



Introducing the Issue and the Network

Media is a major aspect of almost every society around the world. It is the main way by which news, stories, and ideas spread. It shapes every aspect of human experience, from our sense of identity to our views on the biggest challenges facing humanity. Moreover, it is constantly developing and changing.

The **Lausanne Media Engagement Network** focuses on three key areas, as highlighted in The Cape Town Commitment (II.A.4):

Media Awareness

The network enables Christians to better understand, evaluate, and constructively respond to the factual and fictional messages of mainstream media. Media is so pervasive in the West that Christians easily take it for granted and fail to think critically about it. The Majority World, however, has experienced rapid, unsettling changes in the media's presence within the cultures. In most contexts, Christian media awareness is now vital for effective mission and faithful discipleship.

Media Presence

The network equips Christians who work in the mainstream news and entertainment media to be salt and light within often-difficult contexts. The media exerts enormous influence on our societies, which makes it a highly strategic place to be a Christian. These Christians need support as they work with professionalism and Christian integrity, so the network encourages churches and Christian organizations to value and disciple these Christians. It also fosters thoughtful, intentional Christian engagement within social media.

Media Ministries

The network encourages best practice in using media for Christian communication, whether by specialist media ministries, churches or individuals. Digital technologies have developed so much that every Christian organisation, institution, and church can engage in media ministry. Individual Christians can also exercise significant ministry through social media. The network connects specialist media ministries and other Christian groups, promotes innovative ways of using media, and encourages creative and technical excellence in media production.

In the words of The Cape Town Commitment (II.A.4):

We commit ourselves to a renewed critical and creative engagement with media and technology, as part of making the case for the truth of Christ in our media cultures. We must do so as God's ambassadors of truth, grace, love, peace and justice.

Website: **EngagingMedia.info**

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YouTube: **[j.mp/LMENyoutube](https://www.youtube.com/j.mp/LMENyoutube)**

Instagram: **[EngagingMedia](https://www.instagram.com/EngagingMedia)**

Ten Key Resources for Media Engagement

Resources for the Introductory and Advanced Media Engagement Workshops

- 1. Introductory video and website about media engagement**
"Welcome to Engaging Media": Lars Dahle introduces the Lausanne Media Engagement Network and its website – www.engagingmedia.info.
- 2. An introductory article in Lausanne Global Analysis**
Lars Dahle, "Media Engagement: A Global Missiological Task", *Lausanne Global Analysis* 3, no. 1 (2014). Available in English, Chinese, Japanese, Korean, Portuguese, and Spanish. lausanne.org/content/lga/2014-01/media-engagement-a-global-missiological-task.
- 3. A key statement from Lausanne global consultation**
"Media and Mission in a Globalized World: A Call to Action from the Lausanne Global Consultation on Media and the Gospel" (2013) – www.lausanne.org/content/statement/media-and-mission-in-a-globalized-world.
- 4. An article in Lausanne Global Analysis**
Rudolf Kabutz, "Engaging the Church in Africa in its Key Mission Issues to 2050: The Impact of Cape Town 2010", *Lausanne Global Analysis* 4, no. 6 (2015) – lausanne.org/content/lga/2015-11/engaging-the-church-in-africa-in-its-key-mission-issues-to-2050.
- 5. An article with video on EngagingMedia.info**
Tony Watkins, "Introducing Digital Ministry and Mission: Trends and Tools", *Engaging Media* (2016) – engagingmedia.info/introducing-digital-ministry-and-mission.
- 6. "Mobile Ministry Course" – a four-week online course**
A course from Mobile Ministry Forum, which introduces any Christian to ministry opportunities using mobile devices – mobileministryforum.org/mobile-ministry-course.
- 7. A video lecture and discussion**
Margunn Serigstad Dahle, "Key Values and Worldviews in the Disney Universe", Guest lecture at Biola University Center for Christianity, Culture and the Arts, *Engaging Media* (2015) – engagingmedia.info/key-values-and-worldviews-in-the-disney-universe/
- 8. A video interview**
Phil Cooke talks about the role of the media in the future of the church (video produced by Future of the Church), *Engaging Media* (2015) – engagingmedia.info/a-conversation-with-phil-cooke.

Resources for the Advanced Media Engagement Workshop

- 9. An in-depth article on media engagement as a Lausanne theme**
Lars Dahle, "Media Messages Matter: Towards a New Missiological Approach to Media Engagement", *Norwegian Journal of Missiology* (June 2014): 105–121. This article interacts with key material in *The Lausanne Covenant* (1974), *The Manila Manifesto* (1989), and *The Cape Town Commitment* (2011), as well as *LOP 48 – Media and Technology: The Rainbow, the Ark and the Cross* (2004) and *LOP 26 – Radio in Mission* (1989). engagingmedia.info/media-engagement-as-a-lausanne-theme/
- 10. An article on EngagingMedia.info**
Phill Butler, "Considering the Effectiveness of Media Ministry. Sixteen Questions for Reflection on Media Ministry", *Engaging Media* (2015) – engagingmedia.info/considering-the-effectiveness-of-media-ministry/

For many more resources on missional media engagement, see www.EngagingMedia.info.

Key Questions for Reflection and Discussion

Introductory Media Engagement Workshop

1. Think about the different kinds of media that you have experienced in your lifetime: written text, images, music, radio, television, film, video, social media, and other media unique to your context. How have these media messages shaped your thinking, your attitudes, and your lifestyle?
2. Think about the media that people in your community encounter. How could you talk to people about the media messages (factual and fictional) that influence them, and how this media relates to their daily life experiences?
3. Do you know of any Christians who work in the mainstream media? How could you encourage, inspire, and equip them to be good witnesses who work professionalism and integrity within the mainstream media?
4. You – and your church or mission organisation – may influence people to address specific needs in your community. How could media tools help you to take your message out further and wider to address people's hurts and needs, and provide them with hope?
5. You may have specific media outlets in your area, such as local radio stations, newspapers, TV stations, local social media, and others. How could you communicate the kingdom issues that God has placed on your heart through these local media outlets?

Advanced Media Engagement Workshop

1. Media may have shaped your life, your interests, and your ministry. How can you share your media skills and experience with other young people to equip them to impact society for Christ through media? What media and communication courses could you develop and present on a regular basis?
2. Many churches want to bless their communities, yet often struggle to reach out with a compelling gospel message. How could churches (and groups of churches) be inspired and trained in using media in order to communicate with people about their needs, in their language, to change lives?
3. Have you been using media in your organisation? Could you link up with other organisations to complement or enhance their ministry and yours? How could you use media to help people have conversations in which they experience grace, authentic relationships, and a sense of purpose?
4. There might be many Christians working as professionals in the mainstream media in your country. How could you identify these people and build relationships with them? How could you connect them in networks that will equip them to be witnesses for Christ in their various media roles and sectors?
5. The world is connected through media. You can receive and send information from anywhere to anywhere. Plan a media strategy within a network or initiative to engage an unreached people group with the good news of Jesus Christ. How could a fresh approach to media open up new ways of sharing the gospel with people who would otherwise not hear it or build relationships with Christians?