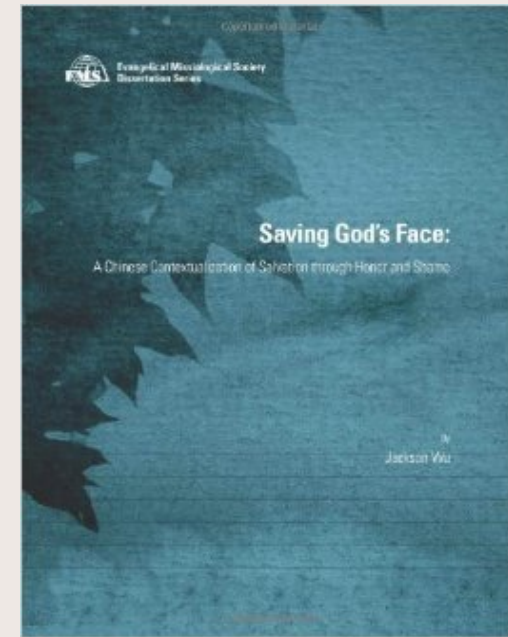
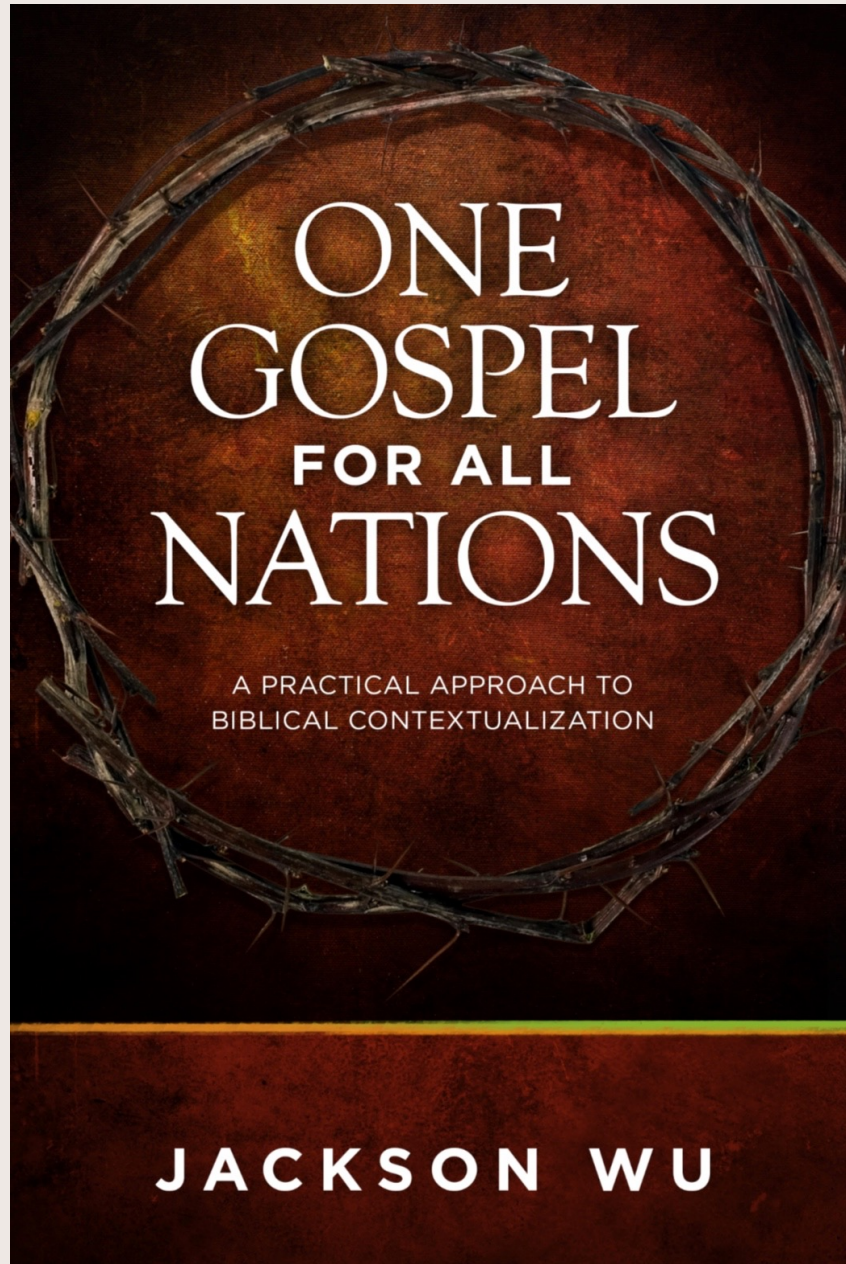


