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**Abstract** This paper touches upon the crucial issue of how the broadly understood visual culture enters the field of contemporary preaching of the Gospel. The role of image in contemporary culture cannot be overestimated. The communicative function of image (paintings, films or TV series) leads to the rise of visual thinking. Some interpret it in terms of lost skills of conceptual and abstract thinking, while others see it as a language that is communicatively effective, clear, suggestive and persuasive.

Whatever stance one takes, evangelization through image becomes a matter of fact. It becomes an integral part of the Church developmental dynamics.