

Smartphone Filmmaking

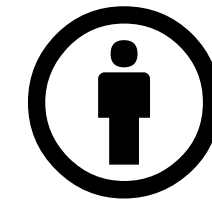
Know Your Audience



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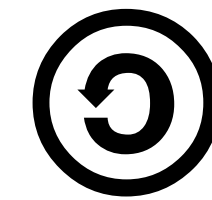
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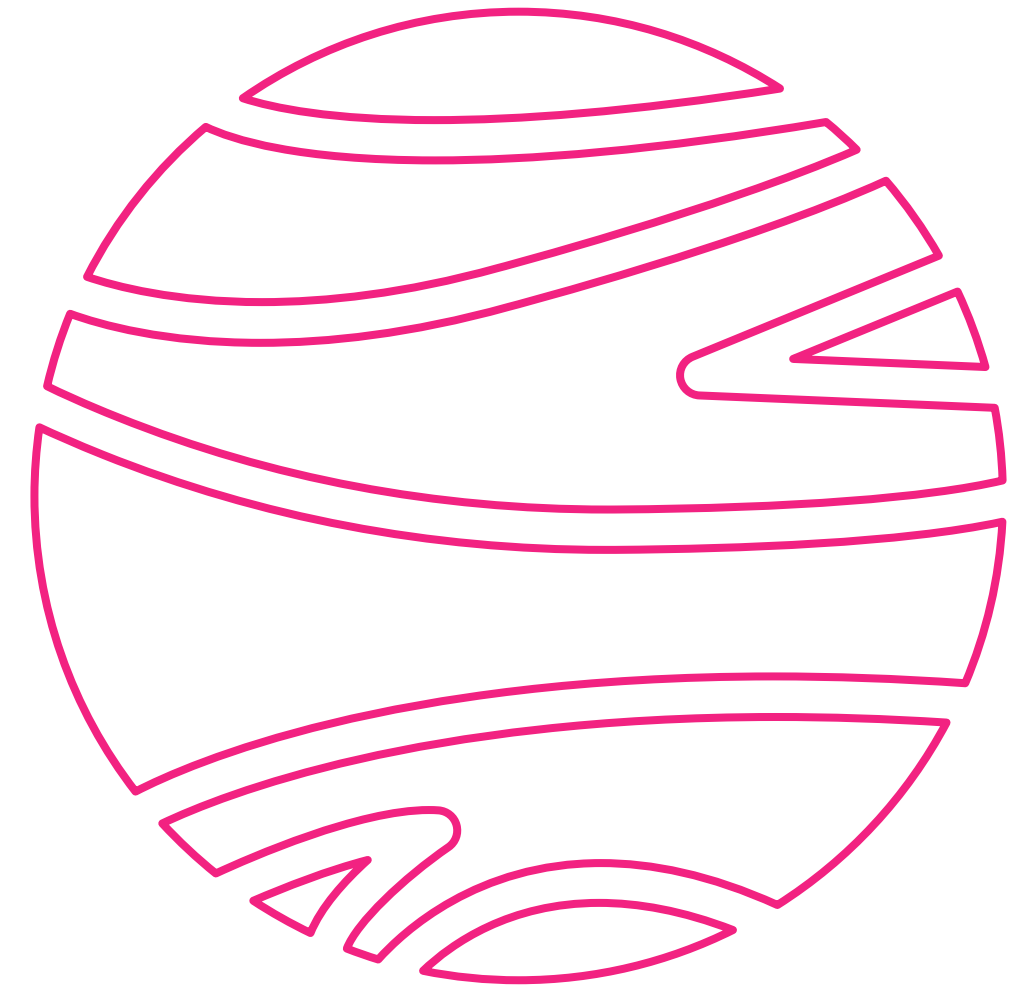
Culture & Contextualization

Biblical Foundations



If we are to be **effective** communicators of the gospel, we must spend **time understanding the worldview** that lies beneath the surface of a culture.

