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I am submitting herewith a thesis written by Donnell Allen King entitled "A Selected, Annotated Bibliography of Studies and Research on Religiously-Oriented Media." I have examined the final copy of this thesis for form and content and recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Communications.

C.E. Caudill, Major Professor

We have read this thesis
and recommend its acceptance:

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A SELECTED, ANNOTATED BIBLIOGRAPHY OF STUDIES AND RESEARCH ON Religiously oriented MEDIA

A Thesis

Presented for the

Master of Science

Degree

The University of Tennessee, Knoxville

Donnell Allen King

December 1991

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DEDICATION

Caty

For Amanda, Jonathon, and the one on the way,

and especially for Debbie,

without whom none of this would have happened.

ACKNOWLEDGMENTS

I would like to thank my major professor, Dr. C. E. Caudill, for his interest and guidance over the last two years. I would also like to thank the other members of the committee, Dr. Paul Ashdown and Dr. Jose-Marie Griffiths, for their help in pulling this thesis together. Dr. Griffiths deserves a special word of thanks for coming onto the committee at the last minute. Thanks to my wife, Debbie, for supporting and pushing and believing, even when the light at the end of the tunnel too often turned out to be a train. Thanks to my children, who have done without a father too much. Thanks to my parents, for their moral and financial support. Finally, thanks to Dr. Lorayne Lester and Dr. Faye Julian, for believing in me, advising me, and convincing me I could do it.

TABLE OF CONTENTS

CHAPTER		PAGE
1.	INTRODUCTION	1
	Review of Current Resources	4
	Parameters of Bibliography	6
	Organization of Bibliography	10
2.	ANNOTATED BIBLIOGRAPHY	12
	Audience Studies	12
	General Studies	28
	Historical Studies	37
	Source Studies	45
3.	CONCLUSIONS	58
APPENDICES		63
	APPENDIX A	64
	APPENDIX B	69
	APPENDIX C	74
	APPENDIX D	76
	APPENDIX E	86
VITA		94

NOMENCLATURE

To aid in the use of this work as a reference, none of the journal titles included herein are abbreviated. The annotations employ a consistent system of abbreviations, as follows:

NA . . . . . Not Applicable

NP . . . . . No Particular

RTRP . . . . Religion and Television Research Project

Where information is not supplied directly by a source, but is established by other means, the information is enclosed in brackets. For instance, if the final date of a historical study is assumed to be 1944 because of the death of the principal person in the study, it is listed as [1944].

The following organizations are usually referred to by the indicated abbreviation:

National Council of Churches . . . . . NCC

National Religious Broadcasters . . . . . NRB

CHAPTER 1

INTRODUCTION

"In the beginning was the Word, and the Word was with God, and the Word was God."[1] Ever since then, communication and religion have been closely tied together. Moses had stage fright.[2] Jeremiah needed help from Yahweh Himself in order to speak to Israel.[3] Later, God chose to spread His message by means of spoken and written words.[4]

In the twentieth century, new developments in mass communications dramatically changed the process of communicating religion, as well as communicating ideas about religion.

Current trends among religiously oriented media can be traced not only to the development of mass media but also to the history of religion in America. As preachers began to move out of church buildings and into revival tents, they discovered how public speaking skills and entertainment

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[1]John 1:1.

[2]Exodus 4:10.

[3]Jeremiah 1:6-10.

[4]1 Cor. 1:21; John 20:30,31; 1 John 5:13.

abilities help to swell audiences. This development in religion set the stage for its entry into television.

> Billy Sunday (1862-1935) built upon and refined [Dwight L.] Moody's organizational skills, but he added also the roles of entertainer and celebrity to the evangelist's repertoire. Both would prove to be important components of the recipe for success when revivalism found a new form of expression in television....
>
> [I]ncreasingly the audiences were there for a peculiar kind of amusement and entertainment.[5]

Media observers express concerns both positive and negative about the power of religiously oriented media.

Billy Graham has commented:

> TV evangelism is clearly enlarging the realm of religious influence, not narrowing it. TV preachers touch the hearts of shut-ins, night workers, the very old, the very young, tenement dwellers--people often cut off from the comforts of a local church. Its real converts are coming not from traditional churches, but from commercial TV.... Gradually, TV religion is evolving into a TV alternative.[6]

Church historian and Lutheran pastor Martin E. Marty observes:

> The electronic church threatens to replace the living congregation with a far-flung clientele of devotees to this or that evangelist.[7]

Religiously oriented media also concern secular observers. Television producer Norman Lear, an official of

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[5]Jeffrey K. Hadden, "Religious Broadcasting and the Mobilization of the New Christian Right," Journal for the Scientific Study of Religion 26 (March 1987): 11.

[6]Billy Graham, "The Future of TV Evangelism," TV Guide 31, no. 10, 1983, p. 8.

[7]M. O'Brien-Steinfels and P. Steinfels, "The New Awakening: Getting Religion in the Video Age," Channels 2, no. 5 (1983):26.

the activist group "People for the American Way," has written: "...the ability of moral majoritarians to shape public attitudes and to influence the climate of public debate is unprecedented and poses an enormous danger."[8]

D.S. Dobson sounded a warning to readers looking for trends in religiously oriented media. He said developing communications technology give religious cults access to potential converts in living rooms when access to them in airports is denied.[9]

Despite this increase in concern, a lack of resources hinders the student of either religion or communications in examining the powerful link between these two fields. Bibliographies in the fields of both religion and communication are common (for a sampling, see Appendices A and B); however, no bibliography does an adequate job of bringing together in one source a basic listing of starting materials for studies in the area of religiously oriented media.

It is intended that this bibliography fulfill such a need.

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[8]Ibid., 24.

[9]D.S. Dobson, "Pray TV: A Powerful New Tool For Religious Cults?" Futurist 16 (August 1982):58.

Review of Current Resources

Morris I. Berkowitz and J. Edmund Johnson compiled one of the more useful bibliographies[10] concerning the study of religion from the standpoint of the social sciences. Though it is not annotated, the authors divided the works cited into clearly defined categories and subcategories, falling in the realm of a number of social scientific disciplines, including communication.

A few studies such as those conducted by H.S. Stroupe[11] and R.W. Delp[12] provide historical background for the study of religious journalism. Stroupe produced an annotated bibliography of the Southern religious press from 1802 to 1865. The citations of Delp provide another starting place for tracing historical background.

Students of religion such as William F. Fore have also delved into the subject.[13] Once again, Fore's references provide a useful starting place.

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[10]Morris I. Berkowitz and J. Edmund Johnson, Social Scientific Studies of Religion: A Bibliography, Pittsburgh: University of Pittsburgh Press, 1967.

[11]H.S. Stroupe, The Religious Press in the South Atlantic States, 1802-1865: An Annotated Bibliography With Historical Introduction and Notes, Durham, N.C.: Duke University Press, 1956.

[12]R.W. Delp, "The Southern Press and the Rise of American Spiritualism, 1847-1860," Journal of American Culture 7 (Fall 1984), 88-95.

[13]For example, see William F. Fore, "A Theology of Communication," Religious Education 82 (Spring 1987), 231-46.

James A. Capo produced an annotated bibliography for a special focus issue of Religious Education.[14] The bibliography was compiled to provide resources for religious educators who wanted to understand and utilize media for religious education purposes. It includes both scholarly and general works, but incorporates relatively few studies concerning religiously oriented media. Most entries are general media studies, chosen for their usefulness in helping religious educators understand media.

A further ongoing source of study concerning religiously oriented media deserves special mention. The Religious Speech Communication Association, which is affiliated with the Speech Communication Association, publishes a journal called Journal of Communication and Religion. It also co-publishes another journal called Homiletic. Though these journals primarily publish studies in the field of speech and rhetorical theory as they relate to religion, articles appear addressing concerns of mass communication. These journals are difficult to locate in university libraries. For example, an online search failed to locate either of these journals in the libraries of the University of Tennessee, Vanderbilt University, the University of Chicago, or the University of California at Berkeley. Therefore,

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[14]James A. Capo, "Annotated Bibliography on Electronic Media," Religious Education 82 (Spring 1987): 304-332.

another source for beginning studies in religiously oriented media is needed.[15]

Parameters of Bibliography

Since adequate bibliographies of the religiously oriented press of prior centuries already exist, the student pursuing historical studies in religiously oriented media has resources for starting such a study. With the Twentieth Century came the explosive growth of mass media, making possible the partnership between religion and television noted earlier. The growth of television following World War II made possible the "Electronic Church."

The post-war growth of television also led to a growth in mass media effects studies,[16] giving a body of data to help understand something of how the Electronic Church developed. Effects studies particularly blossomed in the last 20 years, including studies of the effects of the

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[15]These journals can certainly be obtained through interlibrary loan; unless the researcher can supply the name of a specific library, however, it may take several weeks to obtain a copy. Issues of Homiletic may be obtained by writing to the co-publisher: Lutheran Theological Seminary, 61 W. Confederate Ave., Gettysburg, PA 17325.

