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ADVERTISING GOD: NIGERIAN CHRISTIAN VIDEO-FILMS AND THE POWER OF CONSUMER CULTURE

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Pentecostalism in Nigeria is increasingly altering the way that those who are attracted in large numbers by its practical relationship with local culture and material goods. One of the practices of Pentecostalism that has captured popular imagination is the use of Christian video-films. This paper discusses how these popular narratives negotiate both the local worldview and the global market, and argues that the rhetoric of Pentecostalism as portrayed in locally produced video-films is implicated in changing consumer culture. Although this type of Pentecostalism speaks the language of traditional worldviews in terms of the emphasis on oral tradition, it is part of a project of westernised system of commodity consumption.



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