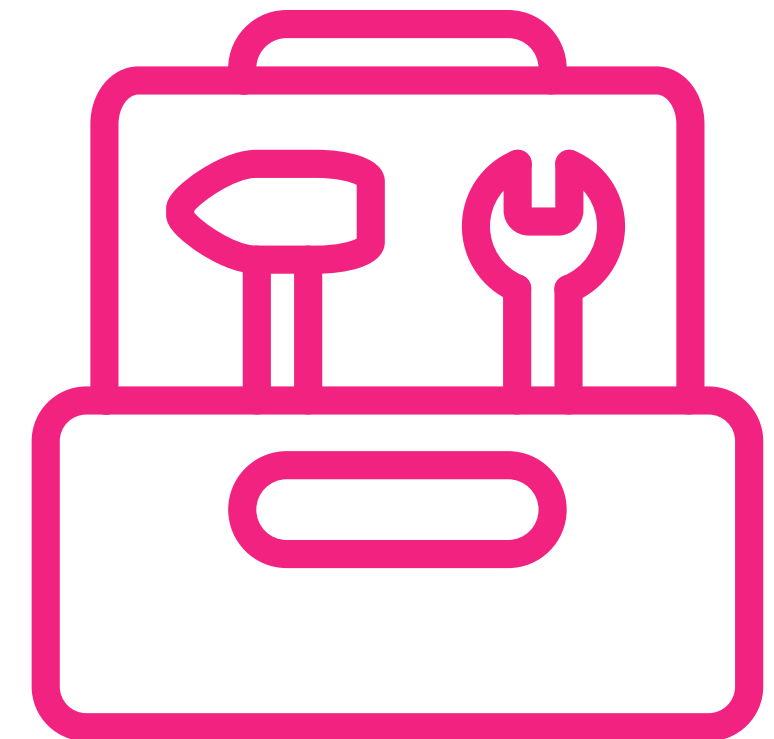
Philip Nicholson



Understanding the Worldview

David Burnett

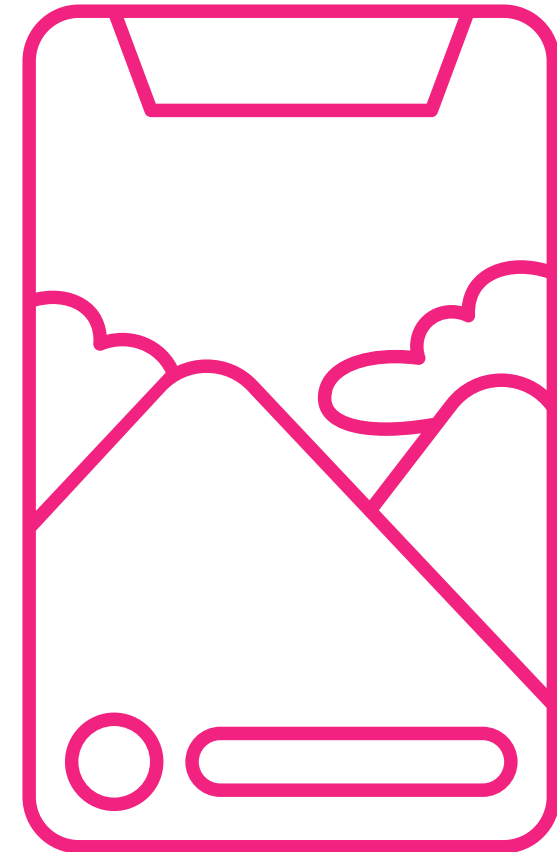
1. What beliefs are strongly held within the culture?
2. What rituals do people perform?
3. How do parents expect their children to behave?
4. What are considered to be words of wisdom?
5. What are the greatest fears people have?
6. What do people do in a crisis?



Story

Story is a trojan horse for truth. It can sneak truth past the gates of our defenses and **prepare our hearts to hear things we might have resisted** if they had come as mere declaration.

