope in 1978 and his first visit in Poland started changes in that time.

First time Polish public media devoted long time to transmissions of religious ceremonies and meetings of The Pope with congregation. Later events in August 1980 and concluded agreements ensured the Catholic Church time on the air of public radio enabling since September 1980 transmission of Sunday Mass. In May 1989 Parliament accepted "Legislations on relation between State and Catholic Church" which enabled a start of working of Catholic Head Editing of Polish Radio which has been preparing programmes for all public radio stations until today.

However, the proper development of ecclesiastical media is dated back to the

beginning of nineties of XX century. The talks between the Episcopate of Poland and the ministry of Communication ended in signing of agreement in 1991- stipulated that every Polish diocese will have its own radio broadcasting frequency.

In December 1991, "Radio Maryja" with headquarters in Toruń started broadcasting as a first. Discussing ecclesiastical media in Archdiocese of Łódź we should point their diversity. Among Catholic magazines that cover the entire archdiocese are : an annual "Łódzkie Studia Teologiczne", a monthly "Wiadomości Archidiecezji Łódzkiej" and "Niedziela Łódzka" which is retailed in Archdiocese area as a supplement to a weekly "Niedziela".

Apart from the titles mentioned above, Catholic press is published locally in individual parish areas. The number of such magazines isn't constant. At the beginning of 2005, 17 magazines appeared of which 8 in Łódź. Archdiocese of Łódź has its own publisher operating since 1986. It deals with publications which are relevant to history and life of the Church of Łódź. It is also a publisher of books on Christian culture joining in, in this way wide understood evangelistic activity. This resulted in release of several hundred of book titles which are available in Archdiocesan Bookshop.

The publisher runs Evangelistic-Charity Association "Mocni w Duchu" operating at the parish of The Holiest Name of Jesus church. The Salesians have their own bookshop, too. In 1994, mentioned earlier "Radio Niepokalanów" renewed its activity covering central Poland.



Fig. 1. Radio Niepokalanów coverage at the beginning of 2005  
 Source: <http://www.radoniepokalanow.pl>

The broadcasting station is planning a farther increase of coverage to get up to the residents of the entire central Poland. Irrespective of traditional forms of transfer reception of Radio Niepokalanów is possible for a wider group of listeners because the programmes are broadcast by Sirius 2 satellite and worldwide browsers can listen to programmes by the Internet. In the same year Radio "Emaus" –

Catholic broadcasting station of Archdiocese of emerged in Łódź.

With the moment of creation Polish-wide "Radio Plus" net in 1997, the station changed its name for "Radio Plus" keeping its existing character. With headquarters in Łódź the network band over 25 regional broadcasting stations. The programmes of "Radio Plus" are broadcast from ground transmitters as well as by the Internet.

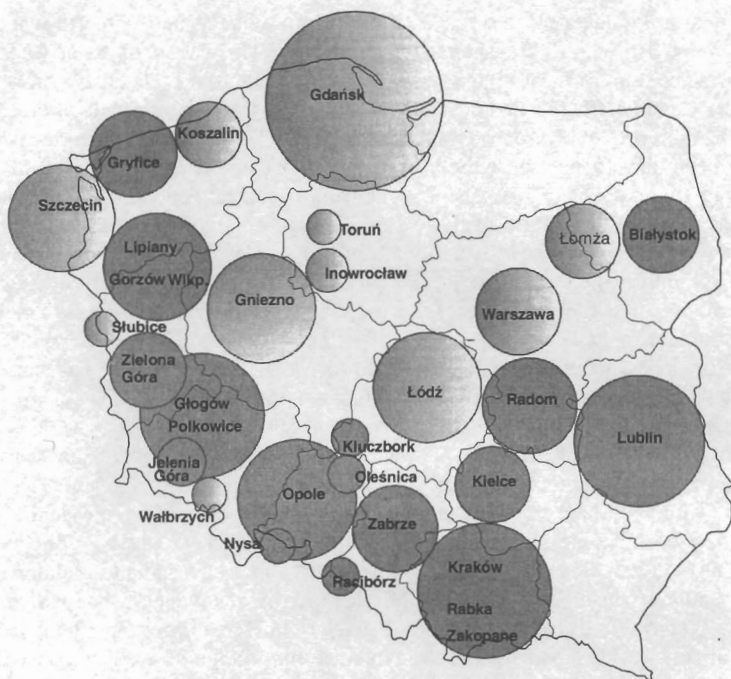


Fig. 2 "Radio Plus" net and localisation of ground transmitters.  
 Source: A map created by Polish programme "Zasięg" ("Coverage")  
<http://republika.pl/meloman-radio/>

In 1994 TV Niepokalanów got the green light for broadcasting. At the start it could broadcast only religious programmes and the coverage was limited to Niepokalanów area. TV Niepokalanów which was founded by the Franciscans got the licence on 12 December 1994. To start the programme could be watched only in Warsaw and Niepokalanów area and it was mainly a religious channel. In view of small coverage and practically not granting frequency it wasn't noticeable. Years passed, Essential changes occurred in 2001 when on the strength of TV Niepokalanów licence decided to create a new commercial entertaining and informative TV channel which feature was "safe transmission". Thereby TV "Puls" which

still works started its activity. Apart from Łódź province programmes of this TV station can be watched from ground transmitters in: małopolskie, mazowieckie, opolskie and śląskie areas. TV "Puls" channel is in an offer of most cable televisions in Poland. Other receivers can watch the programme of this station by satellite television on platform "Cyfrowy Polsat" and "Cyfra +" Editing of Catholic Television programmes which prepares programmes broadcast by Regionalny Ośrodek Telewizyjny in Łódź (Regional Television Centre of Łódź) started its activity in 1995. To profess the faith the Catholic Church in Poland use the most modern media. We can point Catholic portals operating in the Internet . One of

the most popular is "Mateusz.pl"- a service which exists in the net since 1996. A portal [www.Opoka.org.pl](http://www.Opoka.org.pl), an official Internet service of the Catholic Church in Poland created by Conference of Episcopate of Poland has been developing its activity since 1999. Katolicka Agencja Informacyjna (Catholic Informative Agency) has extended service which besides general information provides the latest news of life of particular dioceses. Archdiocese of Łódź has had its own Internet service since 2001 at the address: [www.archidiecezja.lodz.pl](http://www.archidiecezja.lodz.pl) (new improved version of this service appeared in 2005) Apart from information on history of Church in Łódź, offices and ecclesiastical institutions, orders and monastic assemblies there are references to reading room in which you can find publications published within mentioned earlier "Łódzkich Studiów Teologicznych". Information about individual parishes which belong to archdiocese of Łódź is an important part of the service. Phenomenon of setting websites of individual parishes

has been observed lately. They're working really well. The parish of Saint Michael Archangel church in Łódź enable browsers to watch transmission of Sunday Mass. The other (Holy Family Parish) give access to its service in English, where among numerous sections you can find "computer evangelisation" where are banners, "wallpapers" and animations for displaying on a computer screen, as well as texts of prayers prepared by the browsers. You can also find publications of own publishers and discussion forums for exchange of thoughts by the members of parish community.

All the examples given above show that The Church uses new means of communication to profess the faith. We should point that these forms of evangelisation and Catholic culture are welcomed by the young who participate actively in creating and conducting Internet services. It is expected that this kind of initiatives will appear in many areas of parishes with wide acceptance of the Church authorities.