



FRONTLINE ACADEMY

*"Equipped to Share: A Biblical & Apologetics Approach to
Online Evangelism"*

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Intercultural / Cross-cultural Communication

All communication has a cross-cultural element

- Individual Idiosyncrasies
- Ethnic / familial / community specifics
- National / Ethnolinguistic particulars
- Human Universals

Communication

- 1 Corinthians 9:19-23

Though I am free and belong to no one, I have made myself a slave to everyone, to win as many as possible. ²⁰ To the Jews I became like a Jew, to win the Jews. To those under the law I became like one under the law (though I myself am not under the law), so as to win those under the law.

²¹ To those not having the law I became like one not having the law (though I am not free from God's law but am under Christ's law), so as to win those not having the law.

²² To the weak I became weak, to win the weak. I have become all things to all people so that by all possible means I might save some. ²³ I do all this for the sake of the gospel, that I may share in its blessings.

- Yet we never sacrifice Biblical faithfulness

Communication

- We need to be aware of the complexities of communication
- The root of the word is to make common
- Communication helps us find commonness
- Building **trust** is absolutely key

Persuasion

Acts 26:28-29, "Then Agrippa said to Paul, "Do you think that in such a short time you can persuade me to be a Christian?" Paul replied, "Short time or long—I pray to God that not only you but all who are listening to me today may become what I am, except for these chains."

- We are all "missionaries"
- Communication opens up the risk of change
- Cross-cultural exchanges are inherently stressful
- There is no neutral language

Our Use of Language

- Pivot when you are not understood
- Ask if what you said made sense
- Find ways to ask the seeker to explain the Gospel back to you
- There is no neutral language
- Remember your objective
- The Gospel is always the priority

World View

- Who am I
- Where am I
- Why am I
- Who is in charge

Cross-Cultural Considerations

- Direct vs. Indirect cultures
- Polyvocalic vs. Monovocalic conversation
- Polychronic vs. Monochronic time
- Power distance
(yet you are probably further up the "scale" than you might think)

Cross-Cultural Considerations cont.

- Gender Roles
- Honor vs. Justice
- Collectivistic vs. Individualistic

Direct (left) VS. Indirect (right)

- **USA**

- Germany

- Israel

- **Japan**

- (China)

- Saudi Arabia

- Some parts of South America

Polyvocalic vs. Monovocalic

- Latin America
- Spain
- Italy
- Some parts of USA
- Scandinavia
- Asia

Polychonic VS. Monochonic

- Mediterranean
- Africa
- South America
- North America
- Northern Europe

Power Distance (least left, most right)

- USA
- Denmark
- Austria
- New Zealand
- China
- Russia
- Mexico

Gender Roles

- WHO 2014, Gender violence against women aged 14-44, accounts for more disability and death worldwide than all wars, Malaria, and car accidents combined.
- Mexico, potentially most "macho," Sweden least

Collectivistic (why) vs. Individualistic (how)

- East Asia
- Australia
- Netherlands
- USA
- Canada

Honor / Shame vs. Justice / Guilt

- Asia, Africa, Middle East are honor shame orientated
- Became a popular theme, lots of bad books on this...
- Honor can be akin to "face"
- Example from church history

Honor vs. Justice

- What you are
- In group
- Need for restored relationship
- What you have done
- Punishment

Honor / Shame vs. Justice / Guilt

Isaiah 50:6-7

I offered my back to those who beat me,
my cheeks to those who pulled out my beard;
I did not hide my face
from mocking and spitting.
7 Because the Sovereign LORD helps me,
I will not be disgraced.
Therefore have I set my face like flint,
and I know I will not be put to **shame**.

Hebrews 12:2-3

² fixing our eyes on Jesus, the pioneer and perfecter of faith. For the joy set before him he endured the cross, scorning its **shame**, and sat down at the right hand of the throne of God.
³ Consider him who endured such opposition from sinners, so that you will not grow weary and lose heart.

Honor / Shame vs. Justice / Guilt

Romans 5:9

Since we have now been **justified** by his blood, how much more shall we be saved from God's wrath through him!

Contextualized Gospel Example for China

1. There is a creator God, who wants you to join His **family**. Genesis 1:1, John 3:1.
2. But our first parents were disobedient and as a result cast **shame** on all of mankind. Because of our resulting separation from God we have been left in a state called sin. Genesis 3, Romans 3:23
3. Our own good works, **success** and religion cannot restore the broken relationship. Isaiah 64:6. Thankfully Jesus, God's own **Son** decided to **take our place outside the family and bear mankind's deserved shame**. 1 Peter 2:24. However because Jesus was the perfect obedient Son he was raised three days later according to the Scriptures. 1 Corinthians 15:3-6.
4. When we accept Jesus' sacrifice on the cross on our behalf and believe God the Father raised Him from dead we will be **ascribed the greatest honor for eternity**. We will be restored into God's heavenly family forever. Ephesians 2:8.