

## #40DayChallenge Day 25

Outline and explain two reasons why women may be attracted to some religious organisation.

**10 mark**

The first reason why women may be attracted to some religious organisation such as New Age Movements is that this focus on qualities such as nature or natural experiences, individual experience and self-worth, all are values that appeal to women more than men. As women are often associated with the expressive role (Parsons) of caring for children through the biological role following childbirth, the focus for women is on feelings and well-being of themselves and others, compared to the male instrumental breadwinner role which is often given a higher status in society. Religious organisation such as New Age movements often celebrate the natural and healing and focus on individual spirituality this often give women a sense of self-worth. This makes New Age Movements more attractive to women as cults of healing often give women a higher status that what they would receive through the expressive role alone. So instead of just 'acting out' the traditional expressive role which women see as being 'restrictive' instead they focus on the importance of being 'authentic' within these roles. This could explain why the 80% of the participants in the Holistic Mileu in Kendal were female. Furthermore, these values often appeal more to some middle class women, whereas working class women are attracted to ideas and values that give them a passive role rather than being 'authentic' in their roles.

The second reason why women may be attracted to religious organisation such as denominations, e.g. Neo-Pentecostalism is the values being promoted are used by women to raise their position within the family/society. According to Brusco, Pentecostalism in Colombia has grown rapidly in popularity since the 1970s with women despite it being a very patriarchal religion. Often men are the head of the household, head of the church, and insists a traditional gender division of labour. Despite this, Neo-Pentecostalism has become attractive to women as well as promoting ascetic values (Like Calvinism) it also challenges the machismo prevalent in Latin American men. This machismo attitude held by men traditionally means they drink, gamble, smoke their wages rather than

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spending on their family. The Pentecostal church and the pastors pressure the men to change their ways, by not wasting their money on drinks and gambling but spending on their family. This in turn will raise the family standard of living. This becomes attractive to women as it improves their social position and quality of life. Despite the traditional values promoted within Pentecostalism church publications often encourage equal relationships within marriages which further improve the social positions and the lives of women in Colombia.