

# How to Make the Christian Message Interesting and Engaging in the Media

The culture around us is changing fast. Christian media is not only for the important task of evangelism, but to make an impact on the culture. Yet in the age of social media, plenty of media-noise, and religious relativism, the Christian message is up against tough competition in the marketplace of ideas. The temptation to compromise in order to be more relevant or entertaining has never been greater. What biblical and practical guidelines should we set for ourselves as representatives of the Kingdom of God while making the Gospel relevant through the means of media?

**Pasi Turunen**, theologian (M.Th), author, blogger, and apologist, has been working as a Christian radio broadcaster for 25 years. He studied theology at Helsinki University and his master's thesis dealt with Jewish views on resurrection in the intertestamental Jewish literature between Old Testament and New Testament times. Turunen is a well-known Bible teacher and is often invited to speak to various apologetic seminars in Finland. He has written four books dealing with cult evangelism, same-sex marriage, inerrancy of the Bible, and apologetics. He also has experience with Christian television. Currently he hosts a weekly radio program that analyzes current events and changing culture in light of the Christian worldview and the Scriptures. Turunen has also appeared on secular national television and radio programs in Finland defending Christian faith and views on contemporary issues. Turunen works for the Patmos Foundation for World Missions, which is an evangelical missions and relief organization bringing humanitarian aid and the Gospel of Christ to over 20 nations in the world. The Patmos Foundation has an extensive media ministry in Finland and was the first Christian organization in Finland to start broadcasting Christian programs on commercial radio stations in 1985. Pasi is married to Parvin, who was born in the Middle East and in 1984 was supernaturally led to Finland to find Jesus and be saved.

## I. Understanding our cultural mandate – Genesis 1-2.

- A. First public radiobroadcast in 1906.
- B. Cultural mandate covers media (Matthew 28:18-20).
  - 1. Need Christian media, but also Christians in the media.

## II. The change from mass media to social media and the challenge of Digital Age.

- A. *Fragmentation* of media and information.
- B. *Speed* of new information.
- C. *Lack of control* in sharing information.

*D. From monologue to dialogue.*

*E. Convergence*

### **III. Understand the culture and understand the Gospel!**

### **IV. Boosting the Christian signal from white noise to joyful noise!**

A. *Small groups*: What kinds of programs do you like to listen to / watch and why? What are your expectations from a good and interesting program? Reflect on your ideas in these three areas:

1. Program quality.
2. Personal qualities.
3. Biblical / Christian qualities.

B. Few keys to making Christian message interesting and engaging in the media.

### **V. Some examples of interesting and relevant programs (WARNING: Very subjective! My personal favorites coming.)**

#### ***Suggested Readings:***

Phil Cooke Ph.D.: *Creative Christian Media – Secrets of successful Media Ministry* (Xylon Press, 2006).

Ed Setzer: *Social Media and Christian Ministry: Reaching the World for the Kingdom of God* (Christianity Today, Feb 21 2105)

<http://www.christianitytoday.com/edstetzer/2014/february/social-media-and-christian-ministry-reaching-world-for-king.html>

[http://www.dts.edu/download/thetable/thetable\\_201211\\_andersonmedia\\_01.pdf](http://www.dts.edu/download/thetable/thetable_201211_andersonmedia_01.pdf)

[http://www.dts.edu/download/thetable/thetable\\_201211\\_andersonmedia\\_02.pdf](http://www.dts.edu/download/thetable/thetable_201211_andersonmedia_02.pdf)