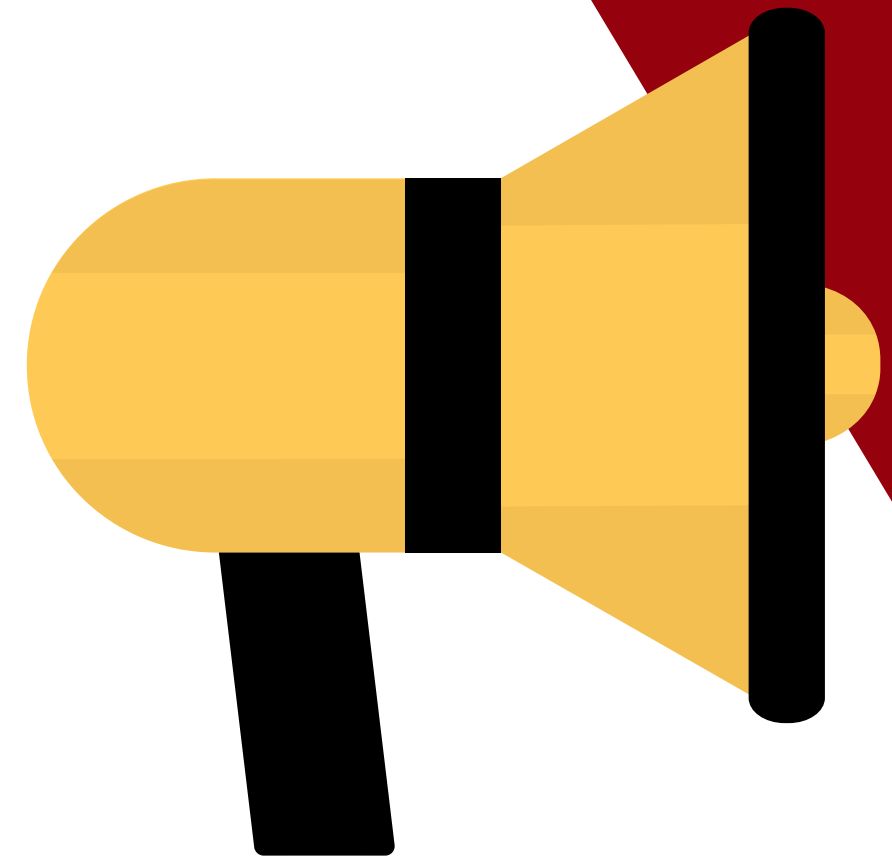


**"If it rains
on St Swithun's Day
(July 15), it will rain for
forty days"**

an ancient English proverb

CREATING THE CULT OF SAINTS' PR &



COMMON GOOD



In late 10th century
England
a little-known and long-
dead bishop named
Swithun was canonised
and became one of the
most widely
culted saints in the
country



