The fast growth of evangelical churches has been in the news for well over a decade, and the numbers are still on the rise throughout the world, not only in North America, but especially in South America as well as in Africa. Many factors contributing to their success have been studied, e.g. their often conservative character and focus on economic success, their ability to swiftly adapt to the needs of their membership and to erase social boundaries within their congregations. Including ethnic and linguistic boundaries that kept traditional immigrant churches, e.g. in the United States so neatly separated. Moreover they tend to include the use of modern technology in order to increase their membership and tighten the social structures within each church. One of the aspects difficult to examine is the question of how the global structures of some evangelical church networks actually relate to the ethnic and linguistic micro-structures within each community.

In this paper I will be discussing results from a study of an evangelical church in New York City which, by using the internet, successfully managed to bridge the discursive and organizational gap between a global church network and a multi-ethnic and multilingual congregation in the Bronx. I will show how individual members managed to mediate, e.g. between the African American community and new immigrants from Mexico and other Latin American countries by constantly developing new communicative strategies of inclusion using both Spanish and English within each group as well as within the larger community.

Keywords: Multilingualism, religion, identity.