[16]For example, Steven H. Chaffee, L.S. Ward, and Leonard P. Tipton, "Mass Communication and Political Socialization," Journalism Quarterly 47 (Winter 1970): 647-59; Alexis Tan, "Prosocial Effect of Television," Mass Communication Theories and Research, 2nd ed. (New York: Wiley, 1985), 287-98; George Gerbner and Larry Gross, "Living with Television: The Violence Profile," Journal of Communication 26 (Spring 1976): 173-99.

Electronic Church. Therefore, sources included herein comprise studies done from 1970 through 1990.

The greatest concentration of religiously oriented media can be found in the United States, due in part to the prevalence of Evangelicals and other "newer" religious groups, as opposed to a greater strength of mainline denominations and Roman Catholicism in Europe and non-Christian religions in other parts of the world.[17] Therefore the focus of this thesis is religiously oriented media in the United States. Selected works deal with studies of religiously oriented media in other parts of the world for comparative purposes, and are included in Appendix D.

The vast majority of studies during the time period under consideration deal with religious television. Studies dealing with other media (including the use of newspapers by denominations) are included. However, studies dealing with how religion is portrayed and/or covered in the secular media are not included, since the primary concern is with the use of media by religious people and organizations.

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[17]See Judith M. Buddenbaum, "Characteristics and Media-Related Needs of the Audience for Religious TV," Journalism Quarterly 58 (Summer 1981): 266-272, for an in-depth discussion of the makeup of the audience for religious television.

Method of Selection

Since the primary purpose of this bibliography is to provide a resource for the scholar, only scholarly works have been selected. A generally accepted definition for "scholarly works" was used, i.e., only articles appearing in refereed journals, and only books utilizing reference notes of some kind (footnotes, endnotes, or parenthetical references; a bibliography, with no references to it in the text, is insufficient to satisfy the definition).

Standard reference materials that index journals in the field of mass communications, such as Communication Abstracts, Social Sciences Index, and Humanities Index were consulted in search of suitable articles. Also consulted was Religion Index One: Periodicals, the standard guide to periodicals in the field of religion.

Books in the area of religiously oriented media were sought in the library system of the University of Tennessee at Knoxville. As the library of a primary state university its holdings are assumed to be representative of the type of books likely to be available to other scholars. As of June 1990 the University of Tennessee library system held 1.7 million volumes. Of these, about 20,000 fall into the Library of Congress categories in both religion and mass media where relevant books may be found. This compares, for instance with 39,000 at the University of Iowa and 7,500 at the University of Kentucky.

Search terms used in the indexes to journals included: religion in media; religion in television; journalism, religious; television programming--religious; televangelism; and mass media in religion.

The library was searched for books via the online catalog's Boolean search capabilities. Subject fields were searched for: journalism and religio(#); television and religio(#); media and religio(#).[18] Since "media" often appeared in a subject field in reference to audio-visual materials, the list obtained with the "media and religio(#)" search terms had to be culled of works dealing with, for instance, the use of filmstrips in the Sunday School.

Solomon wrote, "Of making many books there is no end."[19] That is certainly true in the area of religion. Religiously oriented publishing houses such as Crossway Books (Manchester, Ill.) and Zondervan (Grand Rapids, Mich.) publish a number of titles having to do with religion and the media. Several factors may preclude the inclusion of one of these titles in the main bibliography. Because they are usually written for a popular audience rather than a scholarly audience, such books seldom have footnotes. Such

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[18]The character appearing in parentheses indicate the placement of a "wildcard" in the search term. The computer would thus search for any word beginning with "religio," ending with any combination of letters, so the find list included "religion," "religions," "religious," "religiosity," etc.

[19]Ecclesiastes 12:12, NIV.

books seldom are purchased by university libraries, even when they are footnoted, perhaps because the publishers are oriented toward marketing to a popular audience and therefore are not in the habit of making university libraries aware of their offerings. Also, most such books are first published as paperbacks, which tends to make them unattractive to libraries. Only those books that were both footnoted and available at the University of Tennessee library were included. Appendix D includes other books which may be useful to the scholar for illustrative and anecdotal material.

There were also a number of resources that could possibly have been included in the main bibliography, which could not be classified because they were unavailable for inspection. A separate listing of such items is placed in Appendix D as a guide for the scholar who may be able to obtain them.

Organization of Bibliography

The resources were first divided according to the subject: audience studies, general studies, historical studies, and source studies. The vast majority of resources in this area consists of journal articles. A separate listing of books would have resulted in very short lists underneath each subject category. Since it is readily apparent from a bibliographic reference whether the resource is an article or a book, the two type are mixed together.

Each entry uses the same format of information for ease of comparison. The resource is given in standard bibliographic form, following Turabian.[20] The entry is followed by a listing of pertinent information: Does it have a bibliography? What time period is studied? What type(s) of media are considered? What denominational viewpoint (if any) is reflected (that is, has the author approached his study from an explicit denominational viewpoint, or is the study limited to members of a particular denomination)? What major topics are covered (for a book, this section is a condensed version of the table of contents; for a journal article, this section resembles an abstract)? There is also a section for comments on each resource, consisting mainly of flags of useful material (including, for books, a note on whether the source contains an index).

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[20]Kate L. Turabian, A Manual for Writers of Term Papers, Theses, and Dissertations, 5th ed. (Chicago: The University of Chicago Press, 1987).

CHAPTER 2

ANNOTATED BIBLIOGRAPHY

Audience Studies

Abelman, Robert. "Motivations for Viewing 'The 700 Club.'" Journalism Quarterly 65 (Spring 1988): 112-18, 164.

Indexed: NA

Bibliography: No

Time period studied: 1986

Media considered: Television

Denominational viewpoint: NP

Major topics: Report of survey results which identified three distinct types of viewers of religious television.

Comments: Abelman found three types of viewers, whereas uses and gratification research he cited normally found only two types. The third type, "reactionary," may be unique to religious viewers, since cited research deals with secular media. This is essentially a report of the same research Abelman used in "Religious Television Uses and Gratifications."

Abelman, Robert. "'PTL Club' Viewer Uses and Gratifications." Communication Quarterly 37 (Winter 1989): 54-66.

Indexed: NA

Bibliography: Yes

Time period studied: 1987

Media considered: Television

Denominational viewpoint: NP

Major topics: The uses and gratifications of viewers of a specific type of religious television.

Comments: In a previous study[21] Abelman found the expected instrumental and ritualized viewers of religious television, but also identified the reactionary viewer, i.e., those who are generally dissatisfied with commercial television programming. The current study failed to identify reactionary viewers of "PTL Club." Abelman suggests that, in the wake of the PTL scandal, reactionary viewers had forsaken the program, to be replaced by a "relative plethora of non-habitual, curiosity-driven television consumers . . . apparently watching the 'PTL Club' in search of information to satisfy their curiosity about the scandal and its participants."

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[21]Robert Abelman, "Religious Television Uses and Gratifications," Journal of Broadcasting and Electronic Media 31 (Summer 1987): 293-307.

Abelman, Robert. "Why Do People Watch Religious TV?: A Uses and Gratifications Approach." Review of Religious Research 29 (December 1987): 199-210.

Indexed: NA

Bibliography: Yes

Time period studied: [1986]

Media considered: Television

Denominational viewpoint: NP

Major topics: Brief introduction to uses and gratifications research; types of religious programming; motives for watching religious television.

Comments: This article is part of the Review of Religious Research focus issue.[22] It is essentially a report of the same research appearing in Abelman used in "Motivations for Viewing the '700 Club.'"

Abelman, Robert. "Religious Television Uses and Gratifications." Journal of Broadcasting and Electronic Media 31 (Summer 1987): 293-307.

Indexed: NA

Bibliography: Yes

Time period studied: Not stated

Media considered: Television

Denominational viewpoint: NP

---

[22]Appendix C presents a list of known special issues of journals which focused on mass media and religion during the time period of this bibliography.

Major topics: Report of survey results which identified three distinct types of viewers of religious television.

Comments: Abelman found three types of viewers, whereas uses and gratification research he cited normally found only two types. The third type, "reactionary," may be unique to religious viewers, since cited research deals with secular media. This article is very similar to Abelman, "Motivations for Viewing."

Bourgault, Louise M. "The 'PTL' Club and Protestant Viewers: An Ethnographic Study." Journal of Communication 35 (Winter 1985): 137-38.

Indexed: NA

Bibliography: No

Time period studied: 1979

Media considered: Television

Denominational viewpoint: NP

Major topics: Numerous interviews across a broad spectrum of Protestant churches indicate that fundamentalists with more moderate views are the likeliest to view religious television.

Comments: Bourgault interviewed members of two fundamentalist and two mainline churches concerning their personal religious histories, personal beliefs, religious social lives, and religious practices. They were also questioned concerning their opinions of and

reaction to the "PTL Club." The article presents a detailed analysis of the placement of the four congregations on a continuum of beliefs, worship styles, and moral attitudes, then discusses in detail the patterns that emerged from the interviews.

Buddenbaum, Judith M. "Characteristics and Media-Related Needs of the Audience for Religious TV." Journalism Quarterly 58 (Summer 1981): 266-272.

