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Now, Wait Just A Minute . . . When is a Blurb Not a Blurb?

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Centurion at [Flame of Fire](#) has an important post that was forwarded to me. It seems that the publisher of Marcia Z. Nelson's book, *The Gospel According to Oprah*, sent out a postcard to members of the [Christian Booksellers Association](#) that featured this statement:

*You've seen the lively discussion on [CBN.com](#). You've heard **Charles Colson** talk about the book on **Breakpoint**. **Albert Mohler** wrote on [Crosswalk.com](#) that "Nelson's book is genuinely interesting, offering credible and helpful insights into the Oprah phenomenon."*

Well, that's not the whole story, of course. Not hardly. The card did not cite this section of [my article](#):

In her substitution of psychology for theology, Oprah has become a high priestess and icon of the psychologization of American society. When she features prominent New Age figures on her television show, she helps to mainstream New Age influences and philosophies among millions of Americans. Her substitution of spirituality for biblical Christianity, her promotion of forgiveness without atonement, and her references to a god "without labels" puts her at the epicenter of a seismic cultural earthquake. At the same time, Oprah cannot be ignored. Marcia Z. Nelson's new book is intended as a celebration of Oprah's significance as a harbinger of a new gospel.

In the end, the importance of this book is grounded in the fact that it draws attention to Oprah's influence and cultural impact. Oprah's newly-packaged positive-thinking spirituality is tailor-made for the empty souls of our postmodern age. She promises meaning without truth, acceptance without judgment, and fulfillment without self-denial. Marcia Z. Nelson is certainly right about one thing—Oprah Winfrey's "congregation" cannot be ignored.

Many thanks to [Flame of Fire](#) for setting the record straight.

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