Bishop of Winchester
Secular cleric
Pious and exceedingly
humble

VITA

SANCTA

SWITHUNI

RADICAL REFORMATION THE ANGLO-SAXON CHURCH

CAMPAIGN BY BISHOP AETHELWOLD



- religiously rigorous
monastic direction
- exile of all the secular
clerics

10TH CENTURY ENGLAND

**PROMOTION A CULT OF
ST SWITHUN
(A SECULAR CLERIC)**



**MAINTAINANCE HIS
ECCLESIASTICAL
LEADERSHIP AND APPEASE
THE EJECTED CLERICS**

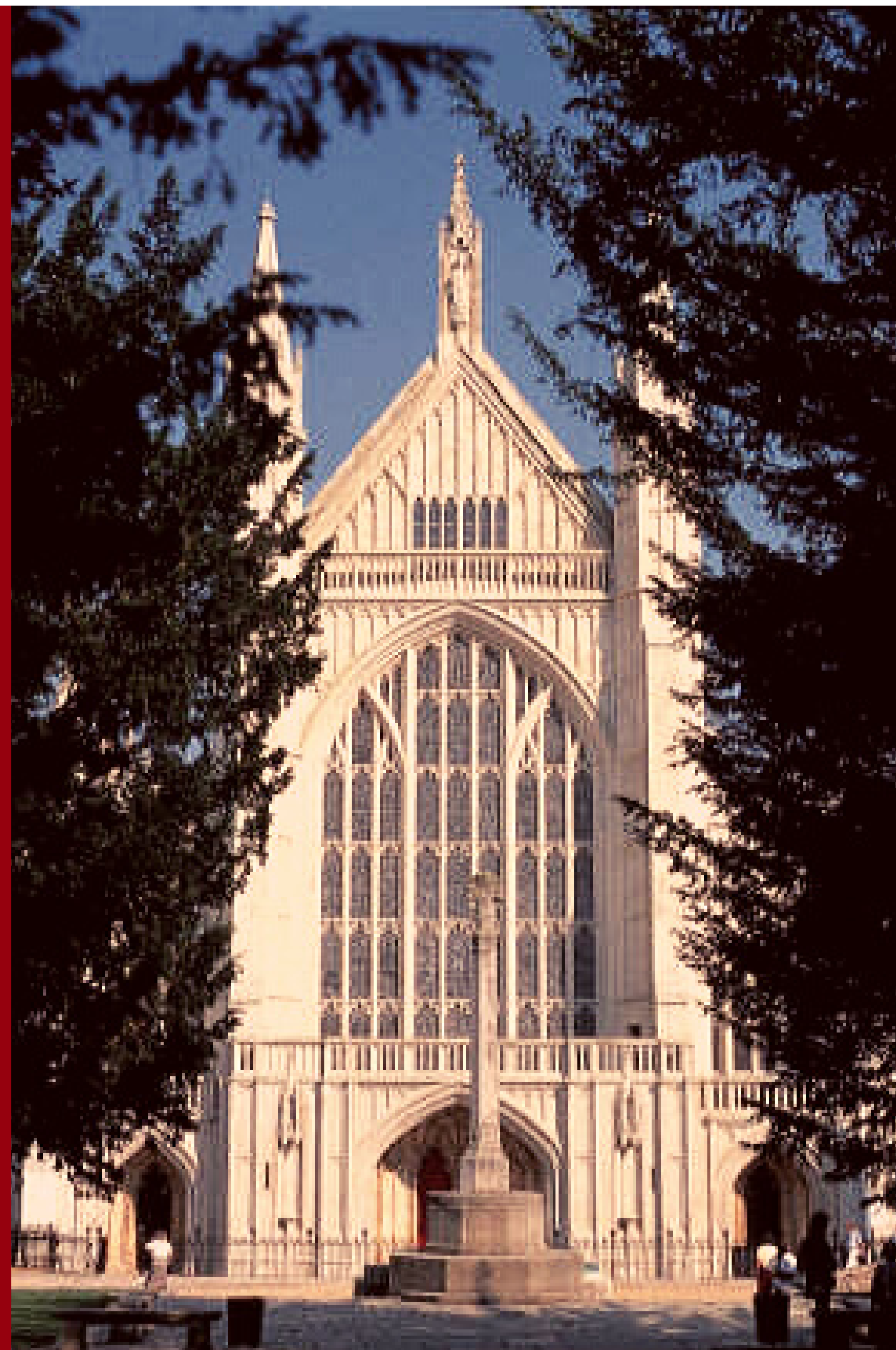
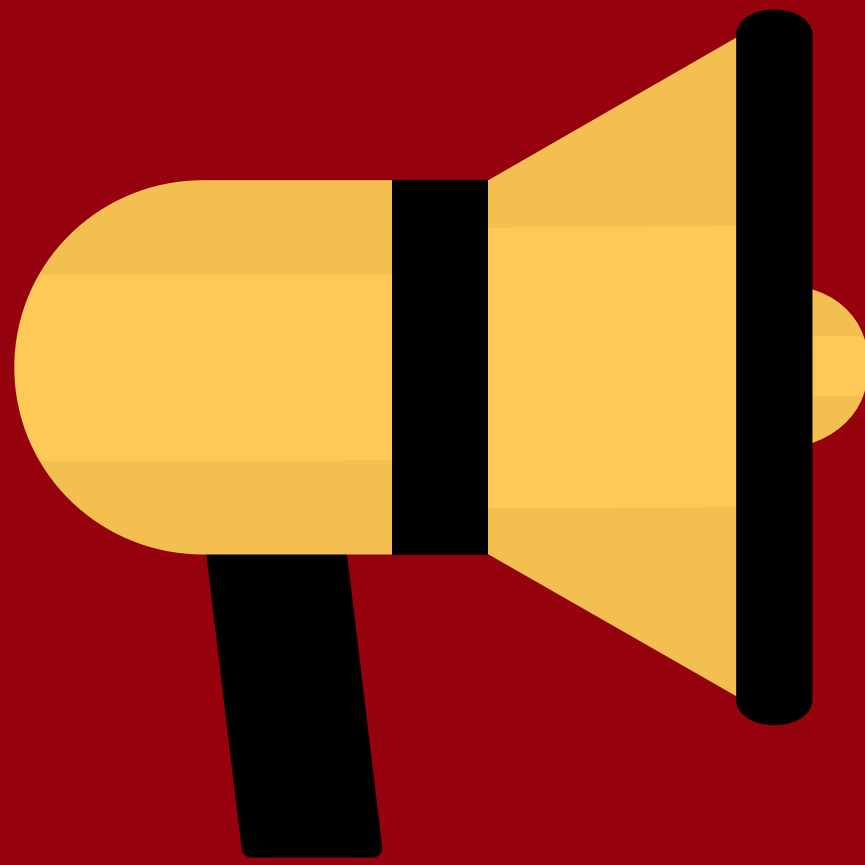
ON JULY 15, 971