Indexed: NA

Bibliography: No

Time period studied: 1978

Media considered: Television

Denominational viewpoint: NP

Major topics: Uses and gratifications approach to audience analysis; socioeconomic and demographic characteristics of audience for religious television.

Comments: This study is referenced quite frequently in discussing the characteristics of the audience for religious television. Buddenbaum found that the audience for religious television tends to be less educated, older, and of a lower socio-economic class.

Gaddy, Gary D., and David Pritchard. "When Watching Religious TV is Like Attending Church." Journal of Communication 35 (Winter 1985): 123-131.

Indexed: NA

Bibliography: No

Time period studied: 1978

Media considered: Television

Denominational viewpoint: NP

Major topics: The extent to which television preachers compete with local churches.

Comments: This is part of the Journal of Communication focus issue. The authors found a weak, though significant, negative correlation between watching religious television and church attendance. On a more complex level, the study "suggests that the relationship between religious television viewing and church attendance may be conditioned by the various dimensions of religiosity."

Gaddy, Gary D. "The Power of the Religious Media: Religious Broadcast Use and the Role of Religious Organizations in Public Affairs." Review of Religious Research 25 (1984): 289-301.

Indexed: NA

Bibliography: Yes

Time period studied: 1978

Media considered: Television

Denominational viewpoint: NP

Major topics: Religious broadcasting and political activism.

Comments: This study is an "attempt to sketch a tentative outline of a theory of the religious broadcast media and to look at a model based on this

theory." Gaddy uses data from existing Gallup Organization interviews to test the relationship between viewers' beliefs about how politically active a religious organization should be and how much the viewers use religious media.

Gaddy, Gary D., and David Pritchard. "Is Religious Knowledge Gained From Broadcasts?" Journalism Quarterly 63 (Winter 1986): 840-44.

Indexed: NA

Bibliography: No

Time period studied: 1978

Media considered: Television and radio

Denominational viewpoint: NP

Major topics: The degree of learning that results from religious television and radio broadcasts.

Comments: The study showed that knowledge about the Bible is more strongly associated with the traditional means of transmitting religious knowledge (religious services, written religious materials, and schools) than with radio or television broadcasts. Exposure to religious radio or television is not significantly associated with answering two basic questions concerning Bible knowledge. In fact, use of religious broadcast is negatively associated with knowledge of the 10 Commandments, although not significantly so.

Gaddy, Gary D. "The Power of the Religious Media: Religious Broadcast Use and the Role of Religious Organizations in Public Affairs." Review of Religious Research 25 (1984): 289-301.

Indexed: NA

Bibliography: Yes

Time period studied: 1978

Media considered: Television and radio

Denominational viewpoint: NP

Major topics: A study of the relationship between audience members' use of religious broadcasts and their view of the role that religious organizations should play in public affairs.

Comments: Gaddy concluded that thinking that religious organizations should be more active in public affairs leads, to a small degree, to use of religious broadcasts by audience members. However, he could find no discernible effect by religious broadcast media on such views.

Hoover, Stewart M. "The Religious Television Audience: A Matter of Significance or Size?" Review of Religious Research 29 (December 1987): 135-51.

Indexed: NA

Bibliography: Yes

Time period studied: 1987

Media considered: Television

Denominational viewpoint: NP

Major topics: The size of the audience for religious television.

Comments: This is part of the Review of Religious Research focus issue. Hoover examines the discrepancies among the various estimates of the size of the religious television audience, and considers some of the causes. He concludes the audience for religious television is actually rather small, and that religious television viewing is infrequent and engaged in for only short periods of time.

Johnson, C. Lincoln, David Pilgrim, and Michael R. Welch. "Tuning in the Spirit: Exposure to Type of Religious TV Programming among American Catholic Parishioners." Journal for the Scientific Study of Religion 29 (June 1990): 185-97.

Indexed: NA

Bibliography: Yes

Time period studied: 1983-1984

Media considered: Television

Denominational viewpoint: Catholic

Major topics: The utility of informational needs theory and situational cross-pressures theory in explaining patterns of religious television use among Catholic parishioners.

Comments: The authors found that social influence centered on the local church or parish (including friendship networks and interaction with parish leaders

such as the pastor) clearly related positively to consumption patterns of religious television. They also were able to differentiate likelihood of watching Catholic programs or Protestant programs. Catholics who had converted from a Protestant background were more likely to view Protestant programs than Catholic programs.

Johnson, Stephen D., and Joseph Tamney. "Religious Television in Middletown." Review of Religious Research 25 (June 1984): 303-13.

Indexed: NA

Bibliography: Yes

Time period studied: 1981

Media considered: Television

Denominational viewpoint: NP

Major topics: Why people watch religious television

Comments: This study is based on the same data set as Johnson and Tamney, "The Moral Majority." The authors found a positive correlation between religious orientation and politically relevant values, and viewership of religious programs. They did not find the expected correlation between social class and frequency of watching religious programs, although they did find a direct, negative correlation between social class and support for The Christian Right.

Johnson, Stephen D., and Joseph Tamney. "Religious Television in Middletown." Review of Religious Research 25 (June 1984): 303-13.

Indexed: NA

Bibliography: Yes

Time period studied: 1981

Media considered: Television

Denominational viewpoint: NP

Major topics: Characteristics of the audience for religious television

Comments: This is a frequently cited study that identifies factors explaining religious television watching, in particular by those who watch televangelists associated with the religious-political right.

Johnson, Stephen D., and Joseph Tamney. "The Moral Majority in Middletown." Journal for the Scientific Study of Religion 22 (June 1983): 145-56.

Indexed: NA

Bibliography: Yes

Time period studied: 1981

Media considered: Television

Denominational viewpoint: NP

Major topics: The factors leading supporters of Jerry Falwell and his organization to have a favorable attitude toward the moral majority (note: one effect of this support, according to the authors, is that "Moral

Majority" has been changed in the minds of the general public from a proper name to a generic term).

Comments: Persuasion via religious television was one of three independent factors that were related to a favorable attitude toward the moral majority. However, the authors also point out that other studies have shown the moral majority to be politically insignificant.

Korpi, Michael F., and Kyong Liong Kim. "The Uses and Effects of Televangelism: A Factorial Model of Support and Contribution." Journal for the Scientific Study of Religion 25 (December 1986): 410-23.

Indexed: NA

Bibliography: Yes

Time period studied: 1983

Media considered: Television

Denominational viewpoint: NP

Major topics: Reanalysis of Korpi's unpublished Ph.D. dissertation, University of Iowa, 1983.

Comments: Article includes a detailed discussion of a factorial modeling technique (FaM) developed by Paul Lohnes.[23]

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[23]Paul R. Lohnes, "Factorial Modeling in Support of Causal Inference," American Educational Research Journal 16 (1979): 323-40.

Litman, Barry R., and Elizabeth Bain. "The Viewership of Religious Television Programming: A Multidisciplinary Analysis of Televangelism." Review of Religious Research 30 (June 1989): 329-43.

Indexed: NA

Bibliography: Yes

Time period studied: 1982

Media considered: Television

Denominational viewpoint: NP

Major topics: An attempt to integrate certain sociological and economic perspectives to explain religious television viewing.

Comments: The authors formed hypotheses to predict religious television viewership on the basis of social stratification, religious commitment, privilege-deprivation, surrogate family, and economic models. The fit of uses and gratifications communication theory with sociological theories of church attendance and religious practice is also considered. Independent variables tested include traditional church participation, religiosity, socioeconomic status, and other demographic variables.

Mobley, G. Melton. "The Political Influence of Television Ministers." Review of Religious Research 25 (June 1984): 314-320.

Indexed: NA

Bibliography: Yes

Time period studied: Not stated

Media considered: Television

Denominational viewpoint: NP; sample consisted of Baptists and Methodists

Major topics: The extent to which watchers of television ministers believe the church should be involved in politics and the influence of said ministers on watchers' votes.

Comments: Although Falwell and Robertson are not the first preachers to attempt to affect American politics, the power of electronic media increases the likelihood of successful intervention. Mobley found the expected relationships between demographic factors and likelihood of being a viewer of religious television. He also found no relationship between worship attendance and watching religious television. Respondents rated as highly orthodox were much more likely to be viewers. However, respondents rated television ministers lowest on a measure of influences of their voting choices. Local pastors rated just above children.

Stacey, William, and Anson Shupe. "Correlates of Support for the Electronic Church." Journal for the Scientific Study of Religion 21 (December 1982): 291-303.

Indexed: NA

Bibliography: Yes

Time period studied: 1981

Media considered: Television and radio

Denominational viewpoint: NP

Major topics: Brief examination of the electronic church for background; survey and analysis of audience for religious media in Dallas-Ft. Worth area to determine demographic makeup; effects of "church religiosity, religious orthodoxy, and civil religion on media religiosity." (297)

Comments: "[C]ontrary to much recent speculation, media religiosity cannot be validly claimed to be a significant drain on church attendance, mainline or otherwise, nor, we infer, on the financial support of congregational members that accompanies such attendance. Overall there is a positive, rather than a negative, association between the two modes of religiosity." (299)

Tweedie, Stephen W. "Viewing the Bible Belt." Journal of Popular Culture 11 (1978) 865-76.