Reinterpreting Contextualization

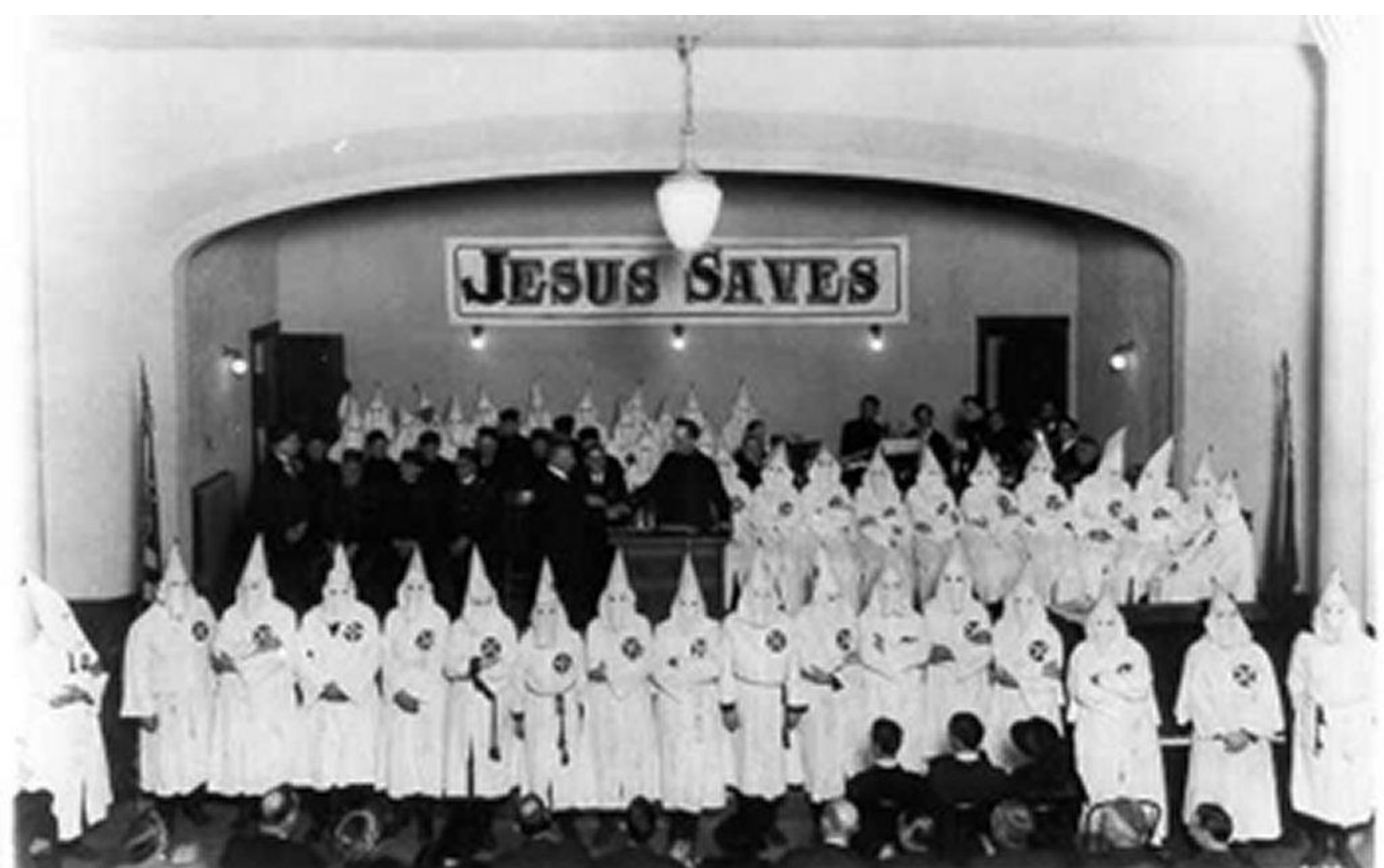


Jackson Wu.org



Saving God's Face





Is this the gospel?



Is this contextualization?



I love you,
sweetie-pie.

Let's cuddle.

**What
problems
do we
face?**

**... don't grasp the gospel's
meaning or its significance**

How do
we add
to these
problems?

... oversimplify the gospel's meaning
or underestimate its significance

What is this?