- BISHOP SWITHUN'S REMAINS WERE LIFTED FROM THE OUTSIDE STONE SARCOPHAGUS AND MOVED INSIDE THE OLD MINSTER
- LAVISH GOLD AND SILVER RELIQUARY WAS COMMISSIONED BY KING EDGAR AND INSTALLED
- EXPANSION THE FOOTPRINT OF THE OLD MINSTER



**THE OLD MINSTER IS ONE
OF THE LARGEST CHURCH STRUCTURES
IN THE CHRISTIAN WORLD**

THE PROCESS OF TRANSLATION



- INVENTIO
- TRANSLATIO
- PROVISION OF A RELIQUARY TO SERVE AS A FOCAL POINT FOR THE CULT
- RECONSTRUCTION OF THE CHURCH PUBLICITY FOR THE SHRINE AND PROVISION OF VARIOUS PRAYERS FOR MASS AND OFFICE NEEDED

STAKEHOLDER ENGAGEMENT

**AETHELWOLD APPOINTED ONE OF THE EXPELLED CLERICS,
EADSIG, TO BE GUARDIAN OF THE RELIQUARY IN THE ROLE OF
SACRIST**

**HE WAS FOLLOWED INTO MONASTIC ORDERS
BY THREE OTHER EXPELLED CLERICS**

**EADSIG RECANTED AND TOOK
MONASTIC ORDERS, BECOMING
A SACRISTAN OF
SWITHUN'S SHRINE
AND THUS
A PERSONAL ADVOCATE**



3 ST SWITHUN'S MIRACULOUS POWERS

?

