

Pastoral message as an important part of public relationship in religious institutions

Sokol Paja*

Abstract

Pastoral message is a pure form of public communication in religious institutions, such a special communication that these ecclesiastical institutions react to certain situations, feasts, attitudes or events in the Albanian society. The message of each month, of three months or specific for different situations, represents a specific message in communication with the believers of religious institutions in Albania. Pastoral message is above all a call to reflection run believers, a public attitude held for religious institutions, is an explanatory communication and above all is a very specific communication between religion, believers and the entire society. In this paper, we will learn the tools and the organization of public relations in religious institutions, precisely in the Catholic Church, Orthodox Church and the Albanian Muslim Community during 2016. It will be taken into consideration the public communications as a form of pastoral message that these religious institutions are governing religious public and the society depending on events or different religious celebrations. Articles and reactions of these institutions will be closely seen in relation with nature of Pastoral message, by seeing the context, by seeing the articulator and above all by focusing on certain situations that caused the attitude of this public reaction to religions institutions. Also, we will see how it works and the difference that the "pastoral message" has from the common public communication of religious institutions.

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*Sokol Paja, University "Aleksandër Xhuvani" – Elbasan. Email: kolipaja@yahoo.com