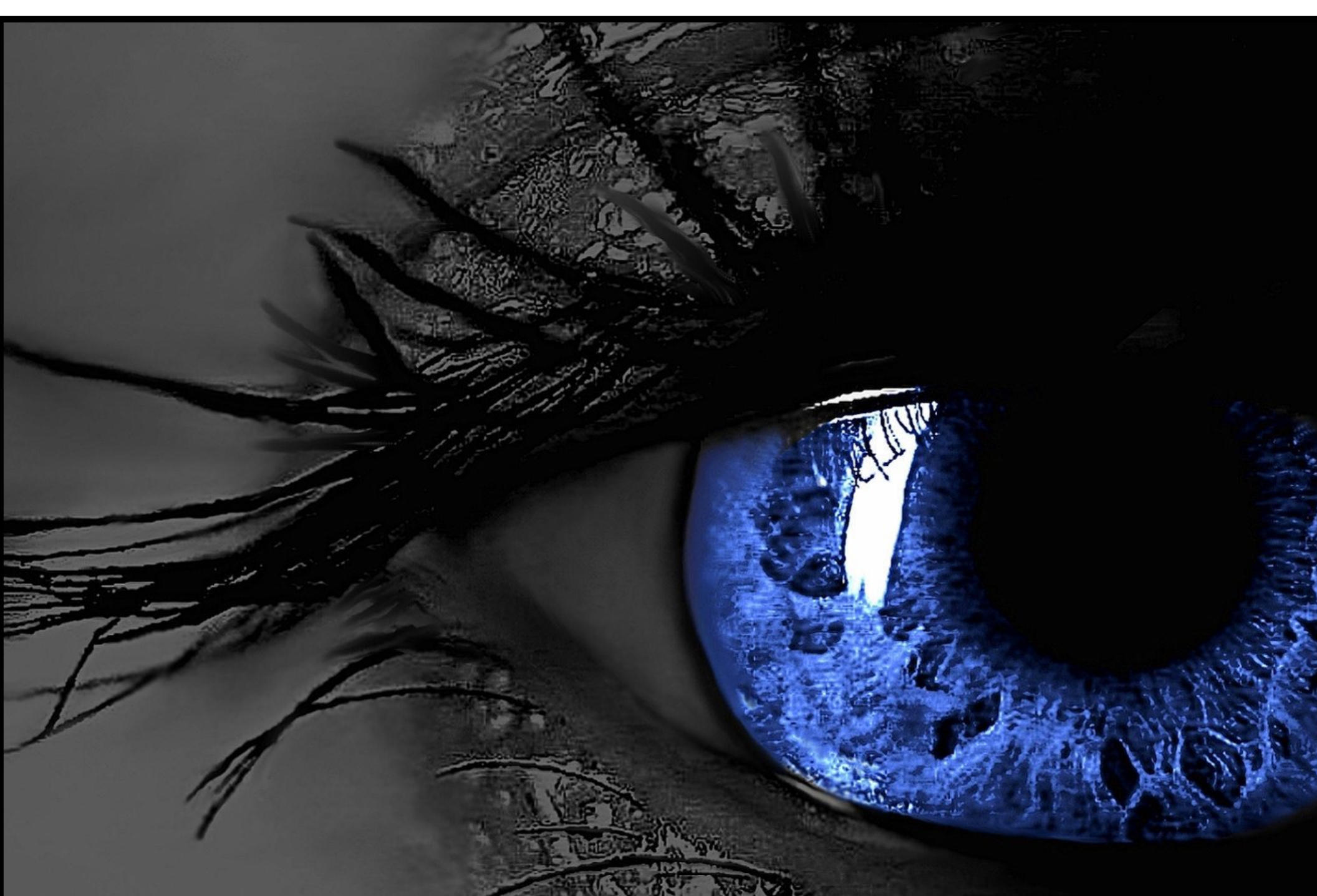


A photograph of a bowl of ramen with chopsticks, overlaid with a semi-transparent yellow shape and white text. The text reads:

*a relative perspective
on absolute truth*



What is this?




all theology is contextualized



NOTHING SUCKS LIKE AN ELECTROLUX

The most powerful vacs you can buy are in the new 2000 series.



Collapse into cool.

Try a new Tazo Citrus with tangerine, orange and lime.



Tazo Tea. Get to what's good.

A pair of hands is holding a pair of black-rimmed glasses against a black background. The lenses are white and contain handwritten text in a brown, cursive font. The left lens contains the text "is walking." and the right lens contains the text "auf ihr Auto.".

is walking.

auf ihr Auto.

against stealing, do you steal? ²²You who say that one must not commit adultery, do you commit adultery? You who abhor idols, do you rob temples? ²³You who boast in the law dishonour God by breaking the law. ²⁴For, as it is written, "The name of God is blasphemed among the Gentiles because of you."

²⁵For circumcision indeed is of value if you obey the law, but if you break the law, your circumcision becomes uncircumcision. ²⁶So, if a man who is uncircumcised keeps the precepts of the law, will not his uncircumcision be regarded¹ as circumcision? ²⁷Then he who is physically uncircumcised but keeps the law will condemn you who have the written code² and circumcision but break the law. ²⁸For no one is a Jew who is merely one outwardly, nor is circumcision outward and physical. ²⁹But a Jew is one inwardly, and circumcision is a matter of the heart, by the Spirit, not by the letter. His praise is not from man but from God.

