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### Gospel with a Groove: A Historical Perspective on the Marketing Strategies of Contemporary Christian Music in Relation to its Evangelistic Purpose with Recommendations for Future Outreach

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Thesis

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#### Abstract

Contemporary Christian Music (CCM) is an effective tool for the evangelism of Christianity. With its origins dating back to the late 1960s, CCM resembles musical styles of popular-secular culture while retaining fundamental Christian values in lyrical content. This historical perspective of CCM marketing strategies, CCM music television, CCM and secular music, arts worlds within CCM, and the science of storytelling in CCM aims to provide readers with the context and understanding of the significant role that CCM plays in modern-day evangelism. This thesis will present CCM as an integrational religious style of music, meaning that it targets both Christian and non-Christian audiences. The writer has included specific case studies that provide evidence for CCM as an integrational art world. Finally, the paper will expound on the dilemma of evangelical American churches to accomplish cultural relevance without compromising religious worship tradition. The writer encourages the reader to entertain the idea of combining tradition and contemporary musical styles to evangelize and minister to more audiences. It is the hope of the writer that through this thesis, the reader will experience a greater appreciation for contemporary Christian music styles.

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