



McDonaldisation, Masala McGospel and Om Economics: Televangelism in Contemporary India

Jonathan D James

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This book looks at religion in a transnational and global context and presents a systematic account of the methods undertaken by modern day missionaries to convert people.

The author seeks to understand the outworking of the American phenomenon of televangelism in India, in a new historical, cultural, religious, political and economic setting. He likens global televangelism to 'McDonaldisation', because of its standardised, 'one size fits all' approach. 'Glocal' televangelism-the fusion of the American and Indian evangelism-is referred to as 'Masala McGospel' because of the overwhelming presence of the global, American grammar and logic in the presentation and style of these programmes in India. The author then goes on to show how a disjunction is being created in Hindu televangelism because of such blending of American techniques with the holiness of ancient scriptures, making them subservient to the modern day aspirations of globalisation and consumerism.

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