

# *An Analysis of the Megachurches and Its Association with the Rise of the 'Nones' in the USA*

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**Abstract:** Religion, as a part of human culture, continues to permeate and influence the lives of human beings. Similarly, the social transformations and growth that people witness also act in the atmosphere of religion. This article takes the contemporary emerging religious phenomenon of the 'Megachurches' in the United States as the research object, and attempts to analyse the changes or tendencies in the field of religion that are taking place in today's society in a multicultural setting, and how a modern religion has been born in response to the age, together with the shedding of and confrontation with the previous religious traditions. A notable feature of the new contemporary religions that this article explores through a study and critique of the megachurches is the 'secularisation of religions'. It is argued that the secularisation of religions is an indication of their development in line with the times and in turn characterises the cultural context of the 'weakening of religious identity'. This is an essential factor in the birth of contemporary religions and in the inevitable contradictions that arise between them and traditional religions.

**Keywords:** Megachurches, contemporary religions, secularisation, the 'nones' in America.

## 1. Introduction

An assembly of Protestant Christians with 2,000 or more attendees during service is generally referred to as a megachurch [1]. The megachurches constitute a potent symbol of a transition in the landscape of religion in America, that which is marked within a knack for entrepreneurship and a willingness to adapt to the consistently evolving requirements for society. Ideally noticed as a departure from earlier religious models, these mega-congregations employ innovative outreach techniques and dynamic worship designs to sketch members from a variety of backgrounds into the church. The growth of large-scale gatherings is a feature of megachurches, which improves the attention of churches. The public either appreciates or criticizes the church, which brings problems in financial management, theological depth and cultural influence. Furthermore, the exploration of the evolution of the religious climate in the United States, as well as the rise of the "nones" as a trajectory of the population who are not affiliated with organized religion, complicates the debate. The article will examine the growth of nones and megachurches, taking into account how these groups engage and alter the religious landscape in the United States today.

## **2. The Principle of Entrepreneurship of Megachurches**

The corporate spirit of 'Megachurches', referring to the methods and mindset of these religious institutions, aimed at improving efficiency and thriving in the highly competitive modern religious environment. Megachurches, with their thousands of members and often innovative ways to ministry, stand out as great instances of the entrepreneurial concept in religion. To understand the formation, history, and present circumstances of these organizations requires more than a multilayered approach that would also include the recounting of anecdotal tales [2].

## **3. History of Megachurches Development**

Megachurches emerged in the United States during the 1960s as a result of societal change and a shift in theological convictions that made it accessible for sizable communities to sprout up. The notions of "church growth" and the utilisation of media and marketing methods were advocated by influential individuals such as Rev. Robert H. Schuller and Dr. Norman Vincent Peale [3]. A solid data foundation will support the evolution of the megachurch growth trajectory. Statistics demonstrate the occurrences of attendance fluctuations, variations in population within congregations, and the impact of economic and social conditions on participation. As an instance, recent studies indicate that megachurches are becoming more prevalent globally, particularly in areas that are urbanising and have a greater diversity of cultures [4]. While there are several exemplary cases of megachurches, it is crucial to consider the diverse perspectives and potential challenges surrounding this subject [4]. The commercialisation of religion, financial transparency, and leadership accountability among some of the worries that need to be taken into consideration when performing a balanced evaluation of megachurch's entrepreneurship.

### **3.1. Trends in Growth and Expansion**

Megachurches in the US have accelerated in the recent past. The number of megachurches has been steadily increasing, with the Hartford Institute for Religious Research estimating that as of 2020, there were around 1,600 megachurches in the United States. It represents a notable rise over earlier decades and suggests that megachurches tend to be the appreciated alternative for American Christians [5].

In addition, the megachurch is not only gaining numerically but also in influence through multiple campuses and internet presence [6]. Many mega-ministries have satellite locations and live streaming services which enables them to reach people from all parts of the world, so admirers can participate in services anywhere in the world. It is evident from the way they act that the big churches with several sites and an established online presence are able and ready to expand and adapt to meet the needs from various audiences.

