

**REVIEWER'S REPORT**

Manuscript No.: **JNHST-016**

**Title: Commercialization of Religious Objects amongst Pentecostal Churches in Nigeria: A Critique**

**Recommendation:**

Accept as it is .....

**Accept after minor revision.....**

Accept after major revision .....

Do not accept (*Reasons below*) .....

Rating	Excel.	Good	Fair	Poor
Originality		✓		
Techn. Quality		✓		
Clarity	✓			
Significance		✓		

Reviewer's ID: **JNJST-04**

**REVIEWER'S REPORT****Reviewer's Comment**

This manuscript critically examines the commercialization of religious objects within Pentecostal churches in Nigeria, focusing on its theological, ethical, and socio-economic implications. The study explores the growing practice of selling items such as anointing oil, holy water, prayer materials, and symbolic objects, and situates this trend within broader concerns about materialism, exploitation, and doctrinal distortion.

The topic is highly relevant and significant, particularly within the context of contemporary African Christianity, where religion intersects with socio-economic realities such as poverty, unemployment, and weak institutional regulation. The manuscript contributes by addressing a sensitive and important issue that has implications for religious integrity, public trust, and the lived experience of faith communities.

**Scientific Contribution and Analytical Depth**

The manuscript offers a strong normative and critical perspective on the commercialization of religion. It effectively identifies key issues such as commodification of spirituality, exploitation of vulnerable worshippers, and distortion of Christian doctrine. The discussion on the effects—particularly psychological dependency, erosion of church credibility, and transformation of worship into a consumer-oriented practice—is well articulated and analytically meaningful (pp. 13–16).

The historical tracing of commercialization practices to earlier church traditions, such as indulgences, adds useful contextual depth (pp. 3–4). The categorization of religious objects and their perceived functions within Pentecostal practice is also informative and enhances clarity (pp. 5–7).

However, the analytical depth could be further strengthened. While the manuscript presents strong arguments, some sections rely heavily on anecdotal evidence and generalized claims. Greater engagement with scholarly literature and more systematic analytical framing would enhance academic rigor.

Additionally, the critique could benefit from a more balanced tone by acknowledging diversity within Pentecostal practices rather than presenting a largely uniform characterization.

**Methodology and Analytical Approach**

The study employs a qualitative approach using both documentary and oral sources, including personal communications, literature, and media materials (pp. 2–3). This approach is appropriate given the exploratory and critical nature of the research.

Nevertheless, the methodological section requires further clarification. The manuscript would benefit from a clearer explanation of how data were selected, evaluated, and analyzed. The use of personal communications and anecdotal narratives, while valuable, should be more systematically integrated and critically assessed. Additionally, distinctions between primary and secondary sources should be made more explicit.

**REVIEWER'S REPORT****Structure, Style, and Presentation**

The manuscript is organized into logical sections, including introduction, historical background, identification of religious objects, causes, effects, and recommendations. The progression of ideas is generally coherent.

However, there are several issues related to writing and presentation. The language contains grammatical inconsistencies, informal expressions, and occasional repetition. Some sections—particularly the introduction—are overly narrative and could be more concise and academically structured.

The tone of the manuscript is at times strongly normative and critical, which, while appropriate to the theme, would benefit from more balanced academic phrasing. Referencing also requires improvement, as some citations are incomplete or inconsistently formatted.

**Title Evaluation and Suggestion**

The current title accurately reflects the content and focus of the manuscript. However, it could be slightly refined for conciseness and academic clarity. A suggested revision is:

**“Commercialization of Religious Objects in Nigerian Pentecostal Churches: A Critical Analysis”**

**Specific Observations**

The manuscript effectively highlights the socio-economic drivers of commercialization, including poverty and competition among churches, but these could be further supported with empirical or statistical references.

The discussion of the effects of commercialization is one of the strongest sections of the paper and could be further emphasized by linking it more directly to broader theoretical or theological debates.

Some claims regarding exploitation and misconduct should be presented with careful academic framing to avoid overgeneralization.

**Final Recommendation**

Overall, the manuscript addresses an important and sensitive issue and provides a meaningful critical perspective on the commercialization of religion in Nigeria. Its thematic focus and normative insights are valuable, particularly for scholars of religion, ethics, and African studies.

With minor revisions focusing on strengthening methodological clarity, refining analytical depth, improving language and tone, and standardizing references, the manuscript is suitable for publication.

**Decision: Accepted with minor revisions.**