Russ Ramsey

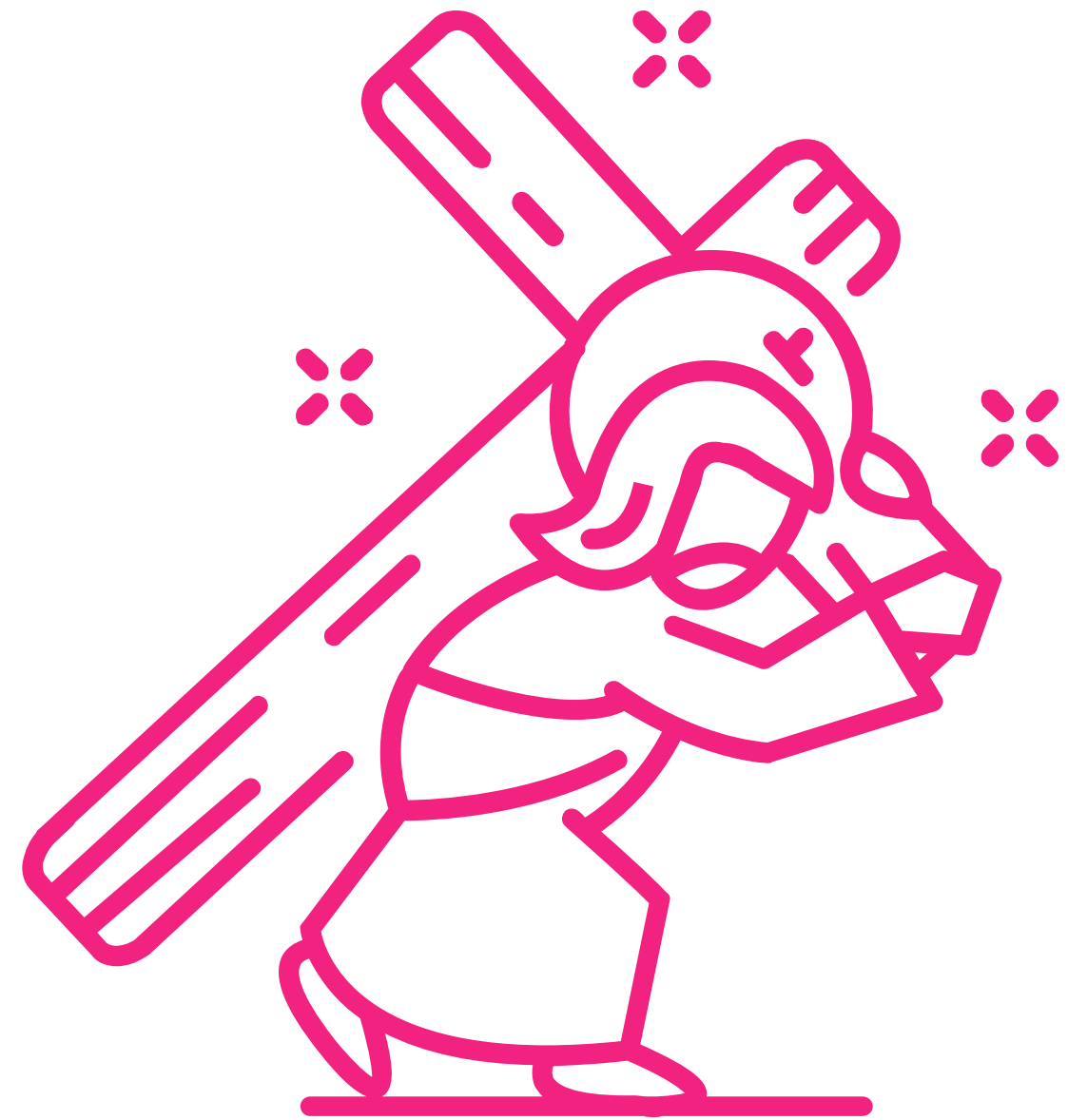


Jesus the Storyteller



**Jesus said, “My
kingdom is not of
this world.”**

John 18:36

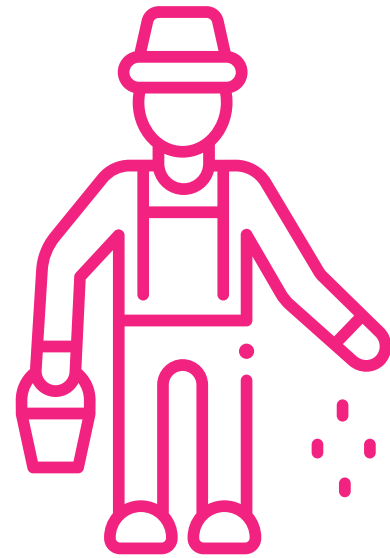




Jesus took his audience from the **known to the **unknown** through story.**



The Kingdom is like...



