

Commentary on the Gospel for Thu, Jan 19th 2012

In the world of advertising, there has to be as much preparation and initial even to the point of saturation. The way of the gospel is the opposite of this. Everything begins on a small scale: Jesus spoke of seeds hidden in the ground. Seeds are very small, but they are not nothing; they are a tremendous something: to understand even a single seed in its very essence would be to understand the universe. Loud is often shallow. There is a kind of Christian advertising that has none of the depth of the gospel. This is already visible in the gospels and Jesus himself had to discourage it, as seen in today's gospel. One remembers Thomas Hardy's remark, "that man's silence is wonderful to listen to."

BD