968

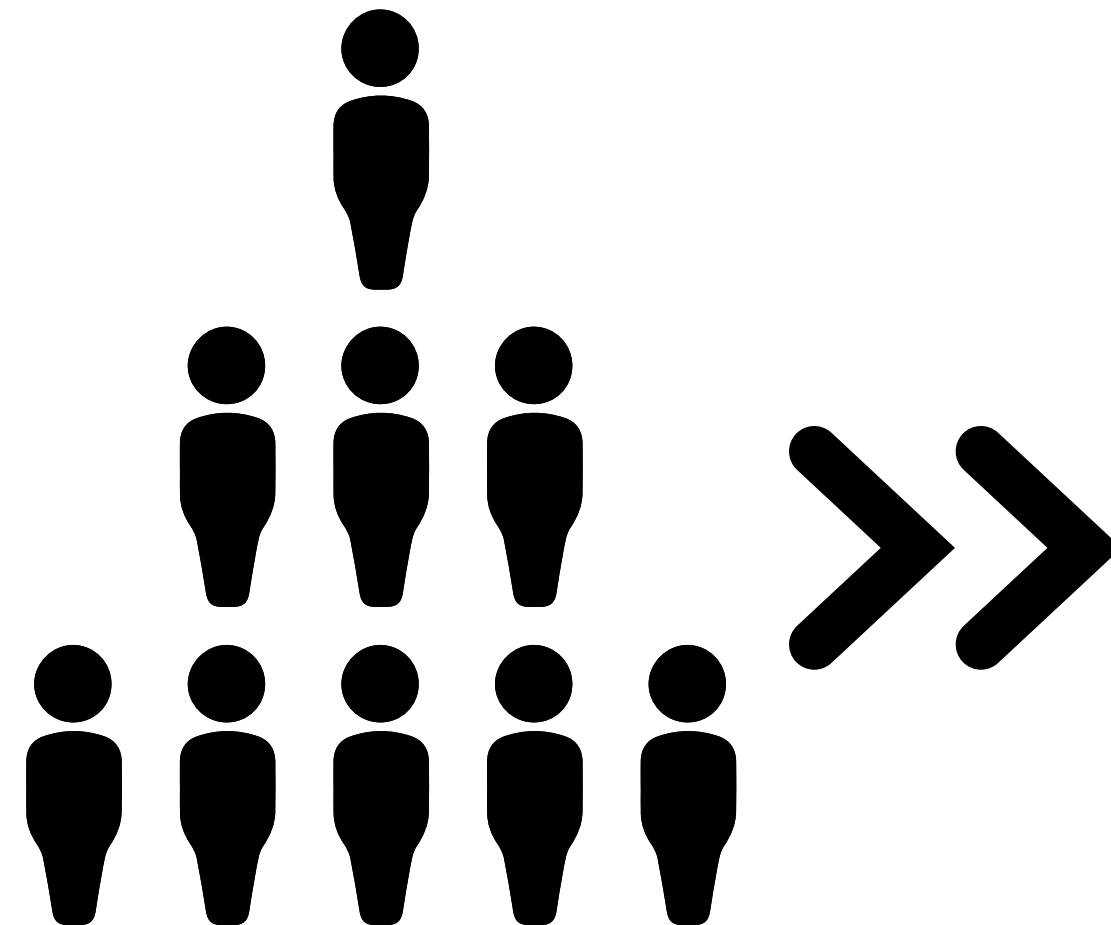
969

✓ TRANSLATIO

✓ THE CONSTRUCTION
OF THE RELIQUARY,
IN WHICH THE
SAINT'S REMAINS
(RELICS) WERE KEPT



RECONSTRUCTION
OF THE OLD MINSTER
TO HANDLE INCREASED
PILGRIM TRAFFIC,
PUBLICITY AND
LITURGICAL
COMMEMORATION



1 IN 20 YEARS
THERE WERE
THREE
HAGIOGRAPHS
OF ST SWITHUN
IN OLD ENGLISH
LATIN

2 HAND-
INSCRIBED
ON VELLUM
AND THUS NOT
AVAILABLE FOR
MASS
CONSUMPTION

PILGRIMAGE POINT



3 TARGETED
CHANNELS
OF PRIVILEGED
COMMUNICATION
AMONGST
THE CLERGY

4 SPREAD
NEWS
AMONGST THEIR
CONGREGATIONS
AND SO ATTRACT
VISITORS

INCLUSION OF
SAINTS' DAYS
IN CHURCH
CALENDARS

DEDICATION OF
CHURCHES TO
