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Autore	Thomas Pradip
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Lingua di pubblicazione	Inglese
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Section I: Locating the study -- Christian fundamentalism and other fundamentalisms -- Christian fundamentalism and the media -- Christianity in India -- Pentecostalism and neo-Pentecostalism : the global and the local -- Section II: Theory and concepts -- Bourdieu, Christianity, and mediated Christianity in India -- Section III: The cultural/media practices of Christian fundamentalism -- The changing nature of Christian broadcasting in India -- Cyber-contestations : Christian and Hindu fundamentalisms on the web -- Benny Hinn's festival of blessings : the analysis of a Christian crusade in India -- Section IV: Towards another religious communication -- Communication and the search for inter-subjective futures.
Sommario/riassunto	Strong Religion, Zealous Media: Christian Fundamentalism and Communication. in India is the first in-depth cultural and social analysis of the growth. of conservative forms of Christianity within the Protestant tradition in India. and the many ways in which these new

churches use the media. Arguing that Christian. broadcasting needs to be seen as an essential aspect of a `muscular` Christianity. that has increasingly colonised globalising cities such as Chennai, the book concludes. with a strong validation of multi-religious India and the need for a robust inter-faith. media response to combat

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