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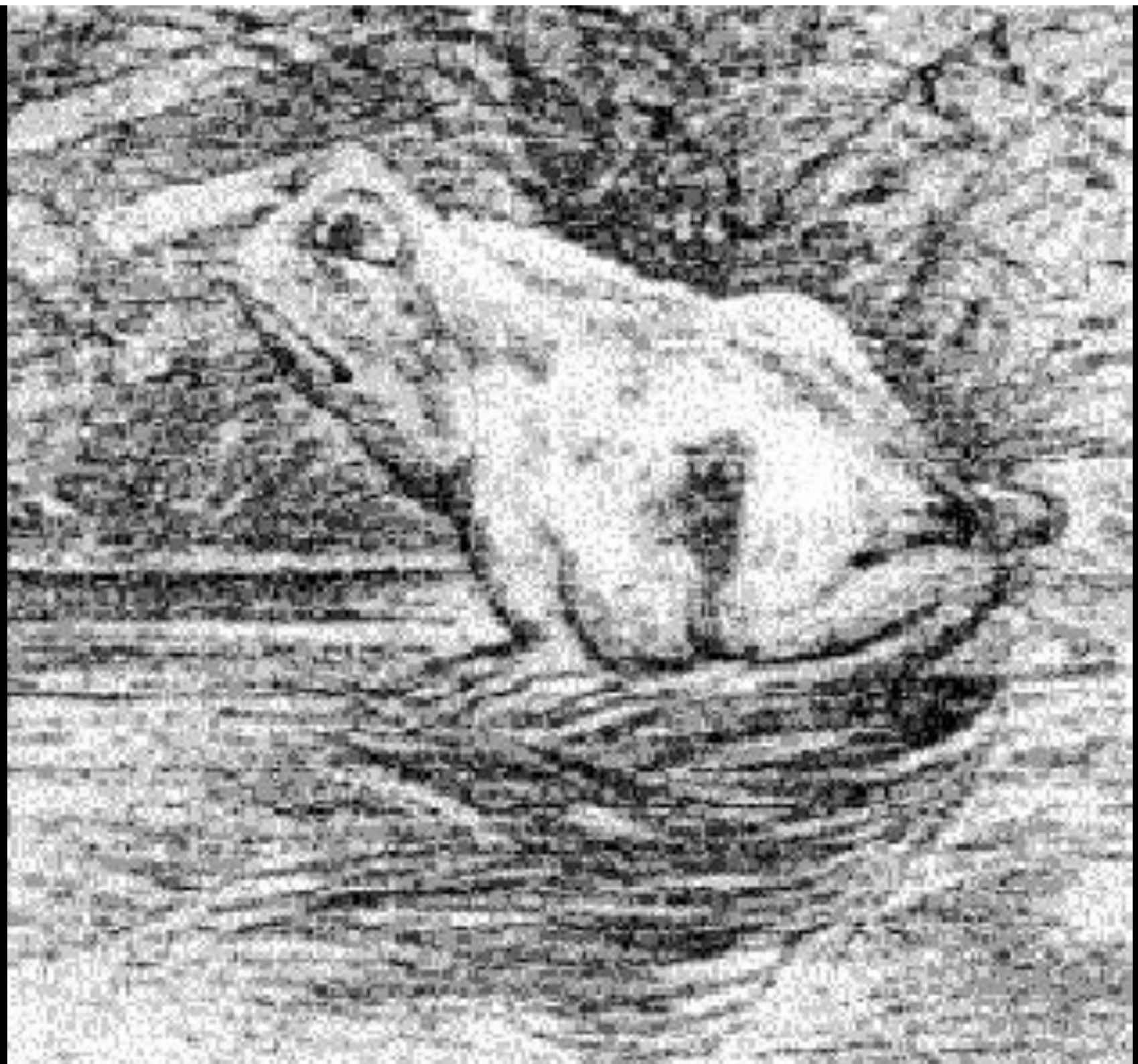
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2 Therefore you have no excuse, O man, every one of you who judges. For in passing judgement on another you condemn yourself, because you, the judge, practise the very same things. **2**We know that the judgement of God rightly falls on those who practise such things. **3**Do you suppose, O man—you who judge those who practise such things and yet do them yourself—that you will escape the judgement of God? **4**Or do you presume on the riches of his kindness and forbearance and patience, not knowing that God's kindness is meant to lead you to repentance? **5**But because of your hard and impenitent heart you are storing up wrath for yourself on the day of wrath when God's righteous judgement will be revealed.

6He will render to each one according to his works: **7**to those who by patience in well-doing seek for glory and honour and immortality, he will give eternal life; **8**but for those who are self-seeking¹ and do not obey the truth, but obey unrighteousness, there will be wrath and fury. **9**There will be tribulation and distress for every human being who does evil, the Jew first and also the Greek, **10**but glory and honour and peace for everyone who does good, the Jew first and also the Greek. **11**For God shows no partiality.

