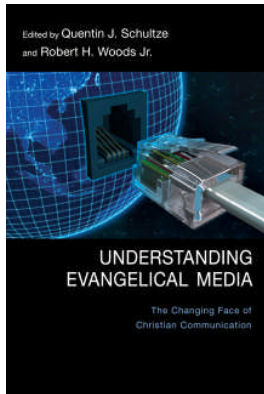


BOOK DETAILS



Edited by
Quentin J. Schultze, Ph.D.
Robert H. Woods Jr., Ph.D.

**Understanding
Evangelical Media**
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Understanding Evangelical Media: The Changing Face of Christian Communication

From broadcasts to blogs and Bible theme parks to podcasts, the media Christians use to convey their messages is changing. Editors Quentin J. Schultze and Robert H. Woods Jr. have gathered a group of leading scholars in the field of communication to provide insightful essays on various aspects of the evangelical media landscape.

The contributors in *Understanding Evangelical Media* analyze and assess a wide range of media, including

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

These shifting media, and the communications enterprise as a whole, are put in cultural and ethical perspective. Paul A. Soukup and Mark I. Pinsky provide Catholic and Jewish perspectives on the state of religious media, respectively. Notables such as Martin E. Marty, Terry Mattingly, and William D. Romanowski contribute additional commentary.

Understanding Evangelical Media serves as a helpful reference and furthers the discussion on evangelical communication. Given the breadth of topics covered, this book should be of interest to communications professionals, teachers, students, journalists, pastors and readers curious about cultural communication.

Quentin J. Schultze is the author of over a dozen books on the relationship between faith and communications. He serves as executive director of the Gainey Institute for Faith and Communication and as Arthur H. DeKruyter Chair in Faith and Communication at Calvin College. His many books include *Habits of the High-Tech Heart: Living Virtuously in the Information Age* and *American Evangelicals and the Mass Media*.

Robert H. Woods Jr. holds a J.D. as well as a Ph.D. in communication studies. He teaches communication in the graduate program at Spring Arbor University in Spring Arbor, Michigan. His books include *Media Ethics: Cases in Moral Reasoning*.

For additional information, please see <http://understandingevangelicalmedia.com>.