

Televangelism reconsidered - ritual in the search for human community

Scholars Press - Description: Televangelism



Description: -

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Direction: The Electronic Church: An Echo of American Culture

Is it drawing people and money away from local congregations? Lastly, liberals were given free broadcasting time on radio and early television and did not develop strategies for financing such broadcasts. Like a business, they mass mail to millions of viewers, soliciting money or publicizing their ministry.

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

Why did mainline Protestants and Catholics largely abandon television? The televangelists and megachurch leaders gain celebrity status in another way—quantity.

Televangelism reconsidered : ritual in the search for human community : Alexander, Bobby Chris, 1950

In part, the mainline Protestants and Catholics have not accommodated American popular culture to the degree that evangelicals have.

Televangelism reconsidered : ritual in the search for human community : Alexander, Bobby Chris, 1950

The broadcast featured prominent theologians discussing the relevance of religion for daily life. In the old democratic market-driven spirit, the nineteenth-century revivalists gave their listeners what they wanted to hear—the simple gospel in a very popular style.

Televangelism

In 1969, he launched his remarkable prime-time specials. The electronic church can be legitimately criticized at many points.

Televangelism

From the televangelists, one hears the simple gospel, a shallow pop faith, or sermons that rant and rave about secular society. Conservative Protestants long for their own popes or gurus, and the televangelists meet this need.

Indigo

They also proclaim messages of affluence, individualism, and answers to felt needs. This type of preaching has reduced what evangelicals know about the Bible. They became the butt of jokes and sensational news coverage.

Televangelism Reconsidered

And they still do not.

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