Over the last few decades in the United States, some homiletical theorists and preachers have questioned the hegemony of the traditional rhetorical approaches to preaching. Many alternative styles and approaches have been developed, many of which are called "narrative" in either style or content. Narrative Preaching (also known as "the New Homiletic") is a branch of homiletics that developed in the 20th century. The term "Narrative" refers to the style of the sermon, not its content; many Narrative Preaching as reframing of perspective. Preaching with integrity, imagination and hope. Narrative Preaching: Theory and Praxis of a New Way of Preaching. Craddock has indeed brought to light core elements in homiletical research – elements still serving as a stimulus for research on hermeneutical homiletics. Craddock's approach to preaching – the inductive method – directs the attention to the structure of the sermon, as well as the "movements" and the development of the train of thought within the sermon as essential elements of inductive preaching. Furthermore, the aim of uniting the different elements of the sermon and the use of imaginative language in a sermon is also stressed by Craddock's method.