

**“Moberg uses discourse analysis to provide a lens through which to understand broader socioeconomic changes that led to the marketization of religion. This is a welcome addition to the canon on media, marketing and religion.”**

**Mara Einstein, author of *Black Ops Advertising* (2016) and *Brands of Faith* (2007)**

**“This engaging analysis highlights the clear move towards a marketization of religious culture as religious organizations seek to negotiate their shifting social and cultural positions within society.”**

**Heidi A Campbell, Associate Professor, Texas A&M University, USA**

**“This is a *tour de force* of rigorous analysis and sociological imagination. Significantly, it moves on from theorising discourse and religion to actual discourse analysis, paving the way for future research in the critical discursive study of religion.”**

**Titus Hjelm, Reader in Sociology, University College London, UK**

**“Moberg’s innovative and agenda-setting book constitutes a significant contribution to the important debates on marketization and mediatization alike.”**

**François Gauthier, Professor, University of Fribourg, Switzerland**

Marcus Moberg offers a new model of religion and religious life in the post-war era, through focusing on the role of markets and media as vectors of contemporary social and cultural change – and therefore institutional religious change. While there is wide agreement among sociologists of religion that this area is transforming on a global scale, there is less agreement about how these changes should best be approached and conceptualized.

In a time of accelerating institutional religious decline, institutional churches have become ever more susceptible to market-associated discourse and language and are ever more compelled to adapt to the demands of the present-day media environment. Using discourse analysis, Marcus Moberg tracks how new media and marketing language and concepts have entered Christian thinking and discourse.

*Church, Market, and Media* develops a framework that approaches changes in the contemporary religious field in direct relation to the changing socioeconomic makeup of contemporary societies on the whole. By focusing on the impact of markets and media within the contemporary religious setting of mainline institutional Christian churches in the Western world, the book outlines new avenues for further theorizing the study of religious change.

**Marcus Moberg** is Senior Researcher in the Department of Comparative Religion at Abo Akademi University in Turku, Finland. His research interests include the sociology of religion, media and culture, religion, markets and consumer culture studies, and the discursive study of religion.