

Abstract

This paper looks into why those actively opposing same-sex marriage are failing and emphasises the necessity to reshape the discussion going forward. Apart from pointing to underlying causes leading to the social changes epitomised in the redefinition of marriage, it will take a step back and assess the effectiveness of the classical argumentation in support of marriage. It is argued that those standing up against the LGBT offensive must be able to develop a much more informed and comprehensive strategy in that they improve their style and communicative effectiveness, broaden the context of the discourse, and shift its focal point. Chapter 1 reflects on the emergence of same-sex marriage and offers a brief analysis of weak points of the counter-campaign. Chapter 2 reflects on the three dimensions in more detail: it outlines a more effective communication strategy; presents some consequences and of same-sex marriage and parallel development and finally establishes the concept of homosexuality as the foundational prerequisite for gay marriage. Chapter 3 examines the current normalisation paradigm of homosexuality from various perspectives. Following this, guidelines are proposed towards a more viable paradigm, inclusive of considering possible developments in the Catholic Church.

Keywords

homosexuality, LGBT, gay, lesbian, homosexual unions, same-sex unions, same-sex marriage, gay marriage