CALIFORNIA STATE UNIVERSITY, NORTHRIDGE

AN EXPERIMENTAL RELIGIOUS TELECAST

IN THE VARIETY FORMAT

An abstract submitted in partial satisfaction of the requirements for the degree of Master of Arts in

MASS COMMUNICATION

by

Roy Cecil Naden

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ABSTRACT

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Because our society has become so significantly television oriented, and because programs of technical excellence sponsored by stations or organizations with considerable financial resources are common everyday presentations, and because television is basically an entertainment medium, a religious program that expects to attract any significant audience will need to be produced (a) with technical excellence, (b) using modern production approaches, and (c) be presented with an entertainment-conscious audience in mind. The experimental religious telecast produced as a project in partial fulfillment of the requirements of the Master of Arts Degree in Mass Communication seeks to fulfill these three broad requirements.