

Ministry and Mission in a Media World

Media technologies and media communication are transforming western culture, and the rate of change continues to be dizzying. They pervade every aspect of life; the world has become 'mediatized'. This presents huge challenges and opportunities for both discipling Christians and for reaching those who are not Christians. How can we navigate the many diverse perspectives demanding our attention within both mainstream and social media, and stand firm in our faith in Jesus Christ? How can we bear witness to Jesus in a mediatized world so that others may see the plausibility, relevance, and truth of that message? This session steps back to take a broad look at the implications of being a missional church in a mediatized world and explores how we might wisely and faithfully interact with the culture.

Tony Watkins is a speaker and writer on media and the Bible. He is doing doctoral research on the relationship between the biblical prophets and today's media, and works alongside several organisations including Damaris Norway and the Lausanne Media Engagement Network (as Network Co-ordinator). He regularly lectures at NLA University College Gimlekollen, Norway. Tony has written, or co-written, several books including *Focus: The Art and Soul of Cinema* and *Dark Matter: A Thinking Fan's Guide to Philip Pullman*. Tony and his family are involved in Above Bar Church, Southampton.

I. Mediatization

A. How media changes society

1. Media *extend* communication capabilities
2. Media *substitute* for social activities and institutions
3. Media activities *merge* with each other and non-media activities
4. Media demands to be *accommodated* within everything else

B. The challenges of mediatization

1. The challenge to discipleship

2. The challenge to mission

II. Discipleship in a mediitized culture

A. Resilient discipleship

1. Five practices of resilient disciples (Barna)

- a. Experiencing Jesus
- b. Cultural discernment
- c. Meaningful relationships
- d. Vocational discipleship
- e. Countercultural mission

B. Media awareness (cultural discernment)

1. Aesthetic appreciation
2. Worldview analysis
 - a. Reality (ontology)
 - b. Knowledge (epistemology)

- c. Ethics
- 3. Spiritual evaluation
 - a. Emotions
 - b. Values
 - c. Agendas
 - d. Meaning of life

III. Mission in a mediatized culture

- A. Media awareness
 - 1. Evaluation
 - 2. Encouragement
- B. Media presence
 - 1. Vocational discipleship
 - 2. Alternative voices

C. Media ministries

1. Countercultural mission

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