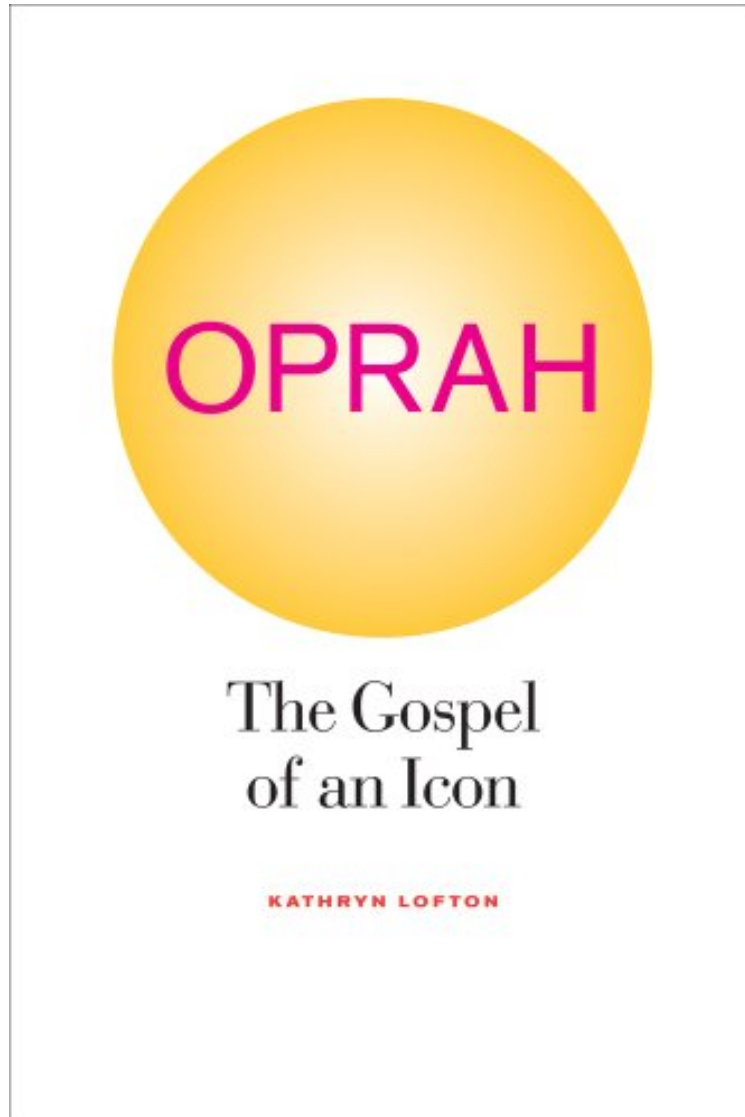


[Free] Oprah: The Gospel of an Icon

Oprah: The Gospel of an Icon

Kathryn Lofton

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Kathryn Lofton : Oprah: The Gospel of an Icon before purchasing it in order to gage whether or not it would be worth my time, and all praised Oprah: The Gospel of an Icon:

0 of 1 people found the following review helpful. Great Analysis of OprahBy AngelaThis was actually a very interesting book to read, and I loved Lofton's analysis of Oprah. Sometimes I thought that the sections were a bit long-winded for the ideas they were trying to get across, and at other times I felt like the structure of the book was a little questionable/confusing, but overall I had not read anything like this before and found it very well done.The only problem that I had with this book is that sometimes the arguments seemed to be a tad far fetched. As someone who

grew up when Oprah was in full reign, I didn't experience the devotional following she had firsthand as my family did not watch her show. I guess because of this I find it hard to believe that she was able to create this much of a hullabaloo, but I definitely could be wrong. I do know of her, and I have seen her product endorsements around everywhere, so the basic claim for her power is there, but is it really religious? This writer lays out her argument for this very well, and I very much enjoy the analysis. You should read it and find out if you believe it in yourself! It will certainly make you think of other aspects of your life that you dedicate time to, and the motivations behind why you might do that. 6 of 11 people found the following review helpful. What to read now By BGHNOW Lofton thoroughly investigates and describes Oprah's actions in the world today as a religious icon. It is a fascinating read. I will read it again. There is a great deal to wrestle with in this book. Hopefully, other readers who write better than I do will provide some more thoughts here. 2 of 2 people found the following review helpful. this is thoughtful and thorough scholarship, but it also ... By wothis is thoughtful and thorough scholarship, but it also misses a significant portion of what oprah's about: tele-visuality. oprah's show is primarily a visual media and secondarily (if not tertiarily after her web presence) a textual enterprise. it seems, to me, that oprah often riffed and came up with her own pseudo-spiritual gospel live. sure, maybe this IS the gospel that lofton's talking about, but the lack of visual analysis is to the major detriment of what is for now the premier academic analysis of this american (and global) cultural juggernaut.

Today on Oprah, intoned the TV announcer, and all over America viewers tuned in to learn, empathize, and celebrate. In this book, Kathryn Lofton investigates the Oprah phenomenon and finds in Winfreys empire Harpo Productions, O Magazine, and her new television network an uncanny reflection of religion in modern society. Lofton shows that when Oprah liked, needed, or believed something, she offered her audience nothing less than spiritual revolution, reinforced by practices that fuse consumer behavior, celebrity ambition, and religious idiom. In short, Oprah Winfrey is a media messiah for a secular age. Lofton's unique approach also situates the Oprah enterprise culturally, illuminating how Winfrey reflects and continues historical patterns of American religions.

A fascinating study of the modern-day deity 25 years as the world's most beloved BFF, exhaustively researched and elegantly considered. Buy it for the smartest Oprah fan you know.