

Navigating the Media Torrent: What Are the Implications for Discipleship and Mission in a Media-Dominated World?

The media increasingly dominates our lives. We experience a torrent of media messages (through television, radio, music, films, websites, print publications, social media, and more) every day. The rapid rise of smartphones and tablets means that many of us are connected to some form of media throughout the day, no matter where we are. Media messages compete for our attention and influence our thinking like never before, and the diversity of media channels opens up exciting possibilities for ministry.

This presentation will consider:

- how media technology and media messages dominate the world in which we live
- what it means to bear witness to Jesus Christ in this complex area of life
- three vital aspects of engaging with the media: media awareness, media presence, and media ministries

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1 Media domination of the contemporary world

1.1 Media everywhere, all the time

- Media technology
- Media channels
- Media culture

1.2 Media messages shape our lives

- A challenge
- An opportunity

2 Bearing witness to Jesus Christ in the globalized media

2.1 First dimension of mission and media: “bearing witness in every nation”

2.2 Second dimension of mission and media: “bearing witness in every sphere of society”

2.3 Third dimension of mission and media: “bearing witness in the realm of ideas”

3 Three vital aspects of media engagement

3.1 Media awareness

3.2 Media presence

3.3 Media ministries

4 Concluding challenge

Resources

- *Media and Mission in a Globalized World. A Call to Action from the Lausanne Global Consultation on Media and the Gospel* (Brea, CA (US), 18th-21st Nov. 2013)
<http://www.lausanne.org/en/documents/all/consultation-statements/2175-media-and-mission-in-a-globalized-world.html>
- Lars Dahle: “Media Engagement: A global missiological task”. *Lausanne Global Analysis (LGA)*, January 2014.
<http://www.lausanne.org/docs/LGA/Lausanne-Global-Analysis-2014-01.pdf>