Indexed: NA

Bibliography: Yes

Time period studied: 1972-1973

Media considered: Television

Denominational viewpoint: NP

Major topics: A definition of the location of the "Bible Belt" in terms of audience for religious television.

Comments: Tweedie calculated viewing rates for the top five religious programs selected to indicate a basic fundamentalist orientation among viewers cutting across denominational ties. The audience for each market (i.e., "area of dominant influence" or ADI) was divided by total television households for that market to arrive at a viewing rate, then charted on a map of the United States for a graphic picture of the Bible Belt.

Wuthnow, Robert. "The Social Significance of Religious Television." Review of Religious Research 29 (December 1987): 125-34.

Indexed: NA

Bibliography: Yes

Time period studied: 1984

Media considered: Television

Denominational viewpoint: NP

Major topics: The effect of religious television on the "privatization" of American faith.

Comments: This is part of the Review of Religious Research focus issue. Wuthnow draws on the results of a 1984 Gallup poll conducted as part of RTRP. He concludes that rather than leading to increased privatization, religious television viewing can be traced to similar antecedents as those leading to privatization. He uses "privatization" to suggest both that Americans

increasingly practice religion of their own manufacture (which also leads to a breakdown of communal ties), and that religion has a decreasing influence in the public sphere.

General Studies

Bruce, Steve. Pray TV: Televangelism in America. London: Routledge, 1990.

Indexed: Yes

Bibliography: Yes

Time period studied: Begins with colonial America; goes back to 1920 radio.

Media considered: Primarily television; radio for background.

Denominational viewpoint: NP

Major topics: Brief history of American Protestantism; religious broadcasting in America; Televangelism organizations; the religion of religious television; the audience; the impact of televangelism; God and mammon; televangelism and political campaigns; conservatism, politics, and televangelism; scandal; new, third, and old worlds.

Comments: This book was published first in England; based on preface, it was written to fulfill "a need for a serious study of American religious broadcasting, especially one written with a European readership in mind." In seeking to enlighten a non-American

audience, Bruce provides an excellent introductory text that is neither pro nor con, though slightly skeptical. The book also includes examination of major television ministers, as well as audience motivation and political ties. Note that it was written after the Pearly Gate scandals (the removal of Jim and Tammy Faye Bakker from PTL, and the televised confession of Jimmy Swaggart to "immoral acts"; the name is apparently a take-off on Richard Nixon's Watergate scandal).

Buckner, Andrew S. "Sacred Airtime: American Church Structures and the Rise of Televangelism." Human Organization 48 (Winter 1989): 370-6.

Indexed: NA

Bibliography: Yes

Time period studied: 1920s to 1989

Media considered: Primarily television, with some consideration of radio.

Denominational viewpoint: NP

Major topics: The relationship of church structures to the makeup of the religious television palette.

Comments: Buckner concludes that differences in organization and structure of American churches have led to the takeover of national television broadcasting by independent churches. This is primarily because both broadcasters and ministers of independent churches

have strong direct ties to the individual in the realm of doctrinal authority, financial contributions, and services such as counseling without intervening regional and local levels.

Fore, William F. "A Theology of Communication." Religious Education 82 (Spring 1987): 231-46.

Indexed: NA

Bibliography: No; also lacks footnotes

Time period studied: NA

Media considered: Mass media in general

Denominational viewpoint: NP; definitely written from Christian standpoint.

Major topics: Theology; communication theory; headings include: "Communication and Being," "A Christian View of Communication," "The Nature and Content of Communication," "Christianity as Communication," "Revelation as Communication," "The Church as Communication," and "Distortions of Communication."

Comments: Although not a report of research or study, this journal article is valuable insofar as it attempts to provide a consistent theological underpinning for approaching communication from a Christian standpoint. Fore is a prolific writer on Christianity, communication, and media, although most often his work appears in unrefereed publications. Though this article has value as stated, it does not have footnotes,

nor will it help in a literature review for more than understanding a religious viewpoint of communications.

Hadden, Jeffrey K. "Religious Broadcasting and the Mobilization of the New Christian Right." Journal for the Scientific Study of Religion 26 (March 1987): 1-24.

Indexed: NA

Bibliography: Yes

Time period studied: NA

Media considered: Television

Denominational viewpoint: NP

Major topics: Factors that led to the power base of evangelical broadcasters, which Hadden asserts has the potential of changing American society.

Comments: Hadden examines secularization theory and resource mobilization theory as conceptual framework for this paper. He argues that religious broadcasting represents an important social movement; that the ideological origins of the movement are rooted in the view of America as a "New Israel"; that resources and techniques have grown out of nineteenth century urban revivalism; that both scholars and media allow stereotypes of religious broadcasters to blind them to the movement's complexity and strength; and that the collapse of the liberal vision leaves an opening for evangelicals to reshape American culture.

Hadden, Jeffrey K., and Anson Shupe. Televangelism: Power and Politics on God's Frontier. New York: Henry Holt and Company, 1988.

Indexed: Yes

Bibliography: No

Time period studied: Post-World War II to 1987; concentrates on the 1980s; chapter dealing with history goes to early 1800s

Media considered: Television, with historical consideration of other media

Denominational viewpoint: NP

Major topics: Getting saved from the televangelists; "God bless our president"; electronic communications revolution and the rise of the New Christian Right; we're mad as hell and we're not going to take it anymore; the other Americans; legitimizing the movement; in my Father's house; is anybody listening? (audience-size debate); politics as the instrument of a new ecumenical movement; Pat Who?; the march of folly; is there not a cause?; the road to the White House; a strategy for victory; the American Cultural Revolution: the next step.

Comments: This book is thorough, in-depth, and skeptical. Hadden and Shupe are not apologists for religious television; neither are they opponents. They approach their topic from the standpoint of resource mobilization theory, a theory of social movements. The

book examines the roots of religiously oriented media in the revivalism of the 1800s, considers many aspects of religious television itself, and examines in depth its relationship to politics. This resource provides an excellent overview of the movement. Endnotes provide a superb source of citations in the secular media dealing with religion. The lack of a bibliography, however, makes it more difficult to glean scholarly references for further search.

Hoover, Steward M. Mass Media Religion: The Social Sources of the Electronic Church. Newburg Park, Calif.: Sage Publications, Inc., 1988.

Indexed: Yes

Bibliography: No

Time period studied: Goes back to early 1800s to examine fundamentalist and neoevangelical roots. Also traces beginning of religious broadcasting in 1920s and 1930s.

Media considered: Primarily television; radio considered for historical background.

Denominational viewpoint: NP; primarily concerned with fundamentalists & evangelicals.

Major topics: Religious television and the new religious consciousness in America; popular communication in American Protestant revitalization movements; religious broadcasting: a spark in the neoevangelical

revival; Pat Robertson and the prototype of the electronic church; what attracts people to the televangelists; recovering evangelical roots; seeking solutions to personal and spiritual crisis; being evangelical in mainstream America; evangelical identity in the electronic church; the electronic church and American culture.

Comments: A major contribution in this work is the use of "Viewing/Involvement Trajectories," first used in Hoover, "The 700 Club as Religion and as Television" (Ph.D. diss., Annenberg School of Communications, University of Pennsylvania, 1985). The trajectory graphically represents influences of background, behavior, community, and social context, although the diagrams are not directly parallel or measurable. He calls it "subjective," not evidence, but says it shows how faith develops by use of uniform format.

Jenson, Robert V. "The Church and Mass Electronic Media: The Hermeneutic Problem." Religious Education 82 (Spring 1987): 279-84.

Indexed: NA

Bibliography: No

Time period studied: NA

Media considered: Television and radio

Denominational viewpoint: NP; author is professor of systematic theology at Gettysburg Theological Seminary.

Major topics: The characteristics of electronic media of which the church should be aware, in using media for its own purposes.

Comments: This is part of the Religious Education focus issue. The author asserts that, by virtue of the nature of the gospel, mass media is incapable of transmitting the gospel. This is because, he says, to hear the gospel is to be involved in forming a community, including crosstalk, whereas mass media create a relationship only with the center of broadcast. He contends that instead it transforms the gospel into "Protestant Christianity's false teachings: moralism and sentimentality." He also asserts that electronic media are capable of transmitting theology. Though he labels theology a second-order activity compared to actual speaking of the gospel, he still considers its transmission useful.

Schultze, Quentin J. "Vindicating the Electronic Church? An Assessment of the Annenberg-Gallup Study." Critical Studies in Mass Communication 2 (September 1985): 283-90.

Indexed: NA

Bibliography: No

Time period studied: 1980-1985

Media considered: Television, indirectly

Denominational viewpoint: NP

Major topics: A critique of the RTRP.

Comments: "In an age when, as Stanislav Andreski says, social science is frequently a form of sorcery, the Annenberg-Gallup study offers magical powers to those who wish to exercise them in the public arena."[24] Schultze thus warns about the political use of the RTRP. He suggests that the theoretical, methodological, and ideological commitments of the Annenberg School of Communication influenced the research from its start.