### **3.2. Demographic Shifts and Diversity**

The demographic changes that have been occurring in megachurches vary greatly and extend beyond only the increase in population. Since its inception, megachurches as possess mostly drawn white, middle-class worshippers, yet in recent times there appears to be a discernible shift in the demographics of their flocks [7]. According to certain research, there are more minorities attending megachurches compared to ever prior. Moreover, a growing number of youngsters and families are getting drawn to megachurches due to a number of them provide ministries and activities specifically designed for children, teens, and young adults. Being a consequence of the changing demographics and a wider pattern of generational diversification among religious groups, it has become imperative to communicate with individuals from a variety of stages of life and cultures [8].

#### 4. Impact on American Religious Landscape

Megachurches have a profound impact on American religious life that extends well beyond the boundaries of their own neighbourhoods. Apart from having an important force on a culture's popular tastes and moral values, megachurches also shape public opinion on concerns of faith and morality. The emphasis they place on innovative worship forms, practical teaching, and social welfare addresses pulls considerable attendance since these topics are essential for countless people seeking an immersive spiritual experience in an atmosphere that is fast-paced [9].

Furthermore, megachurches always function as servers of community life, providing supplies and practical assistance for those in need, in addition to offering spiritual counsel to congregations who are facing various issues either individuals or families [10]. Megachurches are renowned for their humanitarian endeavors, communities of support, food banks, counselling, and even disaster relief initiatives, in addition to their impressive orators. Such megachurches as make shown greater commitment to improving both society and their local communities [11].

#### 5. Existing challenges of Megachurches

The primary issue associated with megachurches pertains to their financial openness and accountability. Opponents of religious denominations believe these organizations function more like restricted financial companies, with little transparency on the finances, spending, or compensation of church officials. The concentration of financial resources among a limited number of affluent individuals or families raises concerns regarding potential misallocation of funds and the emergence of conflicts of interest. The megachurches face allegations of leveraging biblical principles and the Word of God for commercial gain, potentially compromising their spiritual integrity [12]. Critics further assert that certain megachurches do exhibit similarities to commercial marketing practices, namely branding, advertising, and consumer-focused ministry. The emphasis on attracting and retaining members may sometimes take precedence over the core values of religion and service [13].

The alleged dilution of theological profundity and doctrinal rigour, coupled with the emphasis on entertainment and accessibility in lieu of the traditional, more demanding form of worship, is a frequent reproach of megachurches. Sceptics argue that preaching and modern music seek at reaching substantial audiences, thus obstructing profound spiritual instruction and development. This caused the congregation to become disengaged from thinking and learning about the relevant teachings [14]. The megachurches have been criticised for fostering homogeneity and undermining diverse religious traditions. According to critics, the centralised structure utilised by the majority of megachurches undermines the diversity of culture and theology within the larger religious community. This uniform structure assumes the form of standardised worship and ministry. This homogenization may render minority voices insignificant or contribute to perpetuate dominant cultural norms [12].

Certain megachurches, noted for their relentless expansion and enormous dimension, are subject to criticism for their selective patterns, as they prioritise quantity over quality and cultivate a competitive atmosphere among the faith community [12]. Some argue that a focus on numbers rather than quality, such as membership rates and site expansion, can impede a community's ability to grow spiritually [12]. The quest for the church's external prosperity may eclipse the specific demands and difficulties of its members. Since it is challenging to maintain track of each operation at such large institutions, instances of misuse and misconduct in megachurches have highlighted the matter of insufficient supervision and accountability. Critics contend that the pyramid-like structure and top-down authority that exists in many megachurches are unregulated, as these forms of abuse and manipulation can expand without restriction [12]. The lack of a robust and prompt response to the allegations of wrongdoing erodes public confidence in the organization's integrity and reliability.

