

1. Record Nr.	UNINA9910768477303321
Autore	Kgatle Mookgo Solomon
Titolo	Commercialisation of Religion in South Africa : A Pentecostal Approach
Pubbl/distr/stampa	Cham : , : Palgrave Macmillan, , 2023 ©2023
ISBN	3-031-41837-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (292 pages)
Altri autori (Persone)	ThinaneJonas Sello KaundaChammah J
Disciplina	200.968
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Intro -- Contents -- Notes on Contributors -- Chapter 1: Introduction -- Background to the Study -- Commercialisation of Religion in South Africa -- A Pentecostal Approach -- Approaches to the Study -- Biblical Perspectives on the Commercialisation of Religion -- Prosperity Gospel and Commercialisation of Religion -- Economics of Commercialisation -- Theology of Commercialisation -- Regulation of Religion -- Chapter Outline -- References -- Part I: The Use of Biblical Texts in Perpetuating the Commercialisation of Religion -- Chapter 2: The Strategies of Commercialisation: Texts and Prophecies with Special Reference to 1 Sam 9:6-13 -- Introduction and Definition -- Historical Reflections on Commercialisation of Religion -- Strategies in Commercialisation of Religion -- A Piece of Silver for the Man of God to Tell Us the Way to Go (1 Sam 9:6-13)! -- A Piece of Silver for the Man of God in Today's NPM -- Conclusion -- References -- Chapter 3: God or Mammon? The Theological Problem of Obsession with Money in African Neo-Pentecostal Prophetism -- Introduction -- Commercialisation of Religion and the Sacralisation of Material Reality -- A Christian Religiosity Preoccupied with Wealth Accumulation -- The Emergence of Prophets as 'Investment Portfolios' -- The Elevation of Money to a God in the Commercialisation of Religion -- The Fear of God as Panacea Against the Commercialisation of Religion -- Conclusion -- References -- Chapter 4: "The Love of Money Is 'NOT'

the Root of all Kinds of Evil": A Critical Discourse and Thematic Analysis of Materialism in some Neo-Pentecostal Churches -- Introduction -- Commercialisation -- Description of the Neo-Pentecostal Churches -- Rhema Bible Church -- Rivers of Living Waters (RLW) Ministries -- Methodology -- Daily Commercialisation -- The Gospel of Manipulation -- Materialism Exposed -- Conclusion -- References.

Part II: Prosperity Gospel and the Commercialisation of Religion -- Chapter 5: The Gospel and Money: A Neo-Pentecostal Re-reading of Luke-Acts -- Introduction -- The Interdependence of Religion on Money -- Money and Possessions in Luke-Acts -- Theories of Ownership and Money -- Giving in Neo-Pentecostal Christianity -- Conclusion -- References -- Chapter 6: Miracle Prosperity and Business Practices of Africa's Prosperity Teachers -- Introduction -- Miracle Prosperity Theology -- Development of the New Apostolic Reformation -- Case Studies -- Authoritarian Leaders -- Capitalist Business -- Individualistic Family Practices -- Addressing the Challenge -- Conclusion -- References -- Chapter 7: Representing Prosperity Gospel in South African News Media: A Discursive Reading -- Introduction -- Representation, Discourse, and Ideology in the News Media -- Prosperity Gospel: American Dream Turned African? -- Early Representations of Prosperity Gospel in South African News Media: 2003-2011 -- Recent Representations of Prosperity Gospel in South Africa -- Conclusion -- References -- Part III: The Economic Challenges and the Commercialisation of Religion -- Chapter 8: Gospel on Sale -- Introduction -- Research Methodology -- Relevance of the Study -- The Prosperity Message Within Global Spaces -- The Prosperity Message Within African Neo-Pentecostalism -- The Original Intent of the Prosperity Message -- The Advent of Neo-Pentecostalism in South Africa -- The Lavish Lifestyles of Neo-Pentecostal Pastors -- The Commercialisation of Religion -- The Selling of Sacred Products -- African Worldview on Prosperity -- Distortion of the Gospel -- African Religion and Sacred Products -- Challenging the Narrative -- Conclusion -- References.

