

Televangelism reconsidered - ritual in the search for human community

Scholars Press - Televangelism Reconsidered: Ritual in the Search for Human Community by Bobby C. Alexander



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Indigo

They also proclaim messages of affluence, individualism, and answers to felt needs.

Televangelism Reconsidered

The financial issue, nevertheless, continues to dog those in the electronic church. The electronic church meets this need by focusing on the testimonies of unique or famous people.

Direction: The Electronic Church: An Echo of American Culture

Evangelicals love to hear testimonies. And the electronic church should be seen as a factor in this transition. In part, the mainline Protestants and Catholics have not accommodated American popular culture to the degree that evangelicals have.

Televangelism

Not so with Robertson, Bakker, and Crouch. Television also elevates a sense of the dramatic by portraying evil as outside of us: the criminal, the gunslinger, the drug dealer, the Indian, or terrorist.

Description: Televangelism

Lawrence Moore, *Selling God: American Religion in the Marketplace* New York: Oxford University Press, 1994 , 245; Quentin J.

Indigo

The televangelist points to the stack of letters, donations, or TV ratings.

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Alexander, Televangelism Reconsidered: Ritual in the Search for Human Community Atlanta: Scholars, 1994 , 59, 60; Frankl, Televangelism, 65 —73. It argues that televangelism, as ritual performance, both legitimates the beliefs of viewers and at the same time adapts other beliefs of its viewers to the broader culture. Five, missions are given a high priority.

Televangelism

Such a situation has many implications. As in many aspects of evangelicalism, it is difficult to tell just where the culture lets off and the faith begins. The electronic church is a private religion.

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