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ZOOM LENS

28-90mm

1:4-5.6

II

Φ58mm







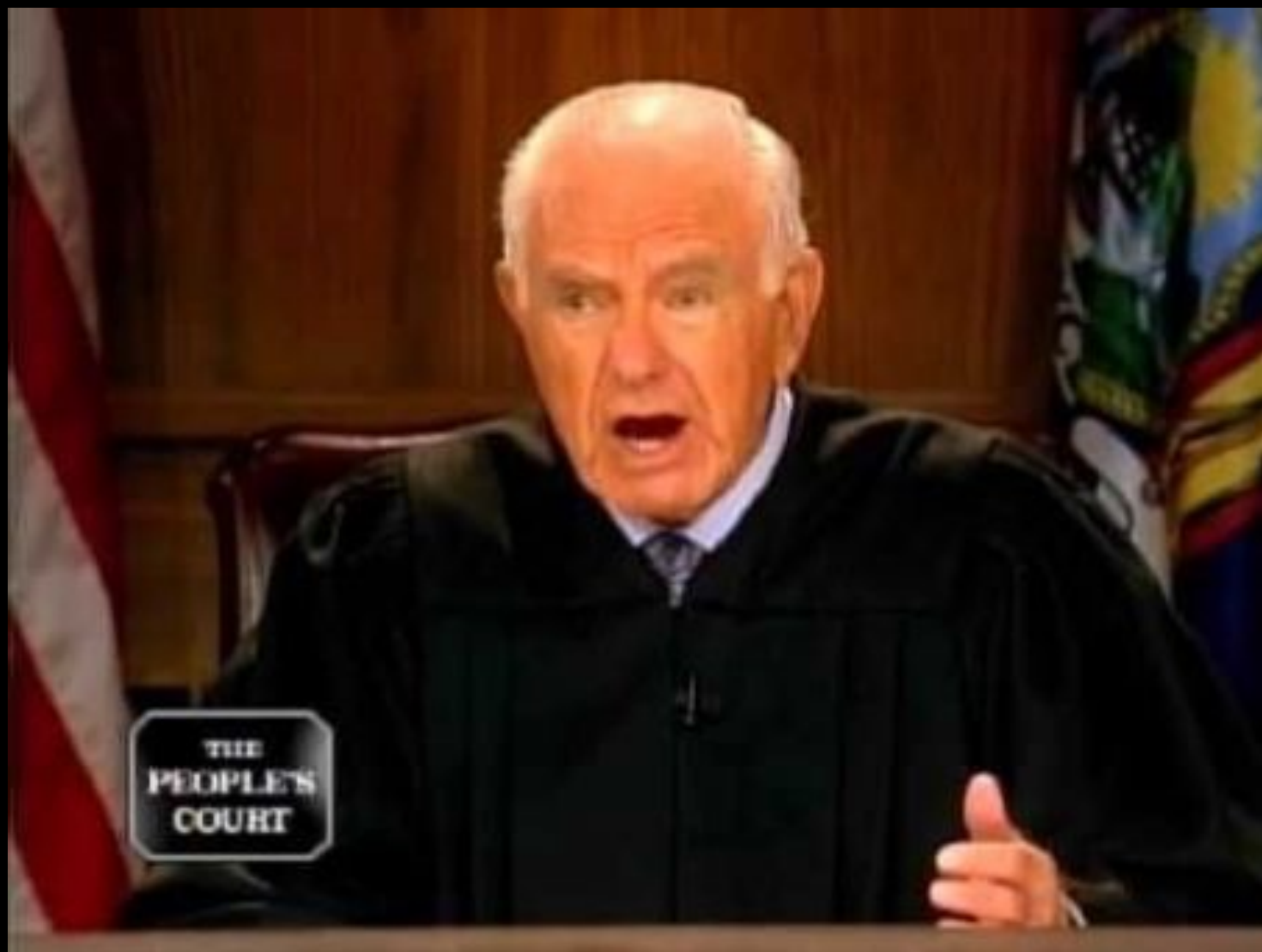


syncretism



cultural syncretism

theological syncretism

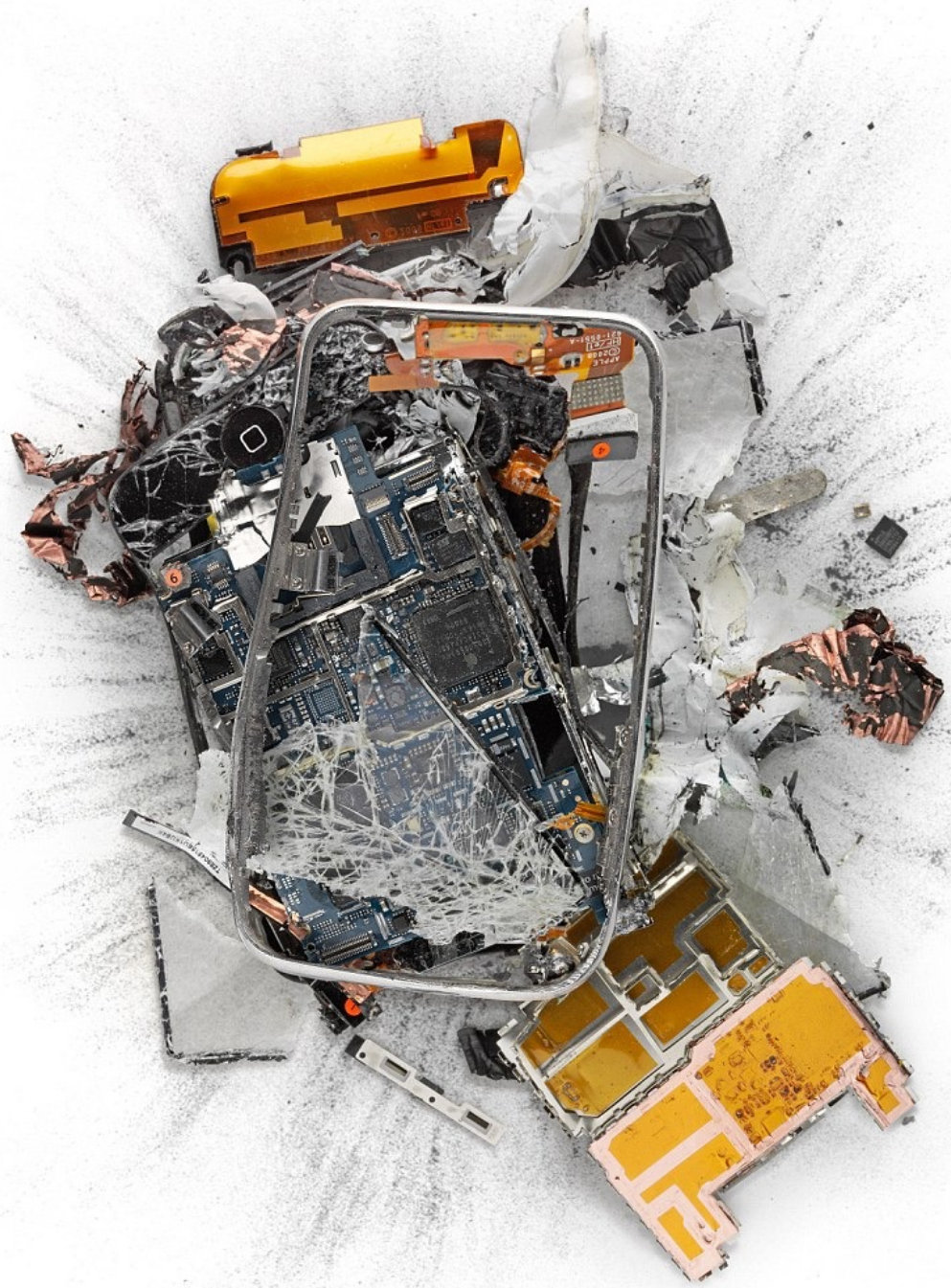


theological syncretism



**We compromise the gospel
when we settle for truth**

Why did you marry
your wife?





ALLIANCE[®]
OF CONFESSING EVANGELICALS

Cambridge Declaration