Chapter 9: Socio-Economic Conditions: The Rationale Behind the Financial Abuses in Neo-Pentecostal Churches in the South African Context -- Introduction -- Methodology -- Psychology of Poverty -- The Role of the State in Helping the Poor -- The Role of the Church to Help the Poor -- Eli's Sons -- The New Testament Examples -- The Church Should Fight Corruption -- Proper Understanding and Appropriation of Money in the Church Should be Encouraged, as Seen in Jesus' Life and in the Lives of the Disciples -- Leadership Structure -- Conclusion -- References -- Chapter 10: Clergy Livelihood in Neo-Pentecostalism: A Historical Reconstruction in the Urban and Township Contexts -- Introduction -- Phases of Commercialisation of Religion between 1980 and 2023 in South Africa -- The First Phase (1980-1994) -- Neo-Pentecostalism -- Prosperity Gospel -- Clergy Livelihood -- The Second Phase (1995-2023) -- The Commercialisation of Religion -- TV, Facebook and Radio as Enablers of Commercialisation of Religion -- Churches Led by South Africans -- Churches Led by Foreign Nationals -- Conclusion -- References -- Chapter 11: Community Empowerment Versus Individual Success among Neo-Pentecostal Pastors in South Africa -- Introduction -- Community Empowerment-A Theoretical Framework -- Community -- Empowerment Theory -- The Importance of Community in an African Worldview -- Community Empowerment within Pentecostalism -- Goka Prayer Camp -- Korean Churches in Los Angeles -- Community Empowerment: An Antidote to Commercialisation of Religion -- Conclusion -- References -- Part IV: Theological Reflections and

Implications on the Commercialisation of Religion -- Chapter 12: Commercial Praxis of Neo-Pentecostal Churches and the Prosperity Gospel -- Introduction -- Neo-Pentecostalism: The Evolution of Faith -- The Prosperity Gospel in Thohoyandou. The Commercial Praxis of Neo-Pentecostal Churches -- The Impact of the Commercialisation of Neo-Pentecostalism -- Measures to Curb Commercialisation -- Conclusion -- References -- Chapter 13: Imago Dei and Consumership in Neo-Prophetic Pentecostal Churches in South Africa -- Introduction -- The Image of God -- Commercialisation of Religion and the Calling of Humans -- Commercialisation of Religion and Violation of the Image of God -- Commercialisation of Religion as Witnessed in the Conduct of Pastors/prophets in NPCs -- Conclusion -- References -- Chapter 14: Indigenous Belief Systems, Commercialisation, and New Prophetic Movements -- Introduction -- Processes in African Traditional Divination -- The Advent of the Tent Ministry -- African Traditions and Christian Practices Meet -- Discussion -- Initiator of Commercial Transactions -- Giving -- Gifts -- Spiritual Disposition -- Public Opinion -- End Results & -- Expectations -- Implications -- Conclusion -- References -- Part V: The Commercialisation and the Regulation of Religion -- Chapter 15: Prophets Violating South African Reserve Bank (SARB) Regulations: The Case of Enlightened Christian Gathering Church -- Introduction -- Theoretical Framework -- The Case Study -- Current Trends Within Southern African Pentecostalism -- South African Reserve Bank Regulations on Foreign Exchange -- The Rationale Behind Such Practices -- Prosperity Gospel Preachers -- Socioeconomic Situation -- Normative Reflection -- The Position of Scripture -- The Position of the Church -- Community Responsibility -- The Responsibility of Government -- Pragmatic Strategy -- Conclusion -- References -- Chapter 16: Regulating Inimical Religious Practices: Practical Realities and a Constitutional Conundrum -- Introduction -- The Intersection Between Religion and Law -- Constitutional Framework -- Legalities Against Abuses. Conclusion -- References -- Epilogue -- Index.

---