

Call for papers  
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Media and religion: The changing landscape

From a situation just a decade ago where it was considered religion had all but disappeared, religion is back as a significant social, political and economic force. This resurgence is more than just traditional institutions flexing their muscles or rejuvenating their media practices - it reflects a significant reworking of religion within the media marketplace. New religious entrepreneurs are using new media effectively to build global audiences with packages of branded religious and secular content that ignore old religious loyalties and sensibilities and cross previously defined boundaries of sacred and secular. Online networking is making possible de-institutionalised and eclectic experimentations with religious and spiritual themes that are producing new hybridisations of religious ideas and practices. Commercial media organisations are also realising the potential market for spiritual and metaphysical themes, and are producing commercial programs and products in competition with religious bodies to capitalise on this significant market. In the process, old frames of institution-based authority and management are giving way to market-defined religion based on charisma, the attraction and maintenance of audiences, the management of brand, and offering competitive material of consumer value - ideology, images, solutions and products. This special issue will examine this convergent media-religious-cultural landscape and contributions are sought that explore aspects or present research that maps the terrain.

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Send abstracts, any enquiries and completed submissions to the Special Issue  
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