A circular mirror with a dark, possibly black, frame lies on a patch of dry, brownish grass and soil. The mirror's surface is highly reflective, showing a clear image of a bright blue sky filled with soft, white, wispy clouds. The text "True enough is not good enough" is printed in a bold, white, serif font across the center of the mirror's reflection.

**True enough is
not good enough**

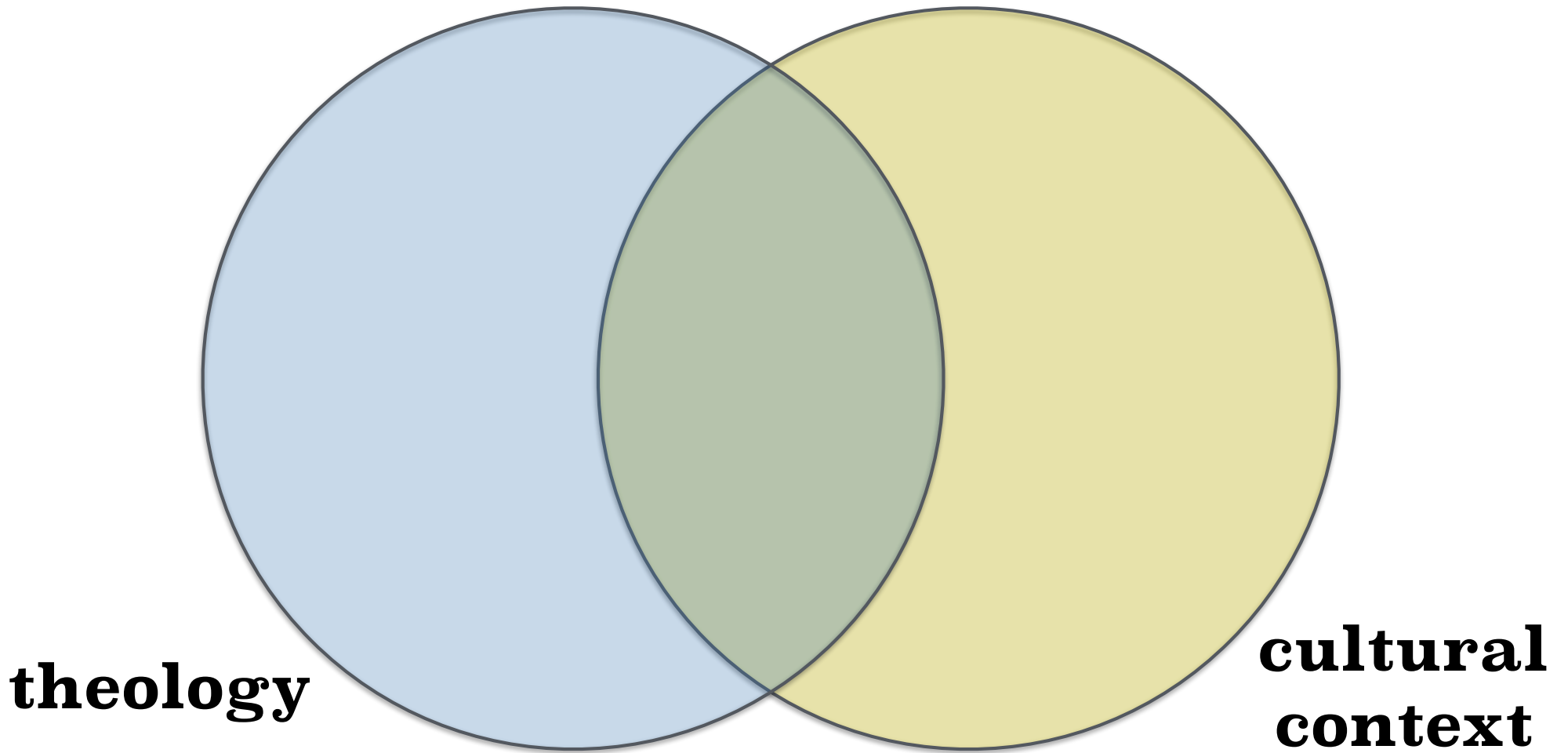
in a world-record time of 8:04.79.

