

'The Chosen' vs. 'Wicked': Spiritual Battle for the Spotlight

On Feb. 13, something remarkable happened in Times Square.

In a place known for its flashing lights and cultural icons, one show stood out—not for its spectacle, but for its message. “The Chosen,” the groundbreaking Bible-based drama, took over the heart of New York City, displaying stunning new promotional images shot by legendary photographer Annie Leibovitz. Creator Dallas Jenkins was there to take it all in, standing beneath a massive display of Jesus and His disciples.

“A Jesus show has taken over. Look at this!” Jenkins exclaimed.

Right next to “The Chosen,” another massive advertisement loomed—one for “Wicked,” the recently released movie that glorifies witchcraft and the occult. The contrast was striking. On one side, the story of Christ, the Savior of the world. On the other, a Hollywood production that celebrates rebellion and dark spiritual themes.

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This is not just a coincidence. There is a real spiritual divide in entertainment today. “The Chosen” has made a worldwide impact, drawing people to the Gospel in ways that few TV series have. As reported by , Jenkins expressed excitement that “The Chosen’s” presence in Times Square would bring even more people to the series.

“More people are gonna watch the show now because of this,” he said, emphasizing the growing reach of the show’s message.

Meanwhile, “Wicked” is part of a broader trend of normalizing witchcraft in mainstream entertainment. The film, based on the hit Broadway musical, has already drawn millions to its dark, revisionist tale of magic and rebellion. It’s no surprise that one of its biggest stars, Ariana Grande, openly practices witchcraft. She has publicly spoken about her use of tarot cards and even admitted, “I sit somewhere between being a literal witch.” Grande further revealed in a past interview, “A literal witch, I’m not kidding, and being the most cut and am indeed the most witchiest witch.”

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This is the spiritual atmosphere that much of Hollywood is pushing onto audiences.

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“The Chosen,” however, stands apart. It’s not just another TV show; it’s a movement that is bringing the life of Jesus to a new generation. With Season 5 premiering in theaters on Mar. 28, the momentum is only growing. As Leibovitz put it, “I admire what Dallas Jenkins is doing so much... He is the artist of our time doing the Bible.” This endorsement from one of the most famous photographers in the world speaks volumes.

While “Wicked” may enchant audiences with its tales of sorcery, “The Chosen” is captivating hearts with the truth of Jesus Christ. The battle for culture’s soul is on full display, even in the advertisements of Times Square.

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