

Know Your Context: How Understanding Mainstream Media Enables More Effective Discipleship and Mission

Media messages have a profound impact on individuals, families and societies, not just in the affluent West, but in every part of the world. The media affects people's sense of identity, their understanding of the world, their expectations in relationships, their attitudes to faith, their values, priorities and lifestyles, and much, much more. Yet the church's engagement with mainstream media is often minimal, with little consideration given to it in discipling or in mission.

This presentation will consider:

- why it is vital to identify, evaluate, and respond to, media messages
- how we can equip people to develop biblical discernment for personal, family, church, and mission contexts

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1 Media messages shape our lives

- Individuals
- Families
- Societies
- The need for media awareness

2 Five aspects of engaging media messages

2.1 Aesthetic

2.2 Emotional

2.3 Intellectual (worldviews)

- Identify
- Evaluate
- Respond

2.4 Moral / Ethical

2.5 Spiritual / Theological

3 Media messages and whole-life discipleship

- Individuals
- Families
- Churches
- Mission

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>