**Lausanne Media Engagement Workshop Notes, YLG2016, Jakarta:**

**How have media messages (**written text, images, music, radio, television, film, video, social media, and other media**) shaped your thinking, attitudes and lifestyle?**

* **Context**, **globalization**
* Media **awareness**
* **Instant** mentality
* **Clothing** style, **music** style
* Views of **love** & **family**
* Made things more **superficial**
* Fragmented & global **culture** (lifestyle, celebrities)
* **Content** in books, TV shows, movies, social media
* Content **overload**
* Advertisements that make us **feel like we should have something** we don’t
* **Identity** shaped through media
* **Video** has high impact on groups
* YouTube provides many **inspirational** videos, preaching available
* Less and less use of hard cover paper books, more **internet resources**
* Thinking in **visual** terms (**emotions** get more involved when you see)
* Spreading of **horizon** (reach)
* Bad side – you can be more **distracted**
* Become **conscious** of the world
* Desire to **know a lot**
* **Other ways** of sharing the gospel (faster/better)
* A lot of **diversity of info** and need for **discernment**
* Builds relationships (presentation of **values**, access to **relevant info**)
* **Connectivity**
* Change of **lifestyle**
* It has become more **addictive**
* **Fast-paced**
* We are **more disengaged**
* We live in **soundbites** rather than unpacking things
* Views
* Education
* **Smaller world** – group think
* **Less patient**
* **Shallow understanding** (views, news)
* **Reading for information**, not knowledge
* **Reading headlines** only
* **Huge** and **messy**
* Heavy user of social media and internet since 12. **Secular media** involvement.
* Influenced by social media as part of the younger generation
* Late adaptor, traditional media influenced
* **New media** used for **theology**
* **Books** and **movies**
* **TV**, **broadcasting**, community
* **Social media influence**, reviews

*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?***

* Message to community: Mainstream media imparts values (reach and teach children)
* Put **sermons** on **YouTube**
* **Video blogs**, **written blogs** of preaching
* **Video news** (short), **film documentary** (Use **social media platforms** such as Facebook and other social media to **expand our message**)

***What has God called you to do with media?***

* I write **articles**
* To **equip believers** and **engage the world** with the Gospel
* The presence of **media discipleship** in the church (about how to use and understand media)
* Creating **media awareness** and opportunities for people to use the **media tools** out there in the church
* Editor of an **evangelistic publication** (overseeing communication strategy for our organization) – social media, publications, press
* Make entertainment and good art as it represents God (Christians should value art / quality / excellence)
* Producing **apologetics videos**
* Serious **journalism**; writing about **why the Gospel is relevant**
* **Identify voices**, give them a platform to spread their message to a wider audience
* Work on **media role** of education; **citizen journalism**
* Raise a tribe of **Christian writers**. Create resources for the growing church.
* **Social transformation**; **creating videos** to empower people
* Attract **Christian journalists** (by using pastors as talent spotters in the congregations)
* Witness and connection
* Workshops and training
* Courses in the seminary
* **Workshops** in the **church**
* **Bridging the gap** between **theologians in the churches** and **mainstream media**

***How are you equipping others with media skills to impact society?***

* **Teaching in the university** (creativity & truth: responsible creation and **usage of media**)
* **teaching to churches** so that **media becomes an** **asset** (discipleship tools)
* **Training young people** to **use media for evangelism**
* **Media sensitization seminars** / **career talks** to **youth** on **media**
* Involved in **creating resources** for **discipleship in the church**
* Training our missionaries with **conversation techniques** for use in **live chats** and **training our leaders** how to **handle interviews with secular press**
* **Training** through **churches / school** (Young people already know a lot)
* **Training young people** how to **use media** for **advocacy**
* **Academic writing** and **popular writing**, **dramas**
* **Social media** use to push the gospel, **curating news** / interpreting
* Christian publishing house for books. **Work together with authors** to get message out.
* **Articles** about **using media**; **workshops for social media** for younger people
* YouTube videos
* **Enabling** people to use media

*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 with professionalism and integrity within the mainstream media?***

* Nominal Christians are **not always good examples**
* **Media missionaries** need to be trained to go into the **mainstream media**
* In countries like Ethiopia, the government controls the media. It can be hard to maintain if you are forced to **produce propaganda**.
* We need to **support** media professionals
* **Inviting** a reporter from Indonesia to small groups to help influence her
* Christians who work in media tend to be **disconnected** from the church
* We need to **build relationships** (with those in media)

***How could you equip the churches and organisations in your region to become skilled in analysing and understanding media messages?***

* **Providing** media resources
* **Introducing** them to using various facets of **media and l**etting them practice to reinforce lessons;
* **Discussing** about how we can use media in a less superficial way, rather using media effectively;
* Helping them recognize that they need help (when they are often too focussed on immediate needs);
* Exposing church people to **Biblical worldviews** (address issues in culture, what does the Bible say about…);
* Showing people how the internet can be used beyond the secular, by training them how to use it for good.

***How could you identify Christians working as professionals in the mainstream media in your country and build relationships with them?***

* Reach out to the guys who are filming and **serve them** – due to time constraints they often don’t even have time to do their laundry!
* **Pray** for **media people**
* We need to **pay our people** and not take them for granted!

[](http://engagingmedia.info)

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