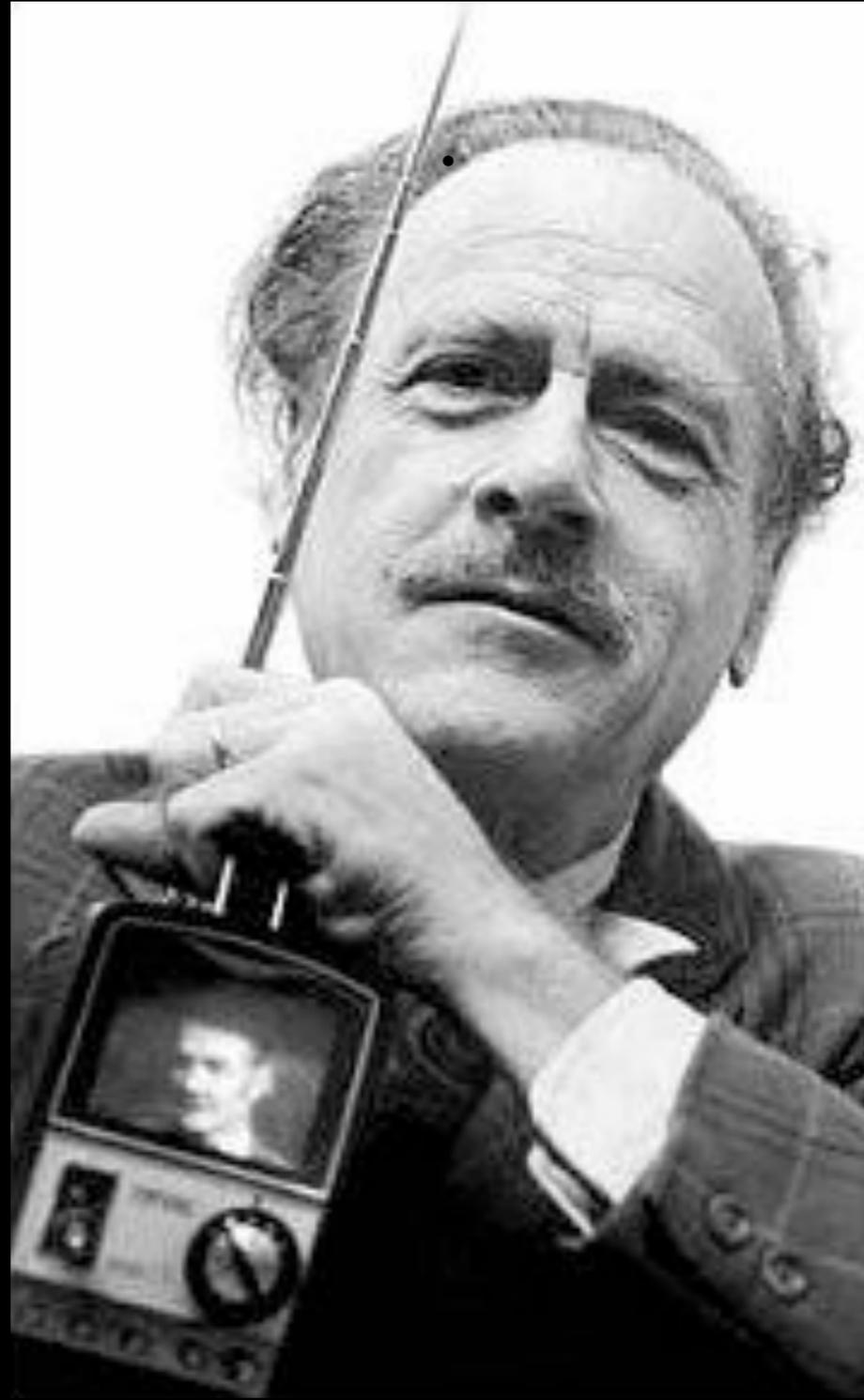


what do the media do
to us?



Marshall McLuhan

A vintage television set with a wooden frame and a dark screen. The screen displays a quote in white text. The television has a control panel on the right side with various knobs and buttons.

*We become
what we behold.*

Marshall McLuhan

It is just the literature that we read for 'amusement', or 'purely for pleasure' that may have the greatest and least suspected influence upon us. It is the literature that we read with the least effort that can have the easiest and most insidious influence upon us.

T.S. Eliot

Selected Essays (Faber and Faber, 1932)

A television set is shown against a blue background with a grid pattern. The screen displays the text "The media shape our reality" in white, sans-serif font. The text is centered and arranged in three lines: "The media", "shape our", and "reality". The background of the screen is black with a dense pattern of white noise, resembling a corrupted video or a glitch effect. The television has a silver or light-colored bezel and a control panel at the bottom with several buttons and a small light indicator.

The media
shape our
reality

HOLLYWOOD MAKS



'I think my image is one of being powerful,
in control.'

Shakira

'the frantic desire for
the almost real'
(Umberto Eco)

iPod

15:47

**The media
constantly
feed us
the almost
real**





NEW BERRY STORM
STAY PUMPED

END
P
AREA

TARRA TRAMS

North Street

284

284

How do we respond?



5 dimensions
to think about



Aesthetics

Emotions



morality



A blue-tinted profile of a human head is shown in the lower-left portion of the image. Above the head, a thought bubble is depicted, consisting of two small circles leading to a larger oval. Inside this oval, the word "beliefs" is written in a white, lowercase, sans-serif font.

beliefs

spirituality



Responding personally

Helping others to respond

Christians

People who are not Christians





No single piece of our mental world is to be hermetically sealed off from the rest, and there is not a square inch in the whole domain of our human existence over which Christ, who is Sovereign over all, does not cry: 'Mine!'

Abraham Kuyper

Two faces of reality

Humans are God's
image-bearers

Culture is
wonderful!

Humans are rebels
against God

**CULTURE IS
TERRIBLE**



living in the world

Do not conform to the pattern
of this world. (Romans 12:1)



pressure to conform

wrong thinking

right thinking

Christian values



Love the Lord your
God with all your
heart and with all your
soul and with all your
mind and with all your
strength.... Love your
neighbour as yourself.

Mark 12:30–31, NIV



engaging the world

Engaging with popular worldviews



Observing culture carefully





making connections

shared starting point

shared language

positive interaction



Preaching Jesus

How can we develop a Christian mind, which is both shaped by the truths of historic, biblical Christianity, and acquainted with the realities of the contemporary world? How can we relate the Word to the world, understanding the world in the light of the Word, and even understanding the Word in the light of the world? . . .

We have to begin with a double refusal. We refuse to become either so **absorbed in the Word**, that we escape into it and fail to let it confront the world, or so **absorbed in the world**, that we conform to it and fail to subject it to the judgement of the Word. Escapism and conformity are opposite mistakes, but **neither is a Christian option.**

In place of this double refusal we are called to **double listening**, listening both to the Word and to the world.... We **listen to the Word** with humble reverence, anxious to understand it, and resolved to believe and obey what we come to understand.

We **listen to the world** with critical alertness, anxious to understand it too, and resolved not necessarily to believe and obey it, but to **sympathise with it** and to **seek grace to discover how the gospel relates to it. . . .**

'Double listening', however, contains no element of self-contradiction.... These voices will often contradict one another, but our purpose in listening to them both is to discover how they relate to each other. **Double listening is indispensable to Christian discipleship and Christian mission.**

John Stott

The Contemporary Christian, pp. 27–29



www.damaris.org



www.culturewatch.org



www.tonywatkins.org



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