In the Dutch late modern society, the presence of thriving new evangelical and Pentecostal churches is remarkable against the backdrop of the widespread decline of "traditional", mainstream churches. This decline can be attributed in part to the increasing diversity of religious beliefs and practices that have emerged in recent years. The spread of these new religious movements has been accompanied by a proliferation of new religious churches, each with its own distinctive language ideologies used to stimulate conversion. This study argues that the ways in which newcomers learn conversion, through the Alpha course, baptism, and church participation, are anchored in embodied processes and, as such, imply a religious pedagogy of the senses. This study thus marks the need for a more sensorial and embodied approach to understand contemporary forms of Christianity in Dutch society.

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A Semiotic Perspective on Conversion in an Evangelical Seeker Church and a Pentecostal Church in the Netherlands

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