Anyone who has observed American evangelical culture over the past few decades knows that evangelicals cannot stop talking about sex. From salacious scandals of high-profile pastors, to campaigns to galvanize voters against same-sex marriage, to abstinence-only funding in public schools, evangelicals in the United States are deeply and publicly concerned about sex and sexuality. In contrast to media attention to opposition issues regarding sex, the majority of evangelical writings about sexuality are focused on heterosexual marital sex. Since the 1970s, evangelicals have been writing and reading marital guides that connect scripture with sensual pleasures. Bolstered by social scientists and popular therapeutic language, many American evangelicals have come to believe that good marital sex is not just ordained by God, but is healthy and leads to strong self-esteem, financial prosperity, and heightened spiritual awareness. Evangelical sex writers refer to the same biblical verses, provide information about sexual techniques, and answer frequently asked questions about boundaries for godly sexual acts. The most successful authors aim to convince readers that their approach is authoritative, countercultural, and that they alone are in the position to dispel all the myths and misinformation given by the church about sexuality and salvation. Rather than denying the sexual body, evangelical sex writers present distinct visions of how sexual acts can be productive for individual and world salvation.

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