Persuasive Media

The invention of the printing press was a key factor in the spread and development of the Reformation in the 16th Century. In the 21st Century the invention of the internet has the potential to be the same. In this seminar we will look at how we can take, create and use opportunities in the secular media to present the Gospel of Jesus Christ. Most secular media are frightened of any form of proselytisation (unless it is for their default position of secularism), but this need not prevent Christians having an opportunity to share our faith in an intelligent, winsome and culturally coherent manner. We will look at how to discuss, debate, answer questions and deal with misunderstandings about the Christian faith. Every Christian leader should be ready to give a reason for the hope we have, especially when we are called to do so in the secular mass media.

David Robertson is the minister of St Peter's Free Church in Dundee, Scotland (a church that is best known for being the church of Robert Murray McCheyne) and the Director of the Solas Centre for Public Christianity. He is the author of Awakening (a contemporary account of McCheyne's life) and The Dawkins Letters. The latter has resulted in him being invited to debate and discuss all over the UK and elsewhere in Europe. This has been done in cafes, bars, libraries, universities, publs, restaurants, village halls, and even occasionally in churches! David is a chaplain at the University of Dundee, columnist, broadcaster and debater. His interests include history, reading, music, politics, theology and football – he supports Dundee FC although his other team is Barcelona! David is married to Annabel and they have three children; Andrew (26), Becky (24) and Emma Jane (15).

I. Introduction

- 1. What is the Media?
- 2. Control and Freedom

II. The Internet

- 1. Strengths
- 2. Weaknesses

3. Opportunities

4. Threats

III.	The Print Media		
1.	Strengths		
2.	Weaknesses		
3.	Opportunities		
4.	Threats		

IV. Social Media

1. Strengths

2. Weaknesses

3. Opportunities

4. Threats

V. Broadcasting

1. Strengths

2. Weaknesses

3. Opportunities

4. Threats

Suggested Reading

Vishal Mangalwadi: *The Book that Made Your World*, Nelson – 2011 Neil Postman: *The Disappearance of Childhood*, Vintage – 1994