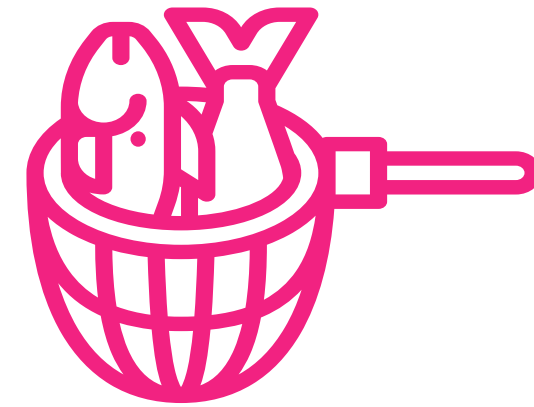
a man
who sowed
good seed

Matthew 13:24



yeast a
woman
mixed
into flour

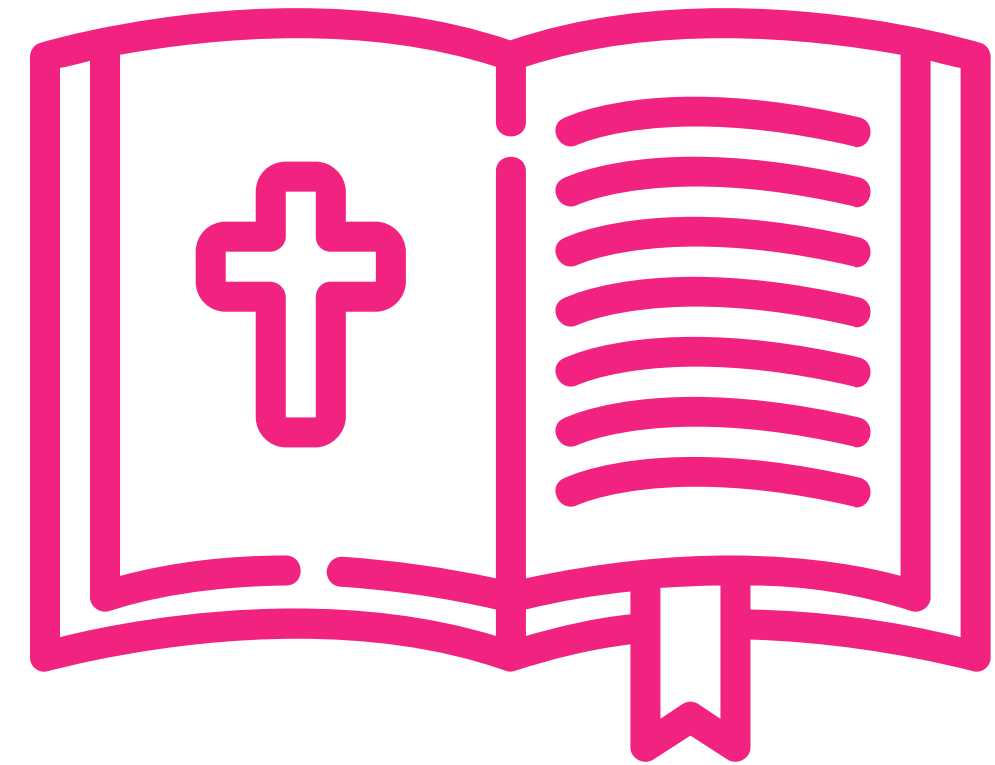
Matthew 13:34



a net let
down in
the lake

Matthew 13:47

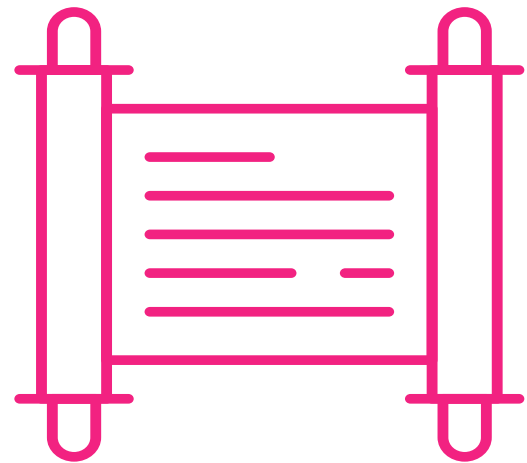
**Paul adapts his
message for
different audiences.**



Paul's Approach

Jews of Antioch

Acts 13



Hebrew
Scriptures

Gentiles of Lystra

Acts 14



Creation

Gentiles of Athens

Acts 17



Greek Poets

Communication

Lessons

From Paul & Jesus

1. Know your audience
2. Start with what the audience knows and lead them into the unknown
3. Use their culture, traditions and art to build bridges to Jesus
4. Communicate that God is their maker who has been present all along



Arts & Culture

Beautiful & Broken



**We possess the
gift of creativity
because we bear
the image of God.**

The Cape Town Commitment (2010)





Genesis 1

¹In the beginning **God created the heavens and the earth.**

²⁷**So God created mankind in his own image, in the image of God he created them; male and female he created them.**

Man reflects the image of God and
the brokenness of sin.