Wright, Chris. "Preaching to the Converted: Conversion Language and the Constitution of the TV Evangelical Community." Sociological Review 37 (November 1989): 733-60.

Indexed: NA

Bibliography: Yes

Time period studied: 1987

Media considered: Television

Denominational viewpoint: NP

Major topics: A rhetorical analysis of religious television broadcasts in an attempt to resolve a paradox between the theme of such broadcasts and the broadcasters' knowledge of their audience.

Comments: Wright notes that television evangelists are clearly aware that their audiences consist of those already converted. Yet, the necessity of conver-

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[24]Schultze refers to Stanislav Andreski, Social Sciences as Sorcery (London: Deutsch, 1972).

sion is a common theme in the broadcasts. He examines the rhetoric contained in 90 hours of broadcast religion, and concludes that the use of language is intended to legitimate the roles of the broadcasters and to build a sense of community among listeners to enlist them in converting the unconverted.

Historical Studies

Berkman, Dave. "Long Before Falwell: Early Radio and Religion--As Reported by the Nation's Periodical Press." Journal of Popular Culture 21 (Spring 1988): 1-11.

Indexed: NA

Bibliography: No

Time period studied: 1919-1924

Media considered: Radio

Denominational viewpoint: NP

Major topics: The use of radio for religious purposes, reported in various periodical's of the time period.

Comments: The first religious broadcast came exactly two months after the first commercial broadcast. The author sees the combination as inevitable, since both church services and radio deal with words and music. Early reports both favored the combination and expressed concern over the separation of the listener from the congregation. Interesting consideration of Bruce Barton's role. Barton was one of the founders

of Batten, Barton, Durstine & Osborne advertising agency (known as BBD&O); he was also author of the 1920s bestseller, The Man Nobody Knows, which proclaimed Jesus as Supersalesman.[25]

Also contains includes useful material about clerics who viewed the new medium as a major threat to church attendance, a concern still voiced 70 years later concerning televangelists.

Boomershine, Thomas E. "Religious Education and Media Change: A Historical Sketch." Religious Education 82 (Spring 1987): 269-78.

Indexed: NA

Bibliography: No

Time period studied: Circa 1600 B.C.-A.D. 1987

Media considered: All kinds, from storytelling tradition through print to electronic

Denominational viewpoint: NP; author is professor of New Testament at United Theological Seminary, Dayton, Ohio.

Major topics: The mutual effects evolving religions and media have had.

Comments: This is part of the Religious Education focus issue. There is very little specifically about the use of electronic media by religious entities here.

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[25]Bruce Barton, The Man Nobody Knows: A Discovery of the Real Jesus (Indianapolis: The Bobbs-Merrill Company, [c1925]).

Still, the article provides a useful overview of the development and relationship of religious ideas and media. There is also an examination of the difficulties religions have assimilating and adapting to changes in media. In form, it is more of an essay than a study.

Dann, Norman K. "Spatial Diffusion of a Religious Movement." Journal for the Scientific Study of Religion 15 (Dec. 1976): 351-60.

Indexed: NA

Bibliography: No

Time period studied: Early 1800s-1976.

Media considered: Denominational periodicals

Denominational viewpoint: Examined Holiness denomination; author viewpoint, NP.

Major topics: Testing of explanatory models through case study of spread of Holiness denomination in the United States.

Comments: Dann includes a brief discussion of the influence of Holiness periodicals as a means of informing adherents on doctrinal issues and proper conduct, uniting adherents, and producing identity with leadership.

Ek, R.A. "Irony of Sheldon's Newspaper." Journalism Quarterly 51 (Spring 1974): 22-7.

Indexed: NA

Bibliography: No

Time period studied: Events surrounding specific incident in 1900.

Media considered: Single newspaper, special edition

Denominational viewpoint: Prime subject was Congregationalist minister; author, NP.

Major topics: Problems associated with a minister (with no journalism training) trying to edit a newspaper "as Jesus would."

Comments: As an examination of a fairly unique incident in journalism history, this study has relatively little use in conducting research in this area. It is primarily useful for two reasons: a) It is a good example of the historical method applied to a particular incident, and b) it is an example of religious use of secular media in the absence of journalistic training.

Halperin, S. William. "Catholic Journalism in Italy and the Italo-Papal Conflict of the 1870's." Catholic Historical Review 59 (January 1974): 587-601.

Indexed: NA

Bibliography: No

Time period studied: 1870s

Media considered: Print

Denominational viewpoint: Catholic

Major topics: The role of the Italian Catholic press in the controversies surrounding the invasion of the Vatican and the attempted suppression of Catholicism.

Comments: Although the Catholic press had relatively little effect on those in political power during the time period studied, it helped to fuse public opinion which in the long run greatly affected relationships between the Vatican and the Italian government. Thus, this study provides a worthwhile historical background for researching how the religious use of mass media affects public policy.

Keller, Ralph A. "Methodist Newspapers and the Fugitive Slave Law: A New Perspective for the Slavery Crisis in the North." Church History 43 (September 1974): 319-39.

Indexed: NA

Bibliography: No

Time period studied: 1843-1860

Media considered: Newspapers

Denominational viewpoint: Methodist press studied; author, NP.

Major topics: The insights into national and regional attitudes regarding slavery that can be gained

by examining the controversy as dealt with in Methodist denominational weekly newspapers.

Comments: Keller is primarily concerned with the perspective on the nation to be gained from examining these religious newsweeklies (due to such factors as large circulation compared to secular publications, and the large impact of religious ideas on the general population); but there is much to be gained here in terms of understanding the historical background to the religious use of media.

Lyon, John. "Immediate Reactions to Darwin: The English Catholic Press' First Reviews of the 'Origin of the Species.'" Church History 41 (March 1972): 78-93.

Indexed: NA

Bibliography: No

Time period studied: 1859-1861

Media considered: Periodicals

Denominational viewpoint: Catholic

Major topics: The reaction of two influential Catholic periodicals to the publication of Darwin's Origin of the Species.

Comments: Lyon provides a useful historical examination of the use of print media and its influence in furthering religious ideas. He presents a detailed examination of two prominent reviewers and their argu-

ments against Darwinism, and/or their attempts to reconcile religious ideas and scientific theory.

Moody, Joseph N. "French Catholic Press of the 1840's on American Catholicism." Catholic Historical Review 60 (July 1974): 185-214.

Indexed: NA

Bibliography: No

Time period studied: 1840s

Media considered: Press

Denominational viewpoint: Catholic

Major topics: The treatment of the American Catholic Church in the French Catholic journals of the time.

Nord, David Paul. "The Evangelical Origins of Mass Media in America, 1815-1835." Journalism Monographs, no. 88 (May 1984).

Indexed: NA

Bibliography: No

Time period studied: 1815-1835

Media considered: Print

Denominational viewpoint: NP

Major topics: The use of a (for that time) new mass medium by religious bodies; the development and spread of religious tracts.

Comments: The author makes a case for crediting the missionary impulse with the foundation of the

popularization of print in the nineteenth century, predating technological, economic, and political factors. Dozens of tract and Bible societies flourished between 1805 and 1815, merging into the American Bible Society in 1816 and the American Tract Society in 1825. These societies emerged as leaders in both printing technology and organization of national distribution networks. Useful historical background that shows factors that would later affect religious use of other mass media.

Real, Michael R. "Trends in Structure and Policy in the American Catholic Press." Journalism Quarterly 52 (Summer 1975): 265-71.

Indexed: NA

Bibliography: No

Time period studied: 1822-c1974

Media considered: Newspapers and publications

Denominational viewpoint: Catholic

Major topics: Six major periods of development within the Catholic press.

Comments: Real found that the development of structure and policy in the American Catholic press followed the economy in general, and paralleled more than it diverged from the secular press in America.

Source Studies

Abelman, Robert, and Kimberly Neuendorf. "Themes and Topics in Religious Television Programming." Review of Religious Research 29 (December 1987): 152-74.

Indexed: NA

Bibliography: Yes

Time period studied: 1983-1984

Media considered: Television

Denominational viewpoint: NP

Major topics: Content analysis to determine themes and topics covered by religious programs on television.

Comments: This is part of the Review of Religious Research focus issue. It is very similar to Abelman and Neuendorf, "How Religious is Religious Television Programming?" Both articles use the same data set. The researchers sought out social topics, political topics, and religious topics. "Topic" dealt with specific subject matter; "theme" dealt with the overriding focus of a program to which the majority of activities were related. They found a relationship between the format of the program and the theme of the program.

Abelman, Robert, and Gary Pettey. "How Political Is Religious Television?" Journalism Quarterly 65 (Summer 1988): 313-19.

Indexed: NA

Bibliography: No

Time period studied: 1983, 1986

Media considered: Television

Denominational viewpoint: NP

Major topics: A content analysis to determine actual political content of major religious programs.

Comments: The authors concluded that popular criticism concerning the political content of religious programs was unfounded. They suggest that the concentration of political topics in a few high profile programs are more likely to be noticed and held up as examples of religious programming. However, political content increased significantly during the period between the samples; the political content also became more evaluative. The study did not attempt to suggest the possible impact on viewers.

