

Banners in Western Culture

Banners already have a context in the world that we are called to influence. It is wise to understand this context before taking banners out to the streets. Meanings will vary from nation to nation. It is worth investigating national differences to be informed of the use of banners in that nation's context.

To begin your research, I have listed some of the ways that banners are used in Western culture:

To Attract Attention

- Yards or lots where cars are sold
- Land sales
- Cafés, wineries and restaurants
- Other commercial premises

To Denote Nationality

- At embassies
- Flown together to show unity
- Government and patriotic establishments
- Parliament houses

To Denote Team Status or Identity

- Political rallies
- International sporting events
- Product branding
- Schools and universities
- Sporting events

To Communicate Information

- National flags flown at half-mast
- National flags raised to declare victory. (For instance, the American soldier who placed an American flag over the face of the Saddam Hussein statue in Iraq as the whole world watched. He then was quickly told to take it down and replace it with the Iraqi flag.)
- National flags raised in defiance. (For example, on September 11, 2001, the U.S.A. flag was draped over the Pentagon and raised in the ruins of the Twin Towers.)
- National flags planted to declare ownership
- Draped over coffins in respect
- Included in semaphore to ask another ship a question
- Indicators of surf and snow conditions
- White flags of surrender
- Circuit and chequered flags at car races
- Waved in protest
- Burned in protest



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Wielding Banners

for Worship, Warfare & Ministry

In the Military

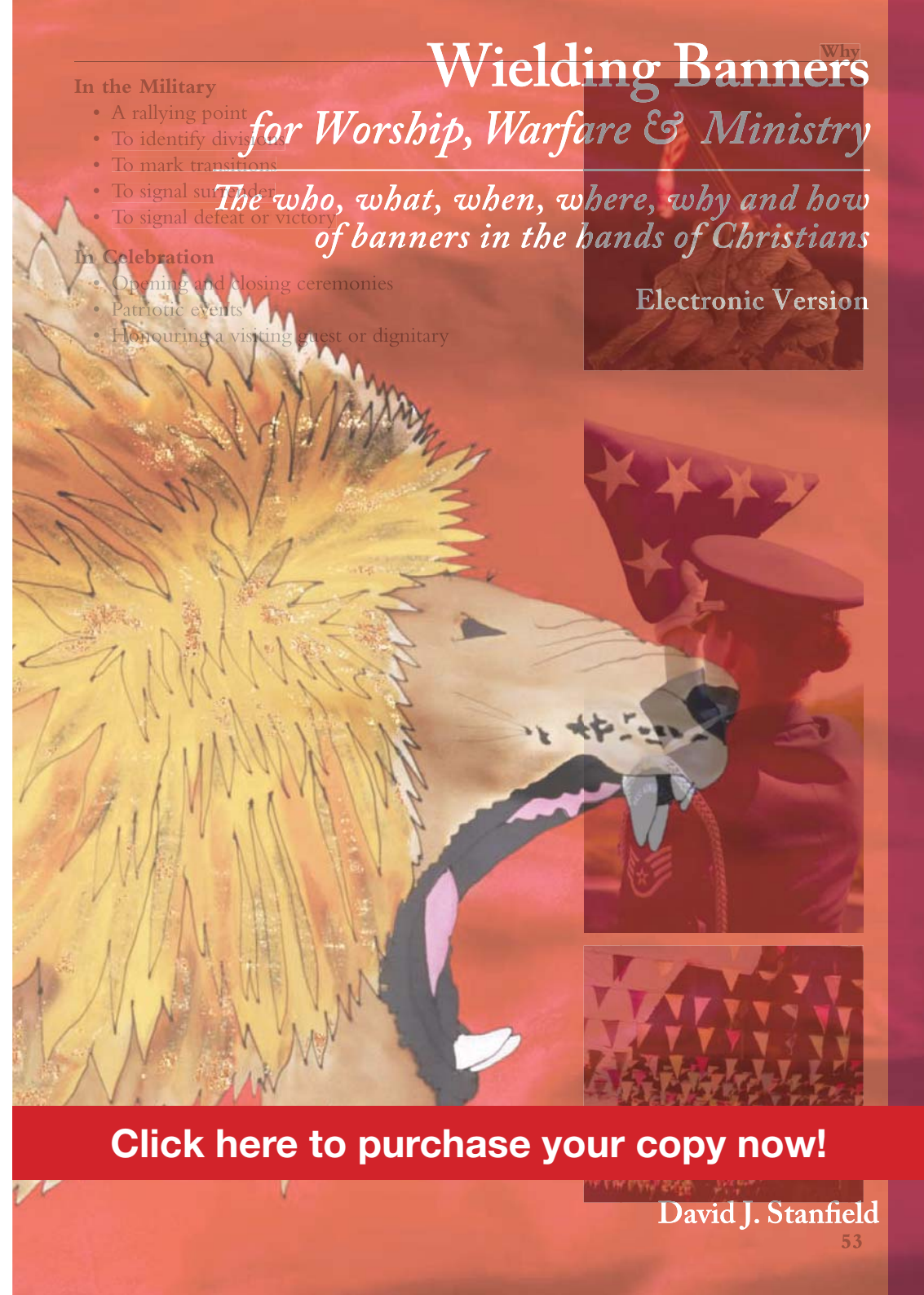
- A rallying point
- To identify divisions
- To mark transitions
- To signal surrender
- To signal defeat or victory

In Celebration

- Opening and closing ceremonies
- Patriotic events
- Honouring a visiting guest or dignitary

The who, what, when, where, why and how of banners in the hands of Christians

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