

The Democratisation of Media: A Missional Challenge for the Global Church

We are all becoming media users and media producers. What are the missional implications for churches? How should we think and do evangelism, teaching, and discipleship in our churches in an increasingly media-saturated context?

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I. Media in Today's Globalised World: The Big Picture

A. Digitalisation:

The Internet is gradually becoming the most significant platform for media research, networking, and publications, resulting both in convergence of old media formats and genres and creation of new media arenas.

B. Democratisation:

Increasing access to new digital publication channels and new arenas of social media creates numerous possibilities for wider participation and networking.

C. Fragmentation:

The dramatic increase in media arenas, participants, and voices creates both a fragmented public discourse and a fragmented private consumption.

D. Globalisation:

Through the global spread of information technology, new platforms for media distribution are being established, such as broadband, satellite, and mobile technologies.

E. Pluralisation:

Wherever technology goes, media goes, and with the media comes a plurality of values, perspectives, and worldviews.

II. How the Democratisation of the Media is Transforming Church and Mission

A. We are all becoming media users

1. Media users – and consumers
2. The need for media awareness
 - a. Educating in media literacy
 - b. Tools for media critique

B. We are all becoming media producers

1. Every church, every Christian organisation, and every Christian institution are becoming media publishers and distributors.
2. Every individual Christian is becoming his / her own editor, publisher and distributor.

C. The traditional Christian media professionals – and the new Christian media professionals and all the increasingly qualified Christian media amateurs

III. Missional Implications for the Global Church

How should we think and do evangelism, teaching, and discipleship in our churches in an increasingly media-saturated context?

A. The Democratisation of the Media: Implications for evangelism

1. Shared lives, shared life stories, and shared testimonies
2. Points of contact and points of tension

B. The Democratisation of the Media: Implications for teaching

1. Availability of teaching: Plurality with pluralism
2. Interactivity in teaching: A dynamic approach

C. The Democratisation of the Media: Implications for discipleship

1. Faith: Navigating between centre and periphery
2. Life: Navigating between liberty and legalism
3. Witness: Navigating between points of contact and points of tension

IV. Finally

“The three grand tasks for the global church: to win back the West, to prepare the church in the Global South, and to contribute to our common human future.” (Os Guinness)

Suggested Readings:

- Dahle, Lars: “Media Engagement as a Global Missiological Task”, *Lausanne Global Analysis*, January 2014.
(Published online at <http://www.lausanne.org/content/lga/2014-01/media-engagement-a-global-missiological-task>.)
- Dahle, Lars: “Media Messages Matter: Towards a New Approach to Media Engagement”, *Norwegian Journal of Missiology*, nr. 2, 2014. (Published online at .)
- Dahle, Lars: “Truth, Christian Mission and Apologetics: A Response and A Proposal”, *Norwegian Journal of Missiology*, nr. 1 2013. (Published online at http://egede.mf.no/sites/default/files/dokumenter/pdf/NTM_2013_1_Dahle.pdf.)
- Dahle, Lars: “Mission in 3D: A Key Lausanne III Theme”, in L. Dahle, M. S. Dahle and K. Jørgensen (eds.): *The Lausanne Movement: A Range of Perspectives* (Oxford; Regnum Books International, 2014), s. 265-279.
(Available as a free download for personal use:
http://www.ocms.ac.uk/regnum/downloads/The_Lausanne_Movement-Final-WMF.pdf.)