

## Modernizing through Electronic and Digital Media: Transnational Evangelicalism and Indigenous Cultures in the Andes.

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### Motivation

This work explores the repercussions of the rapid expansion of "evangelicalism" (non-denominational Protestants, Pentecostals, and neo-Pentecostals) among Andean indigenous communities in Colombia and Ecuador by analyzing evangelical media discourses and practices.

### Project Description

This research project aims to study American transnational radio stations like HCJB La Voz de los Andes, evangelical indigenous radio stations, and digital media. These media outlets are part of a transnational network of evangelical institutions that have fostered new religious expressions and promoted indigenous identities suitable to neoliberal multicultural inclusion

### Context

Evangelical media facilitate the adaptation of indigenous individuals into a market-oriented economy by promoting financialization, capital accumulation, individual entrepreneurship (via multi-level marketing companies), and the disengagement with traditional festivities. Even though the evangelical intervention represented a significant disruption, my research shows diverse outcomes. They include the advent of de-territorialized indigenous subjectivities that engaged ambivalently with "traditional" collective practices and the emergence of syncretic evangelical religiosities that go against the grain of American missionary will.

This research seeks to understand the cultural and political consequences of the relationship between American Missionaries and Andean Indigenous People

### Project Deliverables

- I aim to gather data in Colombia, Ecuador, and the United States to draft two chapters, introduction and a book proposal to submit to academic editors
- Once completed the book proposal, the goal is to obtain a writing grant two complete the book manuscript before summer 2015
- The final goal for this project is to publish as an academic book in a prestigious university press on religion, media studies, and Latin American Studies. Interested publishers could be University of California Press, Duke University Press, or NYU Press.

### Potential Impact

- Assets how whiteness, indigeneity, and religious expressions are reproduced by the relationship between American missionaries and indigenous people.
- Understand the reasons why many Westerns have moved to live with indigenous people for, in various cases, decades.
- Analyze the political influence of evangelical missionary enterprises in the drafting of the War on Drugs—a morally loaded policy that have dramatically affect Andean society since the 1970s.

### References and/or Acknowledgements

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