



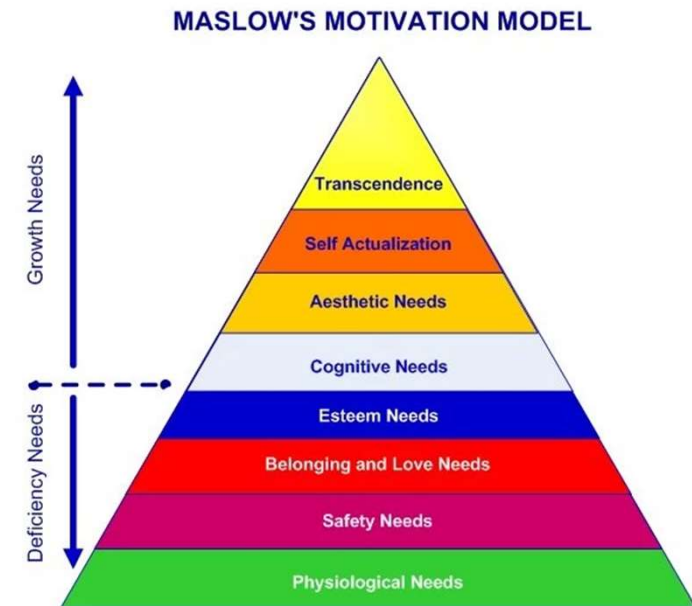
Pop-Cultural Approaches to Paul Tillich's Image of God

II. A LONGING FOR TRANSCENDENCE IN ALL PEOPLE?



Maslow's hierarchy of needs

- Concept of the American psychologist Abraham Maslow
- Hierarchy of human needs in several levels which can be divided into two groups
- First group of "deficiency needs": basic physical needs, security, social relationships
- Second group of "growth needs": Individual needs, cognitive and aesthetic needs, self-actualization (realizing one's potential)
- From 1970 in the course of an expansion of the model: transcendence as the highest level





A longing for transcendence in all people?

i Transcendence

The two most important concepts that have been developed by theologians and philosophers for the interpretation of the divine are transcendence and immanence; each is meant to express the relation between the divine and finite realities. Transcendence means going beyond a limit or surpassing a boundary; immanence means remaining within or existing within the confines of a limit. The divine is said to transcend humanity and the world when it is viewed as distinct from both and not wholly identical with either; the divine is said to be immanent when it is viewed as wholly or partially identical with some reality within the world, such as humanity or the cosmic order. The conception of the divine as an impersonal sacred order represents the extreme of immanence since that order is regarded as entirely within the world and not as imposing itself from without. The conception of the divine as an individual or self represents the extreme of transcendence, since God is taken as not wholly identical with either the world or any finite reality within it. Some thinkers have described the divine as wholly transcendent or “wholly other” than finite reality, some have maintained the total immanence of the divine, and still others claim that both concepts can be applied and therefore that the two characteristics do not exclude each other.

(Smith n.D.)

From Maslow to Tillich

According to Maslow,
there is a need for transcendence in every single human being.



If this is assumed,
it becomes clear that it is attractive for advertising strategists to design
advertisements with religious symbols.



At this point Paul Tillich's "Theology of Culture" comes into play
and his idea of "Religion as a Dimension in Man's Spiritual Life".



Quellen/Literaturhinweise

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