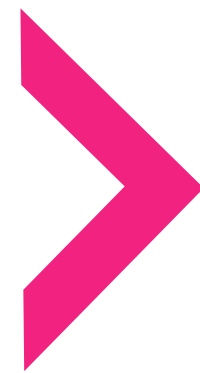


Art & Culture

Beautiful & Broken



Art & culture are
predominantly the
product of mankind.

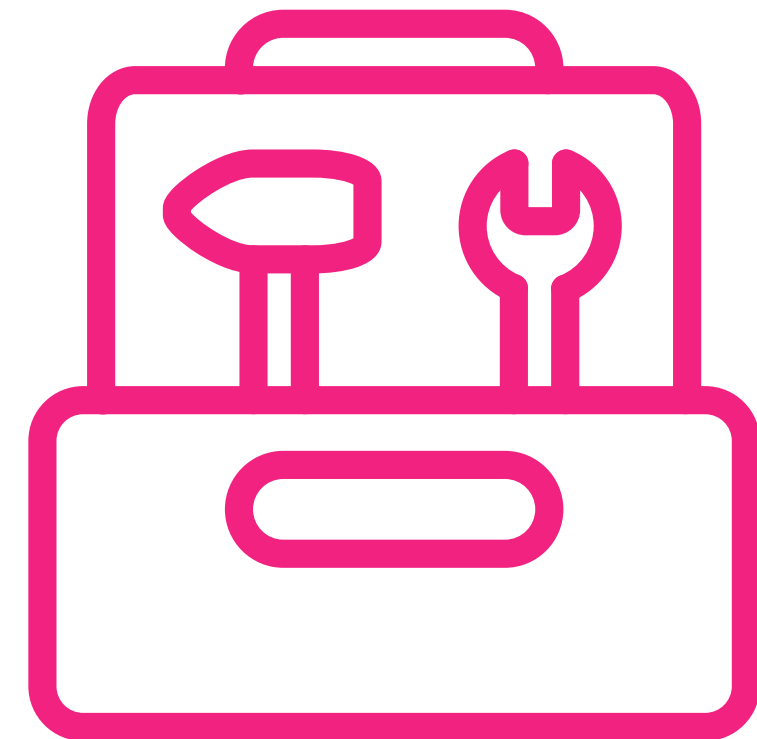


In the same way that man
reflects the image of God and
the brokenness of sin, so **art &
culture** also reflect something
of the image of God and the
brokenness of sin.

Beautiful & Broken

Cultural Research

1. How is the image of God reflected in this culture?
2. How is the brokenness of sin evident in this culture?



Exodus 31

Bezalel & Oholiab



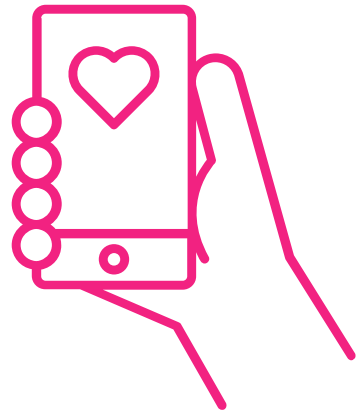
- Filled with the Holy Spirit they respond to God's guidance.
- Work with gold, silver, bronze, stones.
- To create a place of worship, a place where God & man fellowship.

Exodus 32

Aaron & the people



- Apart from God & guided by the opinions of man.
- Work with gold to create images.
- To create an object to worship, worshipping the created rather than the creator.



Beautiful Media

- Fosters real relationships in the body of Christ.
- Points people to God's kingdom.
- Teaches the power of God's love and mercy.



Broken Media

- Replaces human relationships.
- Builds our own kingdom of influence.
- Empowers voices of comparison & envy.

Media has a
multiplying
effect!

