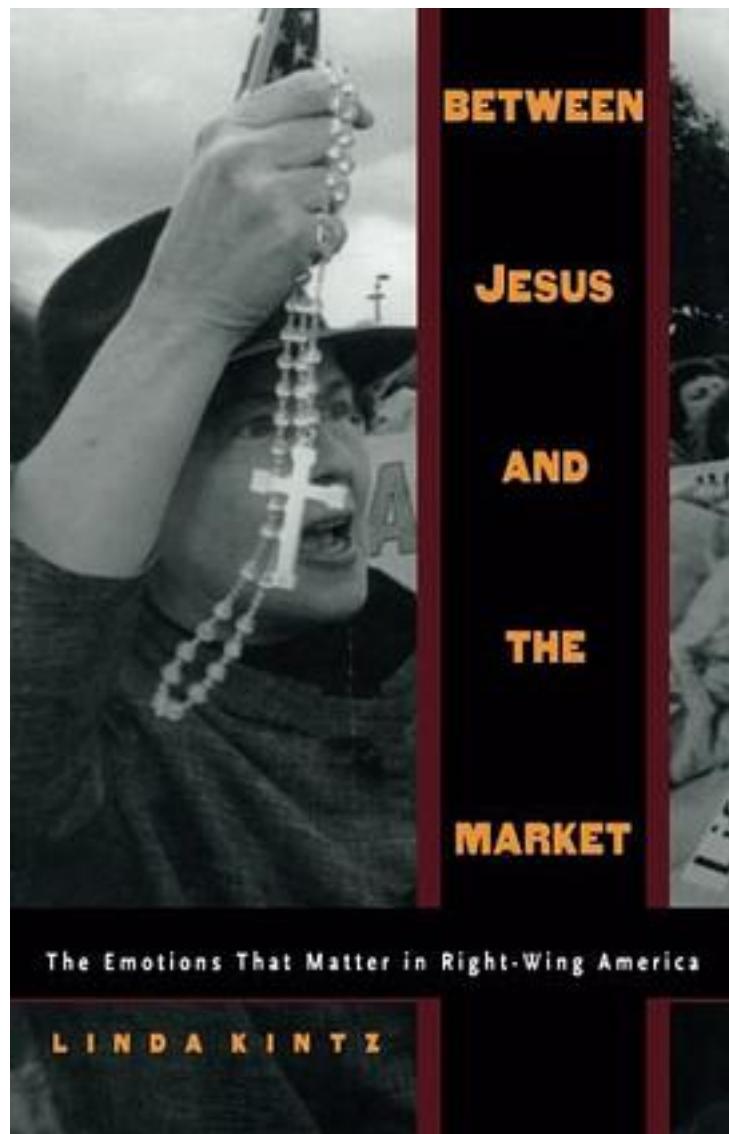


Between Jesus and the Market



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Between Jesus and the Market looks at the appeal of the Christian right-wing movement in contemporary American politics and culture. In her discussions of books and videotapes that are widely distributed by the Christian right but little known by mainstream Americans, Linda Kintz makes explicit the crucial need to understand the psychological makeup of born-again Christians as well as the socio-political dynamics involved in their cause. She focuses on the role of religious women in right-wing Christianity and asks, for example, why so many women are attracted to what is often seen as an antiwoman philosophy. The result, a telling analysis of the complexity and appeal of the "emotions that matter" to many Americans, highlights how these emotions now determine public policy in ways that are increasingly dangerous for those outside familiarity's circle. With texts from such organisations as the Christian Coalition, the Heritage Foundation, and Concerned Women for America, and writings by Elizabeth Dole, Newt Gingrich, Pat Robertson, and Rush Limbaugh, Kintz traces the usefulness of this activism for the secular claim that conservative political economy is, in fact, simply an expression of the deepest and most admirable elements of human nature itself. The discussion of Limbaugh shows how he draws on the scepticism of contemporary culture to create a sense of absolute truth within his own media performance - its truth guaranteed by the market. Kintz also describes how conservative interpretations of the Holy Scriptures, the U.S. Constitution, and the Declaration of Independence have been used to challenge such causes as feminism, women's reproductive rights, and gay and lesbian rights. In addition to critiquing the intellectual and political left for underestimating the power of right-wing grassroots organising, corporate interests, and postmodern media sophistication, Between Jesus and the Market discusses the proliferation of militia groups, Christian entrepreneurship, and the explosive growth and "selling" of the Promise Keepers. The revealing observations presented in this book will be important reading for those interested in understanding the mass appeal and momentum of these cultural and religious movements.

作者介绍:

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