



Understanding Evangelical Media: The Changing Face of Christian Communication

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As long as there has been a church, there has been Christian communication--"people of the book" bearing "the good news" from one place to another, persuading, teaching and even delighting an ever-broadening audience with the message of the gospel. Amid ongoing advances in technology and an ever-more-multicultural context, however, the time has come for a broad appraisal of the state of evangelical communications. Quentin Schultze and Robert H. Woods Jr. have assembled scholars from across the country to analyze and assess a wide range of media including

- radio
- popular music
- worship music and media
- television
- film
- periodicals
- books
- Internet
- church drama
- comics
- gaming
- theme parks
- advertising
- public relations
- merchandising

These shifting media, and the communications enterprise as a whole, are put in cultural and ethical perspective. Also addressed are Catholic and Jewish perspectives on the state of religious media. This project is ongoing. For additional resources and further conversation, visit understandingevangelicalmedia.com.

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