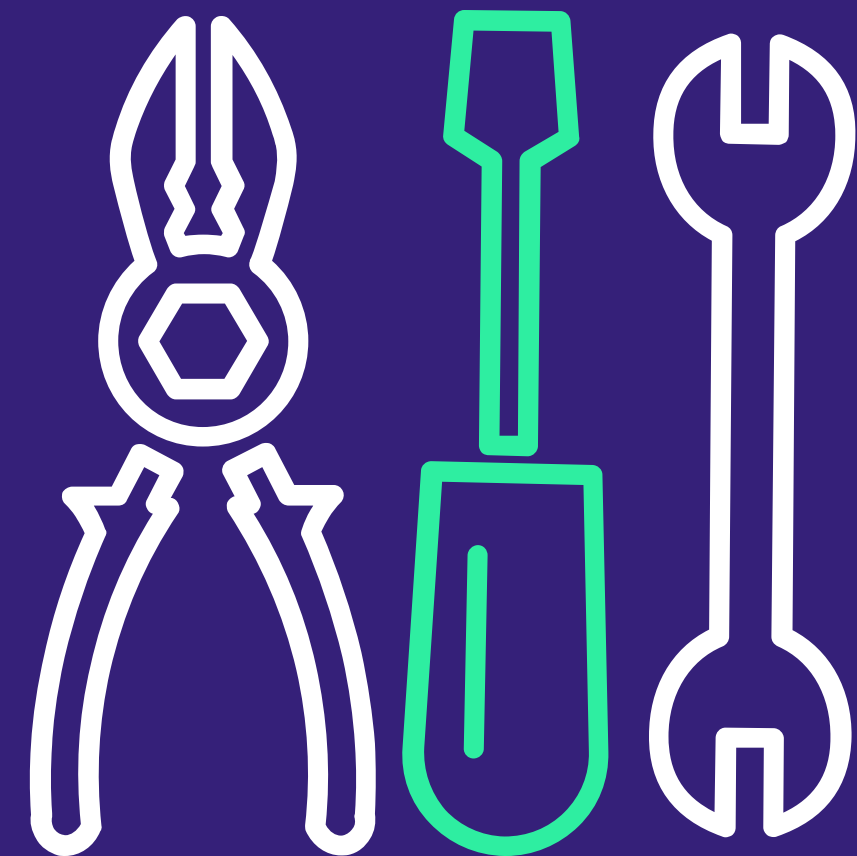


What are we
multiplying?

Summary

Know Your Audience

1. Questions to **uncover the worldview** that lies beneath the surface of the culture.
2. Communication lessons from Jesus & Paul who took their audience from the **known** to the **unknown**.
3. Biblical principle that **beauty & brokenness** is evident in the culture of your audience.














