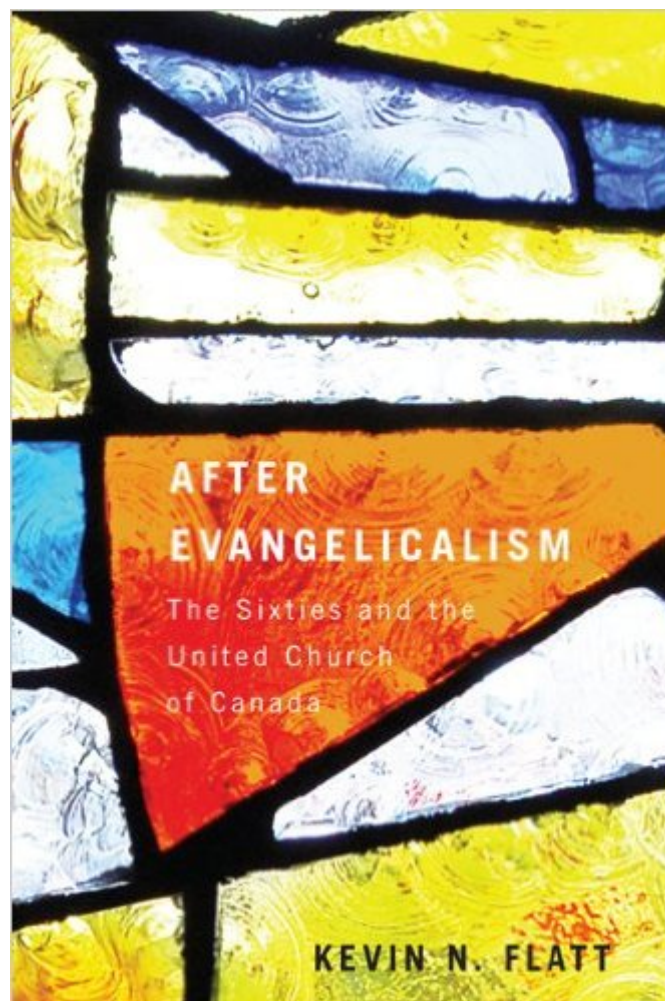


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# After Evangelicalism: The Sixties And The United Church Of Canada (Mcgill-Queen's Studies In The History Of Religion)



## Synopsis

At a time when Canadians were arguing about the merits of a new flag, the birth-control pill, and the growing hippie counterculture, the leaders of Canada's largest Protestant church were occupied with turning much of English-Canadian religious culture on its head. In *After Evangelicalism*, Kevin Platt reveals how the United Church of Canada abruptly reinvented its public image by cutting the remaining ties to its evangelical past. Platt argues that although United Church leaders had already abandoned evangelical beliefs three decades earlier, it was only in the 1960s that rapid cultural shifts prompted the sudden dismantling of the church's evangelical programs and identity. Delving deep into the United Church's archives, Platt uncovers behind-the-scenes developments that led to revolutionary and controversial changes in the church's evangelistic campaigns, educational programs, moral stances, and theological image. Not only did these changes evict evangelicalism from the United Church, but they helped trigger the denomination's ongoing numerical decline and decisively changed Canada's religious landscape. Challenging readers to see the Canadian religious crisis of the 1960s as involving more than just Quebec's Quiet Revolution, *After Evangelicalism* unveils the transformation of one of Canada's most prominent social institutions.

## Book Information

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