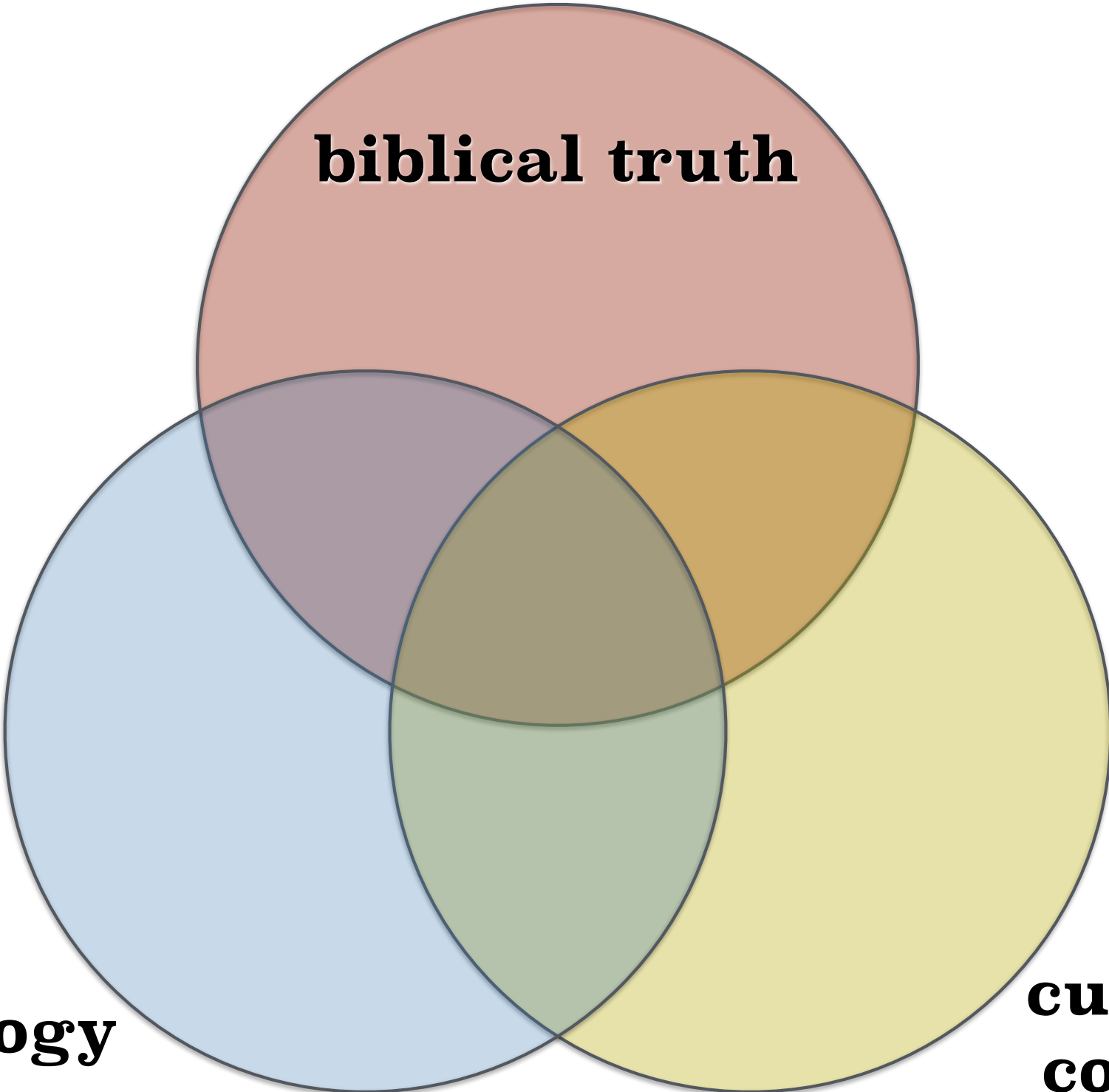
Phelps ties for silver in 100 fly

Ledecky sets world record
in women's 800 freestyle