Abelman, Robert, and Kimberly Neuendorf. "An Interactional Analysis of Religious Television Programming." Review of Religious Research 29 (December 1987): 175-98.

Indexed: NA

Bibliography: Yes

Time period studied: 1983-1984

Media considered: Television

Denominational viewpoint: NP

Major topics: The frequency and type of interactions between people depicted in religious television programming. Takes demographic characteristics into account.

Comments: The authors utilized the same sample as Abelman and Neuendorf, "Themes and Topics," to analyze verbal utterances occurring in a scene in which two or more specific persons interacted verbally. They found significant differences in the behavior on the basis of demographic factors, specifically age, gender, and social status.

Abelman, Robert, and Kimberly Neuendorf. "How Religious is Religious Television Programming?" Journal of Communication 35 (Winter 1985): 98-110.

Indexed: NA

Bibliography: Yes

Time period studied: 1983-1984

Media considered: Television

Denominational viewpoint: NP

Major topics: Content analysis to determine themes and topics covered by religious programs on television.

Comments: This is part of the Journal of Communication focus issue. It is very similar to Abelman and Neuendorf, "Themes and Topics." Both articles use the

same data set. The researchers sought out social topics, political topics, and religious topics. "Topic" dealt with specific subject matter; "theme" dealt with the overriding focus of a program to which the majority of activities were related. They found a relationship between the format of the program and the theme of the program.

Armstrong, Ben. The Electric Church. Nashville: Thomas Nelson, 1979.

Indexed: No

Bibliography: No

Time period studied: Begins with first religious broadcast, Jan. 2, 1921, on KDKA (the first commercial radio station, which first signed on the air Nov. 2, 1920).

Media considered: Primarily television, but heavy emphasis on radio as most useful medium.

Denominational viewpoint: Armstrong at time of writing was executive director of National Religious Broadcasters (NRB). He is ordained in the United Presbyterian Church, U.S.A., but book is ecumenical in approach.

Major topics: A born-again movement; unction can be transmitted; messengers with good news; postwar changes and the domino theory; an international explosion; TV takes over; religious television today (parts

1 and 2); whatever happened to radio?; short-circuiting the electric church; the negatives vs. the positives; coming attractions.

Comments: Armstrong is very favorable to electronic ministries. He gives brief overviews of a number of larger television ministries, as well as briefer sketches of radio ministries. He deals with many criticisms leveled at electronic ministries, including financial. However, this was written before the Pearly Gate scandals, so issues raised by those events are not addressed.

Clements, William M. "The Rhetoric of the Radio Ministry." Journal of American Folklore 87 (1974): 318-27.

Indexed: NA

Bibliography: No

Time period studied: 1973

Media considered: Radio

Denominational viewpoint: Pentecostal (movement cutting across numerous denominations); author, NP.

Major topics: Relationship of traditional folklore to mass media; folk religion (specifically Pentecostal); adaptations of Pentecostal preachers as they attempt to accomplish similar goals with radio listeners as with listeners in a service.

Comments: This is an excellent discussion of how relatively uneducated preachers learn to adapt to the

constraints of a specific mass medium, i.e., radio, and an interesting consideration of religion as a "folklore event."

Frankl, Razelle. "Teleministries as Family Businesses." Marriage and Family Review 15, no. 3-4 (1990): 195-205.

Indexed: NA

Bibliography: Yes

Time period studied: 1987-1988

Media considered: Television

Denominational viewpoint: NP

Major topics: The characteristics that mark televangelism organizations as family businesses.

Comments: Frankl examines the characteristics of family businesses in general, then notes the similarities of a number of teleministries to the model. He also notes the benefits to the teleministries of being perceived in that vein, both to the enterprises themselves and to the audience.

Gentry, Richard H. "Broadcast Religion: When Does It Raise Fairness Doctrine Issues?" Journal of Broadcasting 28 (Summer 1984): 259-74.

Indexed: NA

Bibliography: No

Time period studied: 1927 through 1984

Media considered: Television primarily, with consideration of radio

Denominational viewpoint: NP

Major topics: Historical consideration of restraints on religious broadcasters; the application of the Fairness Doctrine to religious broadcasters; the complications involved in political activism by religious broadcasters.

Comments: Gentry examines the Federal Communications Commissions implementation of the Fairness Doctrine in regards to religious broadcasts. The FCC had to deal with numerous challenges of refusal for equal time based simply on the point of whether religion itself was a fairness issue. It also considered in more recent years similar challenges sparked by televangelists treating social issues such as gay rights, abortion, prayer in the public schools, etc., as religious issues.

Goethals, Gregor. "Religious Communication and Popular Piety." Journal of Communication 35 (Winter 1985): 149-156.

Indexed: NA

Bibliography: No

Time period studied: NA

Media considered: Primarily television; mention is made of radio and print media, as well as direct mail

Denominational viewpoint: NP

Major topics: How dependendence on images and objects by television evangelists may have brought Protestantism full circle from emphasis on the Word.

Comments: Goethals, a professor of art history, examines the roots of religious television in the Protestant evangelical tradition and its emphasis on "The Word," and its transformation by the medium into "public religion." He provides definitional distinctions between traditional religion and public or civil religion.

Horsfield, Peter G. Religious Television: The American Experience. New York: Longman, 1984.

Indexed: Yes

Bibliography: Yes

Time period studied: Brief mention of radio 1933, but mostly begins in 1950s.

Media considered: Television

Denominational viewpoint: NP

Major topics: The emergence of religious television; the making of the monopoly; the electronic evangelists; religious programs and television culture; the struggle within the churches; research and religious television; the effects of paid-time religious programs on the structure of religious television; the size of the religious television audience; characteristics of the religious television audience; religious television

and attitude change; religious television and the local church; religious television and American culture; the future of current trends; a strategy for the religious use of television.

Comments: This book contains a very useful final chapter: "A Strategy for the Religious Use of Television." As a whole, it deals with problems of religious television, and how the demands of the medium shape the message.

Horsfield, Peter G. "Evangelism by Mail: Letters from the Broadcasters." Journal of Communication 35 (Winter 1985): 89-97.

Indexed: NA

Bibliography: No

Time period studied: 1981

Media considered: Television (use of direct mail by religious television broadcasters)

Denominational viewpoint: NP

Major topics: The characteristics of direct mail used by five major religious broadcasters.

Comments: Horsfield mailed a pseudonymous letter to five major syndicators of religious programs, claiming to be a convert and asking how to follow Christ. The organizations represented different theological emphases. The responses showed proficiency in the use of direct mail techniques. In nine months of mailings,

only three out of 54 referred to the initial conversion experience, only four referred to the convert becoming a member of a local church; 44 requested financial support. Note that the subhead at the beginning of the article appears to contain a mistake of addition--it refers to three out of 45, whereas the body of the article refers to 54.

Peterson, Richard G. "Stained Glass Television: A Female Evangelist Joins the Electronic Church." Journal of Popular Culture 19 (Spring 1986): 95-105.

Indexed: NA

Bibliography: No

Time period studied: 1975-1986

Media considered: Television

Denominational viewpoint: NP

Major topics: In-depth description of the career of Terry Cole-Whittaker and the sect lead by her.

Comments: When Cole-Whittaker accepted the ministry of the La Jolla branch of the Church of Religious Science (San Diego) in 1977, it had a membership of about 50. At the time of the article, Terry Cole-Whittaker Ministries (which broke from the United Church of Religious Science in 1983) reached 18 major cities through television and had a local membership of 1,900 people. The effective use of television accounts for much of this.

Article includes an examination of the sources for the ministry's cult-like doctrine and her superb understanding of applied communication. Peterson describes a typical service, then compares Cole-Whittaker to Aimee Semple McPherson, beside whom (he says) Cole-Whittaker pales.

Quebedeaux, Richard. By What Authority: The Rise of Personality Cults in American Christianity. San Francisco: Harper & Row, 1982.

Indexed: Yes

Bibliography: Yes

Time period studied: 1865-1980

Media considered: Primarily television; radio and print also considered

Denominational viewpoint: NP; focus of consideration is on evangelicals and fundamentalists

Major topics: Popular religion in America; celebrity leaders in the history of American Christianity, 1865-1980; the nature of religious authority and how it works; the decline of authority; and the problem of "homelessness" and its solution. (Note: "Homelessness" is used in this context to speak of a metaphysical condition, not living on the streets.)

Comments: Quebedeaux writes to examine popular religion in American and its celebrity leadership; the

nature of that leadership leads him to deal with religion and mass media throughout the entire book.

Schultze, Quentin J. "The Mythos of the Electronic Church." Critical Studies in Mass Communication 4 (September 1987): 245-61.

Indexed: NA

Bibliography: Yes

Time period studied: NA

Media considered: Television

Denominational viewpoint: NP

Major topics: The mythos of the electronic church as an explanation for the appeal of broadcast religion.

Comments: In this essay, Schultze offers an explanation for the broad appeal of broadcast evangelism despite the evidence that it is ineffective and inefficient at evangelizing. He first examines the mythos in terms of evangelical optimism, current theology, and the impact of advancing technology. He then discusses the effects of these on the view of the efficacy of communications technology, as well as notable problems with these views.

