

Strategic Lessons Learned in Media Communication from the Global Church

How will the future direction of media communication equip and enable the Global Church to have an impact on society? While media is becoming increasingly automated through the use of robotic algorithms that shape the consumption of media and the generation, the human relational aspect of media may be reduced. How will media communicators and church leaders be able to complement each other by utilising the media to share each other's stories, interacting with each other, and learning to relate to God? What insights from our past experiences in media communications can equip us for equipping the church of the future? And how does a global perspective of the Church shape expectations in media communications?

Rudolf Kabutz is a media foresight strategist working with TWR Africa and the Lausanne Media Engagement Network. He is passionate about reaching people globally through strategic collaborative media networks. After training in nuclear physics and working as medical physicist, he joined TWR to utilise media for equipping communities in Southern Africa. Through various roles he has contributed towards people connecting with media resources and being equipped to utilise media to influence others. Rudolf has interacted with a variety of ministry and media networks in Africa, promoting close cooperation between networks of media professionals and networks of locally impactful initiatives. His focus is continually on the future, which he explores more carefully using strategic foresight. He hopes that the Media Engagement Network as an Issue Network of Lausanne will inspire and equip Christians in various professions and walks of life to engage with the media on multiple levels towards shaping and transforming society with the peace and truth of Christ.

I. Future thinking for collaborative impact

A. Exploring the lessons of the past

1. Where have we come from?

B. Investigating current driving forces and trends

1. What is driving our present context
2. How do driving forces shape the major trends?

C. Developing images of alternative futures

1. Which alternative scenarios become plausible?
2. How do we respond to each scenario?

D. Defining the preferred future vision

1. Which compelling view of the future inspires us?
2. How do we nurture the desired vision of the future?

E. Crafting the strategic journey

1. Which intentional journey will take us to the preferred future?
2. How do we enable transformational Kingdom impact in this future?

II. Foresight with three arenas: church, media and the social context

- A. The global church from everywhere to everywhere
- B. From mass media to ubiquitous communication
- C. Powershifts across social contexts

III. Interactions between the past, the present and the future

- A. Past experiences shaping the present media and the church in the world
- B. Present interactions between media and the global church influencing the future
- C. The future of media and the global church affecting priorities of today

IV. Ways forward into intentional collaboration

- A. Systems perspectives for transformational leverage points
- B. Influencing through multiplying media interventions
- C. Long-term perspectives for wholistic media cooperation

Suggested Readings:

Andy Hines and Peter Bishop. 2015. *Thinking about the Future: Guidelines for Strategic Foresight*. Houston, TX: Hinesight.

Patrick Dixon. 2011. *Futurewise*. Profile Books

Patrick Johnstone. 2014. *The Future of the Global Church: History, Trends and Possibilities*.