



# Colored Television: American Religion Gone Global (RaceReligion)

*Marla Frederick*

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The presence of women and African Americans not simply as viewers, but also as televangelists and station owners in their own right has dramatically changed the face of American religious broadcasting in recent decades. *Colored Television* looks at the influence of these ministries beyond the United States, where complex gospels of prosperity and gospels of sexual redemption mutually inform one another while offering hopeful yet socially contested narratives of personal uplift. As an ethnography, *Colored Television* illuminates the phenomenal international success of American TV preachers like T.D. Jakes, Creflo Dollar, Joyce Meyer, and Juanita Bynum. Focusing particularly on Jamaica and the Caribbean, it also explores why the genre has resonated so powerfully around the world. Investigating the roles of producers, consumers, and distributors, Marla Frederick takes a unique look at the ministries, the communities they enter, and the global markets of competition that buffer them.

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