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Contemporary Religious Movements in Taiwan: Rhetorics of Persuasion

Kai-ti Chou

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Kai-ti Chou : Contemporary Religious Movements in Taiwan: Rhetorics of Persuasion before purchasing it in order to gage whether or not it would be worth my time, and all praised Contemporary Religious Movements in Taiwan: Rhetorics of Persuasion:

Presents a study of the recruitment strategies and conversion rhetoric in contemporary religious movements, focusing primarily on two movements in Taiwan, Tzu Chi and Falun Gong. This work demonstrates that an examination of such rhetoric has the potential to provide genuine insights into how a given religion gains adherents.

"This book deserves to be widely read for a number of reasons. First it deals with two religious movements, Tzu Chi and Falun Gong, which are not widely known.... Second, the volume utilizes a sophisticated methodology which allows Dr. Chou to analyze and illuminate her field data, and to contextualize it sociologically and historically.... Third, this volume profoundly challenges some dominant schools of sociology of religion.... In short this is a volume which, though demanding, will repay careful reading." - Professor Philip S. Alexander Department of Religions and Theology University of Manchester "Chou's work clearly establishes her as one of the foremost interpreters in her

field.... her insights into the Tzu Chi movement and Falun Gong are unparalleled in Western literature.... there are few works I could recommend as heartily as this one and it will certainly have a place on both my book shelf and in my classroom." - Professor Chung-Hwa Ku Department of Sociology National Cheng Chi University"About the AuthorDr. Kai-Ti Chou is a leading researcher in the study of contemporary religions. She received her Ph.D in Religions and Theology from Manchester University.