Thomas, Sari. "The Route to Redemption: Religion and Social Class." Journal of Communication 35 (Winter 1985): 111-122.

Indexed: NA

Bibliography: No

Time period studied: 1981-1983

Media considered: Television

Denominational viewpoint: NP

Major topics: The nature of teaching on Protestant religious broadcasts differentiated according to the social class of their intended audiences.

Comments: Thomas finds the function of religion to be more complicated than that implied by Marx's observation that "religion is the opiate of the masses." Rather than acting as a narcotizing agent that sustains compliance among the oppressed, religious teaching is subject to social-class variation. These variations are such that they tend to rationalize the corresponding social-class positions. For example, programs aimed at the working class emphasize personal piety and minimize the value of worldly accomplishment. Programs aimed at the upwardly-mobile emphasized that money could bring contentment if put to good use, and that Christians should be involved in the world rather than aloof from it.

CHAPTER 3

CONCLUSIONS

There are some patterns that emerge as we look over the sources for beginning a study in how religious people make use of the media. A number of researchers figure prominently in this area, whose names appear in many places. These include Robert Abelman, Razelle Frankl, George Gerbner, Stewart Hoover, Gary Gaddy, and William Fore. Any researcher undertaking new study subsequent to this bibliography would be well-advised to consult a reference work such as Social Science Citation Index under these names for further listings of literature.

Another pattern that emerged while this material was being gathered was the number of articles employing fewer than 20 references to previous work. Of these references, often half or more were to articles in a news magazine, newspaper, or unrefereed journal outside the scope of this fairly narrowly defined bibliography. Despite the narrowness of the definition, there are 55 entries. Appendix D contains numerous other sources that, despite not matching the parameters for the main bibliography, could profitably be employed in a literature review. Why, then, are there so few references to previous scholarly work?

Several factors may explain the low number of works cited despite a seemingly larger pool of resources. A large number of the studies consulted were conducted at about the same time, so that it would be difficult for them to reference each other. Studies prior to 1978 were often descriptive, preliminary studies, due to a lack of existing research in this area. Finally, although the topic of religiously oriented media seems narrow enough there is still a broad range of subtopics. For instance, there were only ten sources of historical studies that fit the parameters. Furthermore, source studies may or may not be germane to a study looking at audience-related questions.

The proliferation of studies in the 1980s may or may not be indicative of an increased scholarly interest in religiously oriented media. Quite a few studies during that time came about as a result of interest stirred by the political machinations of Pat Robertson and Jerry Falwell, as well as the Pearly Gate scandals involving the PTL Club and later Jimmy Swaggart. As these events recede into history, the level of continued scholarly interest in religiously oriented media remains to be seen.

Another indication of the influence of the Pearly Gate scandals on studies of religiously-oriented media is the appearance of several special focus issues on the topic. A listing of those issues appears in Appendix C. One of them was published in 1985; two more came out in 1987.

The Pearly Gate scandals happened in 1984. For the 13-year period from 1970 to 1983, the main bibliography lists a total of 14 studies. From 1984 to 1990, there are listed a total of 41 studies. This also tends to point to Pearly Gate as a trigger of scholarly interest.

Most of the studies prior to 1987 seem to have been published in communication journals. Although there were a few articles in religion journals prior to that, the interest of religion scholars in religiously oriented media peaked around 1987 due to the PTL scandals, the rise of the Moral Majority, and the candidacy of Pat Robertson for president.

In assembling this material it became clear that the bulk of material in the area of religiously oriented media may be found listed in such indexes as Social Science Index (SSI) and Communication Abstracts (CA). The vast majority of scholarly articles dealing with religiously oriented media listed in Religion Index One (RIO) were also listed in either SSI or CA. On the other hand, out of the 127 sources listed in the bibliographies (both main and appendices) at least 15 were found only in RIO. A further difficulty of using RIO is its inclusion of newspaper and newsweekly articles, editorials, essays, and popular level magazine articles together with scholarly articles. Out of one listing of twenty-one articles under the heading "Media in Religion," only two were found to meet the criteria of

inclusion for the bibliography. Articles such as "Garrison Keillor: Radio's Graceful Prophet" fall under the "Mass Media in Religion" heading, as well as news articles such as "Christian Author Joyce Landorf Will Discontinue Her Radio Program."

RIO also has a great number of duplicate entries. For instance, an article listed under "Television" was very likely to also be listed under "Mass Media."

In addition, a sizeable number of studies were found only by reading the reference lists of those entries found in one of the indexes. It is therefore essential that the researcher not depend solely or even primarily on a few indexes, but rather check citations and primary documents.

Further study needs to be done in identifying additional sources and examining the sources in Appendix D for a meaningful definition of useful material in the topic area of religiously oriented media. Many of the sources in Appendix D are written by scholars for the popular market. As such they represent the accumulation of much consideration and study, though they are not footnoted. On the other hand, much that is written in both books and unrefereed journals and magazines consists of the repetition of mis- and ill-informed opinion, often clothed in authoritative language. This makes it difficult to separate the wheat from the chaff.

The growth of television and televangelism has focused most research attention on that medium. Nevertheless, religious bodies continue to make use of other forms of mass media. A visitor to the average Protestant or Catholic church will discover in the lobby a host of tracts, newsletters, magazines, and other printed material; some fit the traditional mold of "mass communication," while much of it seems to reflect the move of society toward "narrowcasting" and sharply defined audiences. Not only do studies need to be done on this use of media by religious bodies, but background material needs to be assembled. Due to the recent focus on television, relevant material for printed media must be sought prior to the 1960s.

Another fruitful area of study is that of the use of radio, newspapers, and local television by local congregations. Most of the research has been done on nationally-broadcast programs. Armstrong, while concentrating on the teleministries, declared his belief that radio was the more effective medium. In addition, though he estimated the average weekly audience for religious television at fourteen million, the comparable audience for religious radio was 114 million.[26] These factors taken together suggest the need for studies on these media, and for the assembling of background materials and bibliographies.

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[26] Ben Armstrong, The Electric Church (Nashville: Thomas Nelson, 1979), 122-3.

APPENDICES

APPENDIX A

APPENDIX A

BIBLIOGRAPHIES IN RELIGION

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APPENDIX B

APPENDIX B

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APPENDIX C

APPENDIX C

SPECIAL ISSUES ON RELIGION AND MASS MEDIA

Several journals have issued special focus issues dealing with religion and mass media. They are listed here separately to assist the scholar seeking background on the topic, since obtaining these three journals will provide at least nine articles on the subject, as well as additional articles on religion and communication outside the scope of this thesis.

Articles from these journals are included in the main bibliography where they fit the criteria for inclusion, and are flagged in the "comments" section by the note "Part of the _____ special focus issue."

Review of Religious Research 29 (December 1987).

Journal of Communication 35 (Winter 1985).

Religious Education 82 (Spring 1987).

APPENDIX D

APPENDIX D

ADDITIONAL RESOURCES

This listing is included to give access for the scholar in search of further resources. The first section lists resources that, though annotated, did not fit the main bibliography for one reason or another. The second section is an unannotated listing of sources that may be useful for a number of purposes, including illustrative quotes, historical background from older studies, coverage of religion by secular newspapers, etc.

Annotated

Clark, David L. "'Miracles for a Dime': From Chautauqua Tent to Radio Station With Sister Aimee." California History 57 (1978-79): 354-63.

Indexed: NA

Bibliography: No

Time period studied: 1921 to [1944]

Media considered: Radio

Denominational viewpoint: NP

Major topics: The roughly twenty-year period in which Aimee Semple McPherson's ministry flourished in Los Angeles via both stage and radio.

Comments: McPherson's understanding and use of popular media to reach an audience made her a forerunner of many of the most prominent televangelists of today. Thus Clark's examination of McPherson's use of showmanship provides useful background for a study of televangelists today. Also mentions some little known but useful historical facts, such as McPherson's founding of KFSG, the first religious radio station in the United States (she was also the first woman to hold a broadcaster's licence from the FCC). Includes examination of reaction of Protestant clergy, including that of primary radio rival, Rev. Bob Shuler, whose station was second in size only to McPherson's. Journal appears to be unrefereed; hampered by lack of footnotes.

Hadden, Jeffrey K., and Charles E. Swann. Prime Time Preachers. Reading, Mass.: Addison-Wesley, 1981.

Indexed: Yes

Bibliography: Yes

Time period studied: back to colonial, and 1920s radio.

Media considered: Historical radio; primarily TV.

Denominational viewpoint: NP

Major topics: The gathering electronic storm; the video vicarage; the electronic communicants; the evolution of a revolution; the sermon from the satellite; this business of TV religion; born-again politics; the

establishment strikes back; the mobilization of the moral majority; digging in for the struggle; quo vadis?

Comments: The authors take a generally skeptical, though not cynical, approach to their subject. The book exposes political connections, various problems within ministries, etc. It is often cited by other scholarly sources, especially regarding actual audience size for religious programs, vs. inflated claims. It is not footnoted.

McNulty, Edward N. Television, a Guide for Christians. Nashville: Abingdon, 1976.

