

**From Heavenly Guide to Commercial Messenger:  
Stereotypes of the Angelic Image in Consumer Advertisements**

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(Summary)

The article represents the empirical study of the use of images of angels and their functions in consumer advertising. The aim of the study is to examine changes in the angelic image in the course of time and to question if it is possible on their basis to draw conclusions about religious beliefs and modern value understandings of the people in Estonia as well as in other countries following Western economic models. The study is based on approximately 50 ads (photographs and videos) from Estonia, Germany, France, United States, South Africa and the Philippines disseminated over the last decade. It should be noted that in many cases these are advertisements translated into many languages and it is quite difficult to identify which is their country of origin. Even more, this is definitely not the aim of the article as far as the attention is focused predominantly on the general picture which shows relative homogeneity.

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