Define Your Audience

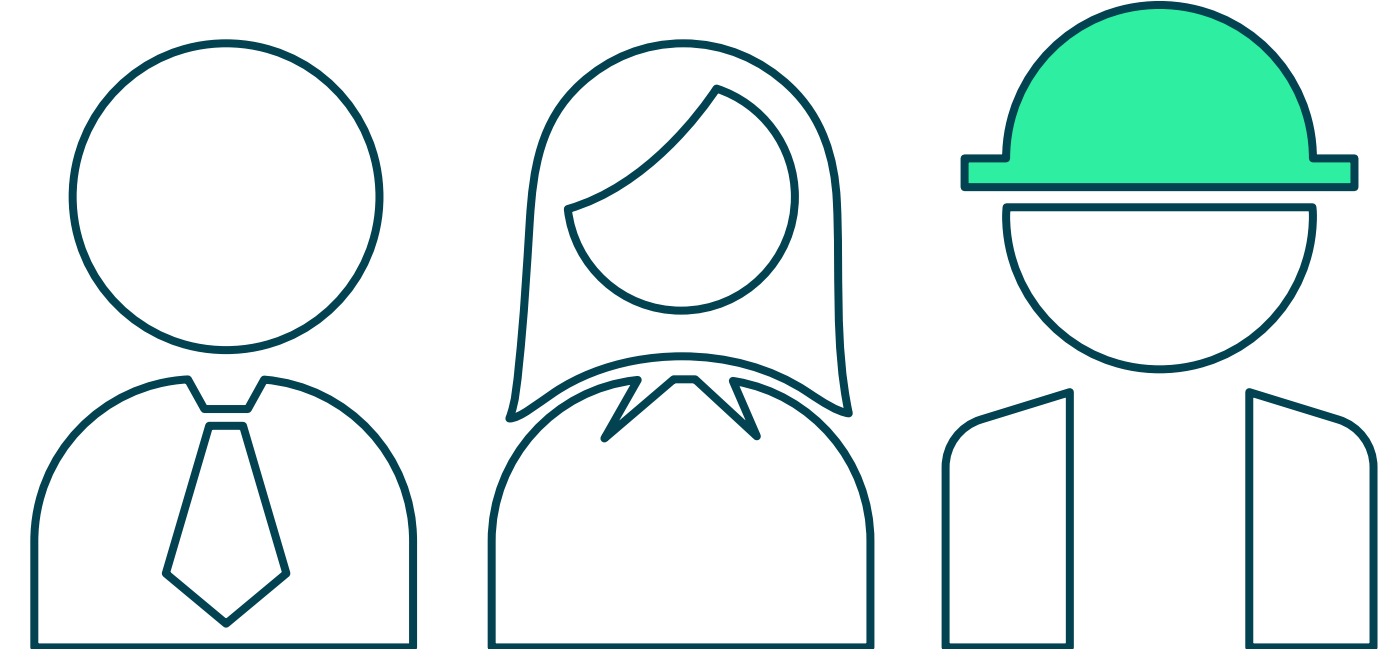
Group Activity



Define Your Audience

Demographic Questions

-  Where is your audience located?
-  What language do they speak?
-  What gender is your audience?
-  How old is your audience?
-  What are their religious beliefs?
-  What is their education level?
-  What is their social status?
-  Where do they work? What common life experiences do they have?
-  What are they afraid of? What concerns them?



Crafting a Message

Now that we've learned more about our audience let's think about messages that can speak to them.





Define Your Audience

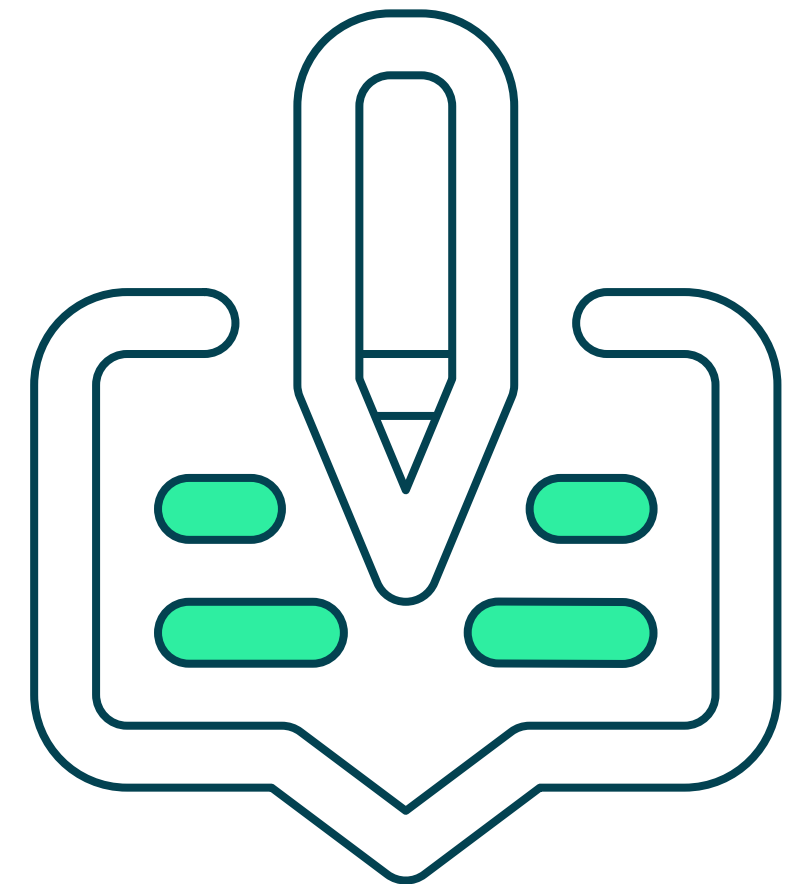
Crafting a Message

KNOWN & UNKNOWN

1. What does your audience already know about God?
2. What about God is unknown to your audience?

BEAUTIFUL & BROKEN

3. How is the image of God reflected in their culture?
4. How is the brokenness of sin evident in their culture?





Define Your Audience

Building Bridges

1. Are there cultural traditions or art forms that can communicate truth to your audience?
2. Are there common practices in the culture that can serve as parables to communicate truth?
3. Is there a way to use what your audience already knows to be good or true about God to help them understand what they do not know?
4. How can your video celebrate the areas of the culture that reflect God's image and use it as a bridge to talk about deeper topics?