Indexed: No

Bibliography: Yes

Time period studied:

Media considered: TV

Denominational viewpoint: NP, but definitely written from a Christian viewpoint

Major topics: No

Comments: The primary value of this book for the scholar is the annotated bibliography; though it is explicitly not comprehensive, it is a valuable starting point for literature on media from the standpoint of church people. For example:

> Benson, Dennis. Electric Evangelism: How to Spread the Word Through Radio and TV. Nashville: Abingdon Press, 1973. This is a must for action-oriented readers; contains hun-

dreds of ideas for local folk to become involved in mass media.

Petterson, Thorleif. "The Audience's Uses and Gratifications of TV Worship Services." Journal for the Scientific Study of Religion 25 (December 1986): 391-409.

Indexed: NA

Bibliography: Yes

Time period studied: 1985, Sweden

Media considered: TV

Denominational viewpoint: NP

Major topics: Relationship of "uses and gratification" communication theory to study; consideration of research treatment of disparate programming types, such as broadcast of Sunday worship and prime time religious entertainment; description of "TV Worship Service in Sweden"; extensive analysis of gratifications of watching TV services compared with attending services.

Comments: Peterson provides a useful glimpse of European religious TV. He also includes an extensive list of references providing rich background material on both American and European research regarding religious media in general and the application of uses and gratifications theory in particular. It is not included in the main bibliography because it deals with subject matter outside the United States.

Unannotated

"Cue God." The Economist 240 (July 3, 1971): 28.

Media Impact and You: Media Potential, Media Awareness. Boston: The Daughters of St. Paul, 1981.

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Abelman, Robert. "Financial Support for Religious Television: The Impact of the PTL Scandal." Journal of Media Economics 1 (Spring 1988): 23-38.

Abelman, Robert. "Learning about Family from Religious Television Programming." Journal of Communication and Religion 10 (March 1987): 15-25.

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Clark, David L. "'Miracles for a Dime': From Chautauqua Tent to Radio Station With Sister Aimee." California History 57 (1978-79): 354-63.

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Thomas, C. "Not Ready For Prime-Time Prayers." Quill 74 (Oct. 1986): 15-19.

Vleck Jr., J.V., and C.U. Wolf. "Reader-Appeal of Religious Articles." American Sociological Review 7 (1942): 828-832.

Wilmer, Wesley K. "Impact of Scandals on Giving." Fund Raising Management 19 (November 1988): 32+.

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APPENDIX E

APPENDIX E

AN EXCHANGE OF VIEWPOINTS

An exchange of articles took place between two sets of researchers over the quality of the Religion and Television Research Project (RTRP).[27] The exchange can be understood more clearly by considering the articles in chronological order rather than the alphabetical order used in the main bibliography. As critiques of existing research, they do not lend themselves to the annotation scheme of the main bibliography. The annotations in this appendix are abstracts of the articles.

The results of the RTRP were released in 1984. It followed four years of study and the combined efforts of the Gallup Organization and the Annenberg School of Communications at the University of Pennsylvania. As Frankl and Hadden note in their first article, the report was intended only for circulation among those agencies who had combined to commission the study. Though it is possible for one to obtain a copy of it, it is not possible to walk into the

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[27]Gerbner, George, Larry Gross, Steward Hoover, Michael Morgan, and Nancy Signorielli. Religion and Television: A Research Report by the Annenberg School of Communications. 2 vols. Philadelphia: University of Pennsylvania and the Gallup Organization, Inc., 1984.

average university library and find one. It is ironic, therefore, that a study so often cited in journal articles and book should itself not qualify for inclusion in the main bibliography.

However, William Fore, one of the organizers of the project, presented his summary of the RTRP in an article in Christian Century. This article does not meet the bibliography criteria either (Christian Century is not a refereed journal), but it is included in this appendix to provide readily available background material for following the later exchange.

The first set of articles following Fore's were a critique of the RTRP.

Fore, William. "Religion and Television: Report on the Research." Christian Century (18 July 1984): 710-13.

Fore introduces his summary with the questions that had been so hotly debated: Does the electronic church lure members away from local churches or encourage them to attend? Does it take money away from local churches or further overall giving? Does it evangelize or merely reach the already committed?

He gives the background of the project. In 1980 the National Council of Churches' Communication Commission and the National Religious Broadcasters formed the Ad Hoc Committee on Religious Television Research. Participants included 39 groups, such as the "Old Time

Gospel Hour" (Jerry Falwell), the Christian Broadcasting Network (Pat Robertson), the U.S. Catholic Conference, the Episcopal Church, and the United Church of Christ, "with representation from virtually every part of the religious spectrum in between." The Gallup Organization conducted the national survey, and the Annenberg School of Communication at the University of Pennsylvania handled analysis.

Fore named as highlights of the report the following observations: the viewing audience for religious programs is far smaller than has been claimed; the electronic church is not effective at evangelism, but it is an effective reinforcer of the existing religious beliefs of viewers; the roles of people are essentially the same on both religious and general television programs; and for most heavy viewers of religious television, watching is both an expression of belief and an act of protest against the world of general television.

Frankl, Razelle, and Jeffrey K. Hadden. "Star Wars of a Different Kind: Reflections on the Politics of the Religion and Television Research Project." Review of Religious Research 29 (December 1987): 101-110.

The article covers the background of religious broadcasting from the 1920s to 1980, and the development of the RTRP project from 1980 through post-1984. It mainly considers the historical context of the

conflict between liberal religious bodies (represented on the Ad Hoc Committee which commissioned RTRP by delegates from the Communications Commission of the National Council of Churches) and conservative religious bodies (represented by delegates from the National Religious Broadcasters).

It is part of the Review of Religious Research focus issue.[28] The authors cite reasons for believing RTRP is seriously flawed as research. In their summary they note two reasons RTRP "slipped into oblivion." First, the report from its outset was to be circulated only among those agencies which had financially supported the project. Second, the study was highly politicized, a claim which is the main object of investigation in the article. There is also a brief but valuable consideration of the pitfalls of applied research. In a later article, the authors refer to this article as "social history as we have come to understand it."[29]

Frankl, Razelle, and Jeffrey K. Hadden. "A Critical Review of the Religion and Television Research Report." Review of Religious Research 29 (December 1987): 111-24.

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[28]See Appendix C.

[29]Razelle Frankl and Jeffrey K. Hadden, "Rejoinder: 'Star Wars of a Different Kind,'" Review of Religious Research 31 (September 1989): 103.

Also part of the Review of Religious Research focus issue, this article deals with specific inadequacies of research (especially of methodology) of RTRP. The authors deliver a cutting critique of RTRP, finding problems from the definition of subject matter (or, rather, the lack thereof) through the design and methodology of the study and the inconsistencies of the report of results. They conclude, "The Religion and Television study is not very important, if importance is understood to mean the enrichment of our knowledge base about religious broadcasting and the audiences of religious broadcasting. Furthermore the questionable quality of craftsmanship in the Annenberg portion—conception, design, execution, and write-up—severely diminishes the potential importance of the study as either a baseline, or secondary source of data for future research."

Gerbner, George, Larry Gross, Stewart Hoover, Michael Morgan, and Nancy Signorielli. "Responses to 'Star Wars of a Different Kind' by J.K. Hadden and R. Frankl." Review of Religious Research 31 (September 1989): 94-102.

The authors offer their own critique to Frankl and Hadden, concentrating on "Star Wars of a Different Kind." They call it a "hatchet job" and accuse Frankl and Hadden of knowing very little about the scientific study of mass communication. The bulk of the article

is spent in taking up specific criticisms offered by Frankl and Hadden. The authors finish by saying, "We must conclude that the sloppy attempt by Hadden and Frankl to refute and dismiss our work does nothing to extend or in any way help this process."

The article continues with responses from Peggy L. Shriver, assistant general secretary for research evaluation and planning of the National Council of Churches (NCC), and coordinator of the Ad Hoc Committee; and William F. Fore, head of the Communications Commission of the NCC. Both responses also concentrate on the "Star Wars" article. Fore in particular accuses Frankl and Hadden of being "unaccountably and relentlessly ad hominem."

Frankl, Razelle, and Jeffrey K. Hadden. "Rejoinder: 'Star Wars of a Different Kind.'" Review of Religious Research 31 (September 1989): 102-104.

Frankl and Hadden respond to the critiques of their critique by once again pointing out associations of the respondents with the various organizations, continuing the theme of politicization. They point to the respondents concentration on the "Star Wars" article as indirect evidence that the contentions of the "Critical Review" article were implicitly accepted.

They defend the "Star Wars" article on the basis that the facts as reported were correct (contrary to

Fore's contentions), but the point of disagreement centers on the interpretation of the facts. They contend that "any social history is, by definition, an interpretation of data." They define ad hominem as appealing to personal interests, and say that in re-reading their own work they fail to find any evidence of such.

They quote from Ben Armstrong, executive director of the National Religious Broadcasters (who wrote that he was impressed by the two articles) and close by pointing to the "angry and emotional tone of the response, noting that our original critique was made in a rational manner, devoid of ad hominem attacks."

VITA

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