

III. CAMPAIGNS

These are drives for significant change and improvement in one area of worship. They often are led by small (or not-so-small) group of enthusiastic leaders that may network through conferences, develop organizations, and publish magazines.

Music

- A. Deepen children's musical participation in worship (Choristers Guild)
- B. Deepen congregational song (Hymn Society)
- C. The "improvement of church music" (Erik Routley, etc.)
- D. Promote global learning and appropriation, esp. music (Michael Hawn)

Inclusivity, esp. Gender Roles

- E. Inclusive language for people
- F. Inclusive language for God
- G. Women's ordination and roles in ministry
- H. Connecting worship and social justice

Preaching

- I. improvement of preaching (College of Preachers, Center for Preaching at Gordon Seminary, etc.)

Arts

- J. Connect artists and church (CIVA, Willow Creek Arts Conferences, *Image*)
- K. Improve church architecture (*Faith and Form*)
- L. Create reception for theater and the church (CITA)

IV. CULTURAL CONTEXTS

These are the dynamics, events, and movement of modern culture that shape us and our ministry. Often commentators will identify and analyze a given feature of culture—which has both good and bad results, depending on one's point of view (though the labels often imply a negative assessment). Some may be directly contradictory, evidence that "culture" is immensely complex.

- A. Globalization
- B. Anti-Institutionalism/Denominationalism
- C. Technology
- D. Materialism
- E. Civil Rights
- F. Feminism
- G. Individualism
- H. Visual Culture
- I. Cultural of Disbelief
- J. Postmodernism
- K. Privatization of Religion
- L. Culture of Consumption
- M. Culture of Immediacy
- N. Multiculturalism
- O. Egalitarianism/Populism
- P. Culture of Consumption

- Robert Bellah, *Habits of the Heart: Individualism and Commitment in American Life* (Berkeley: University of California Press, 1985);
- Allan Bloom, *The Closing of the American Mind* (New York: Simon and Schuster, 1987);
- Steven Connor, *Postmodernist Culture* (Cambridge, MA: Basil Blackwood, 1989);
- Peter F. Drucker, *The New Realities* (New York: Harper and Row, 1989);
- Christopher Lasch, *The Culture of Narcissism: American Life in An Age of Diminishing Expectation* (New York: W. W. Norton, 1979); *The True and Only Heaven: Progress and Its Critics* (New York: W. W. Norton, 1991); and *The Minimal Self: Psychic Survival in Troubled Times* (New York: W. W. Norton, 1984);
- Neil Postman, *Amusing Ourselves to Death: Public Discourse in an Age of Show Business* (New York: Penguin Books, 1985);
- Richard Fox and T. J. Lears, ed., *The Culture of Consumption* (New York: Pantheon Books, 1983);
- Michael Kammen, *Mystic Chords of Memory: The Transformation of Tradition in American Culture* (New York: Alfred A. Knopf, 1991);
- Gregor Goethals, *The Electronic Golden Calf: Images, Religion, and the Making of Meaning* (Cambridge, Mass.: Cowley Publications, 1990), and *The TV Ritual: Worship at the Video Altar* (Boston: Beacon Press, 1981); Joshua Meyrowitz, *No Sense of Place: The Impact of Electronic Media on Social Behavior* (New York: Oxford University Press, 1985);