The association of megachurches in political campaigns and societal problems brought about criticism, with their involvement being deemed overly conspicuous. Critics claim that some megachurches do not distinguish between religious and political agendas and use the pulpit to stand particular ideologies or to support certain politicians [15]. The politicisation of faith could leave these institutions intolerant of differing beliefs, eventually compromising their foundational principles of neutrality and inclusivity [16].

## 6. Association of Megachurches and the rise of Nones in the USA

An increasing amount of Americans define themselves as atheists, agnostics, or not affiliated with any religion, a phenomenon known as the "nones" group [17]. This demographic transition has predominantly been documented in recent decades, as surveys indicated an upward trend in the US population identifying as non-religious. This trend exemplifies culture as a mosaic characterised by secularisation, individualism, and multiculturalism. In addition to them, megachurches have also assumed significant roles in the contemporary religious landscape thanks to their entrepreneurial mindset, the utilisation of contemporary technologies and distinctive approaches. Still, megachurches might capture sizable attendance by offering dynamic worship experiences and active community outreach programs [17].

Meanwhile, traditional religious institutions are faced with the challenge of reaching out to individuals who are not affiliated religiously. Megachurches and traditional religious groups, on the other hand, reap the rewards the chances and difficulties that come with religious interactions and outreaches because, according to Ryan, all of them modify their operations in response to the evolving religious practices brought about by the rise of the nones [18].

The proliferation of non-groups in America can be ascribed to various cultural factors, including the societal transformations occurring over the past century [18]. Progress in science and technological innovations have challenged the longstanding religious authority. They have caused some people to reconsider their beliefs and possibly convert to scientific theories as a more appropriate or precise means of comprehending the world [19]. At the same time, American society has experienced a surge in secularisation, creating an environment where secular principles and standards are allowed to flourish while the influence of religion continues to diminish [20].

The coexistence of different religions and cultural identities, or cultural pluralism, is a phenomenon which leads people to transform from holding narrow perspectives of other worldviews to a more accepting attitude. Consequently, they display tolerance and recognise diverse beliefs [15]. A changing perspective on organised religion, frequently influenced by scandals within religious institutions, has led to the erosion of confidence and belief in mainstream religious systems. Bryan asserts that the increasing pace of social diversification and information accessibility enables individuals to investigate alternative perspectives, culminating in a diminished association with conventional religious institutions [21].

## 7. Conclusion

The emergence of megachurches in the USA exemplifies an entrepreneurial and adaptable mentality, poised to react to the constantly changing lives by employing creative ministry methods to address diverse needs. Megachurches are experiencing explosive development and take a significant role in various aspects of church life; however, they encounter several critical challenges, including financial transparency, accountability, and the potential dilution of theology. Furthermore, the percent of individuals who are unchurched in the United States is increasing, a phenomenon known as "nones." Additional inquiry into the relationship connecting megachurches and this change in America has been spurred by this occurrence. Some individuals contend that megachurches fulfil the spiritual

needs of non-affiliated individuals through their vibrant worship services and significant community activities, while others express concern regarding the commercialisation of religion and the superficiality of spirituality. In conclusion, the analysis elucidates the complex interplay between entrepreneurship, cultural adaptations, and religious phenomena within contemporary American culture, a topic that necessitates additional study and continued discussion to comprehend the implications of these dynamics on the religious landscape.

This article provides an introduction to the particulars on the megachurches in the United States and their connection to the local trend of the 'nones'. The history and development of megachurches confirm the reasons for their existence and their correspondence to the time period, and the critique of their potential dangers invites reflection on the secularisation of religions and the alienation of traditions. Additionally, the gap in this article may lie in the linkage and adoption of new media by new contemporary religions, yet with the evolution of new technologies, this aspect of the study needs to be updated continuously. It is hoped that in the future research on emerging new religions and old traditions will seek the potential for co-existence and collaboration.

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