

Index

Key Concepts, Terms, and People

- affordances, 19
Ali Dawah, 32
Allah phrases, 15
atheism, 20
- Bad Christian podcast, 32
biblical Christianity, 43–4
- categorisation, 29, 41
celebrity, 22
community of practice, 8
Critical Discourse Analysis, 26, 184
- David Baker, 181
dawah, 32
debate, 34–9, 54–7, 92, 103–4, 140–1, 149, 165–70, 186–8
democracy, 54
digital religion, 19
Discourse Dynamics Approach, 6
Discourse-Centred Online Ethnography, 31
Donald Trump, 17
- emotional atunement, 30, 192
ethics, 36–7
- fatwa, 63
four pillars of Islam, 11
- George W. Bush, 14
globalisation, 18
- halal, 58–9
haram, 57
hell, 74–5, 145–8
heteroglossia, 27
- identity, 14
influencers, 21
intersectionality, 10
- Joel Olsteen, 185
- market economy, 134, 149, 188
mediatisation, 17–18, 31, 189
megachurch, 72, 138, 140
Membership Categorisation Analysis, 10
metaphor, 13
Michael Coren, 53–4
micro-celebrity, 184
Mufti Menk, 76
- narrative positioning, 27–8
narratives-in-interaction, 27
New Atheism, 20
- Osama bin Laden, 29
- persecution polemic, 40
personal publics, 31
political power, 13
Positioning Theory, 26
prayer, 6, 15
preaching, 45, 108, 125, 126, 152
- religion, 4, 7
religious categorisations, 10
religious discourse, 17
religious language, 12–14
riba, 64, 65
- sacred texts, 91–2
secularisation, 20, 126
September 11th, 29, 51–2

Index

211

- sexism, 190
- Shabir Ally, 32–3
- social media, 19–20
- spiritual, 8
- stories, 28–9
- storylines, 29
- Sunday Assembly, 20
- technology, 21
- Text World Theory,
30
- theolinguistics, 12
- transcription, 37
- zinnah, 76