The mediatized religion and the growth of biblical soap operas

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Mediatized Religion

- Religion and media in a historical perspective
- Secularization
- Resurgence of religion in contemporaneity



Evangelicals and media in Brazil

- Eletronic church and the rising of evangelicals in media
- Gospel culture
- Evangelical and soap operas



Biblical soap operas

- Universal church and the acquisition of Record Network
- Record Network and teledramaturgy
- Biblical dramaturgy

Os Dez Mandamentos – the first biblical soap opera

- Context of this soap opera's exhibition

- Public success
- Mark for the subsequent productions

