Abstract

The study entitled ‘The Role of Holy Bible in the Catholic Church’s Communication Techniques in Kerala Society with special reference to the Beatitudes’ is an attempt to find out how the sacred messages in the Sermon on the Mount are practiced, lived and implemented through the Church in Kerala society by its varied forms of ministries, missions and apostolate which are extended to schools and colleges, hospitals, social service, evangelization to different groups of people such as children, youth and family etc.

The effort in this study is to find out the communication techniques and its varied aspects adapted as well as used by the Church in Kerala to spread the good news in our Society through elaborate questionnaire survey and interview techniques. It investigates into the influence - both direct and indirect – of the divine master Christ himself, through His Sermons and particularly the Beatitudes. Or in other words, the yardstick to evaluate the performance of the Church in Kerala Society is the moral and ethical principles of Jesus declared at the Sermon on the Mount. Thus, we try to demonstrate the influence of Jesus and His methodology of communication on the different communication techniques adopted by the Church in Kerala.

The study consists of six chapters. The introductory chapter reveals the significance, scope, limitations, research design and methodology.
The second chapter details with the communication and communication techniques in general.

The distinctive aspect of the Beatitudes and its influence on the Catholic Church is comprehended in the third chapter.

The myriad communication techniques of the Church of Kerala that are decoded by the sectors such as catechism, evangelization, education, social service, public relations, social communication media, family apostolate, youth ministry, labour movement, health services and jail ministry are explained in detail in the next chapter.

The fifth chapter consists of the results, analysis and interpretation of the detailed questionnaire survey conducted in the local Church of Kanjirapally.

The final chapter consists of suggestions and recommendations to be adopted by the Church in future. Needless to say that, the Catholic Church is always in a mode of revamping and rejuvenation which reflects its dynamic nature. But it would, undoubtedly, have to encounter certain elements of noise throughout its communication process and this study may help her to remove that factors.

The feedback and critical suggestions of hundreds of people from a specific demographic area towards the communicated message of the Church which are mediated through ministries and activities is indeed an eye opener to all related with the Church. The Church, who is the sender and the centre of the divine message, must realize the noise factors in the communication process from this feedback.

Thus, this study points out the different areas to be concentrated upon by the Church in the coming years so as to be a perfect sender and communicator, best message disseminator, absolute channel, genuine receiver, perfect feedback analyzer and so on.