SAINT



NEW INCOME
TO
THE DIOCESE

PILGRIMAGE POINT



DISTRIBUTION
OF RELICS
AND THE
INCLUSION OF
PRAYERS TO
SAINTS WITHIN
THE LITURGY

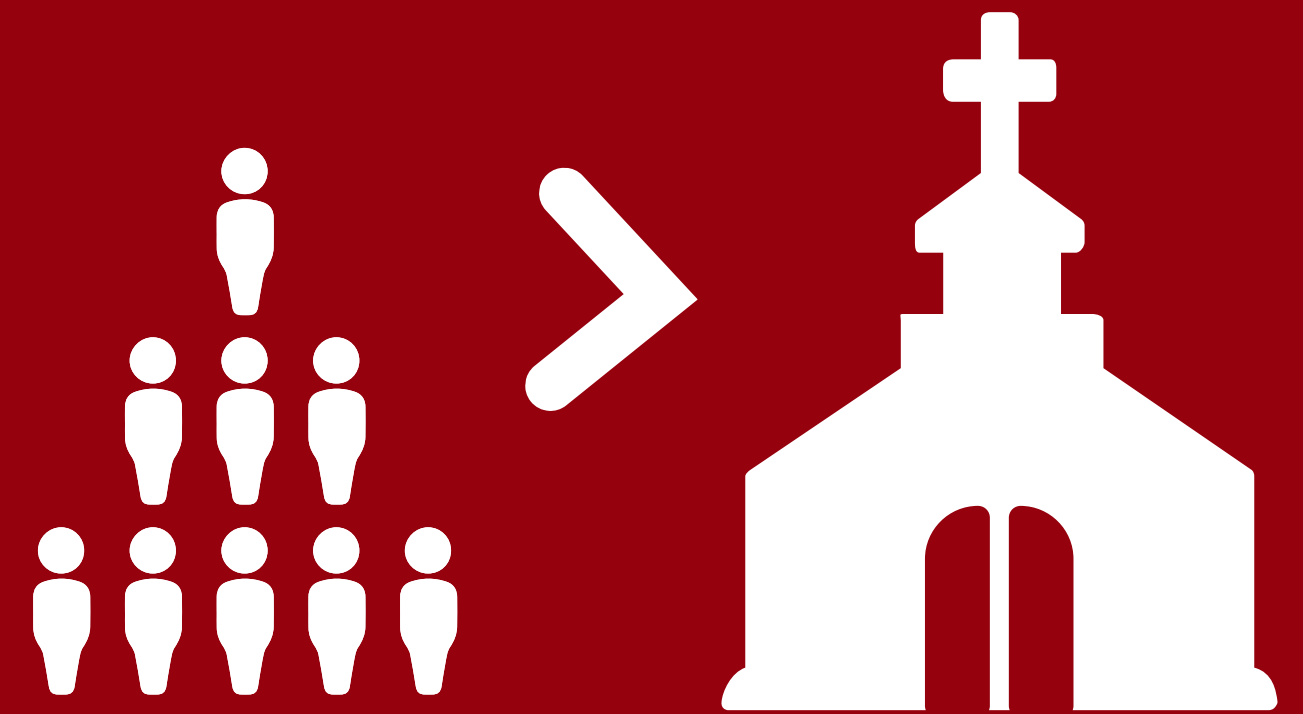
WORD-OF-MOUTH



NEW INCOME
TO
THE DIOCESE

THE MIRACLE WORKER'S
IMPORTANCE WAS SUPPORTED IN
CHURCH LITERATURE AS
BENEDICTIONS
FOR ST SWITHUN IN THE
BENEDICTINE-STYLE LITURGY
INTRODUCED FROM FRENCH
MONASTERIES

NEW INCOME
TO THE DIOCESE



**PILGRIMAGE
POINT**



RESULT

- ONE OF THE MOST WIDELYCULTED SAINTS IN THE COUNTRY
- 68 CHURCHES, ANCIENT AND MODERN, DEDICATED TO ST SWITHUN IN ENGLAND
- 200 SICK PEOPLE WERE CURED IN A 10-DAY PERIOD
- NICE ANCIENT PROVERB