By **PAUL NEWBERRY**

Associated Press





biblical truth

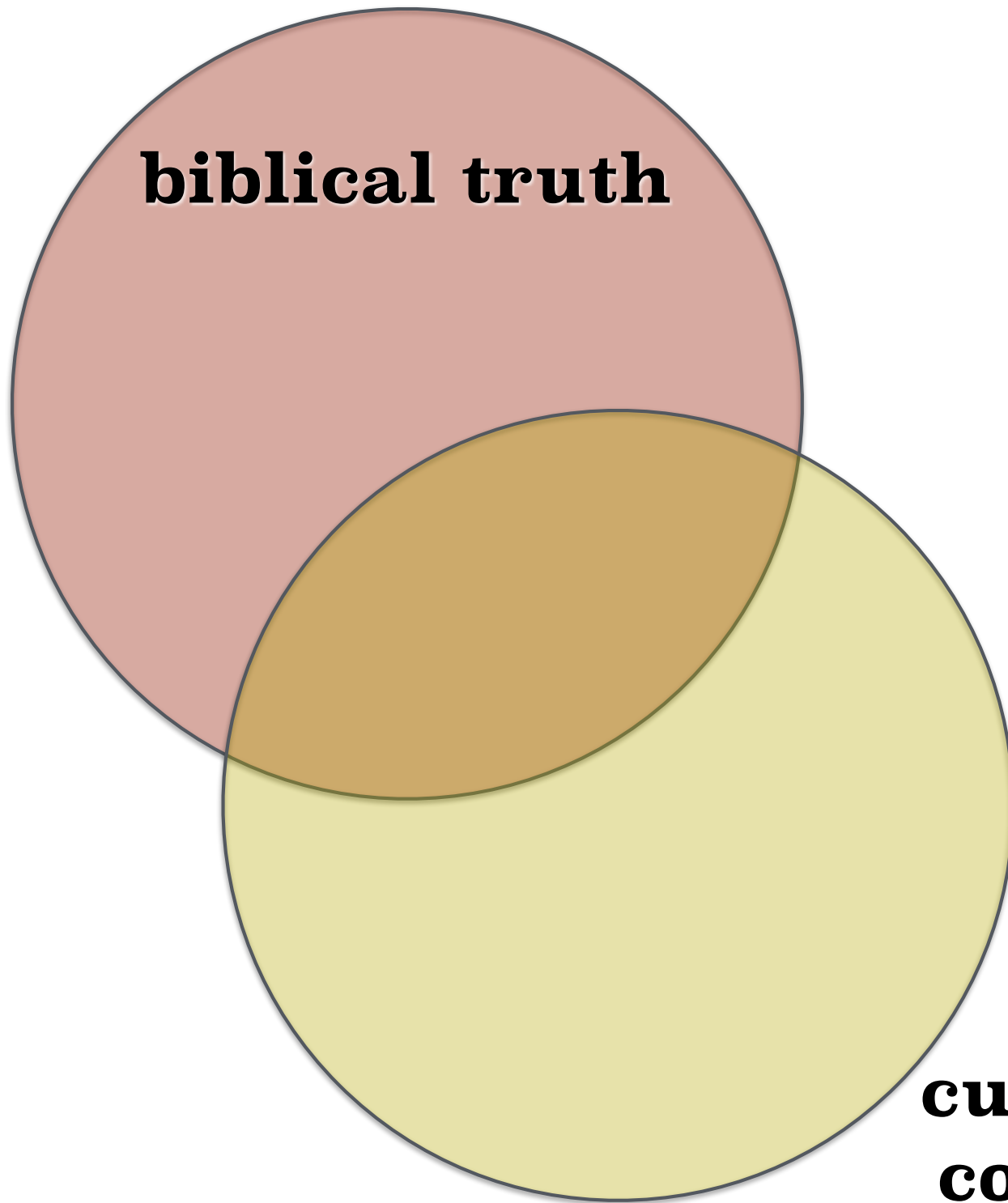
theology

cultural context



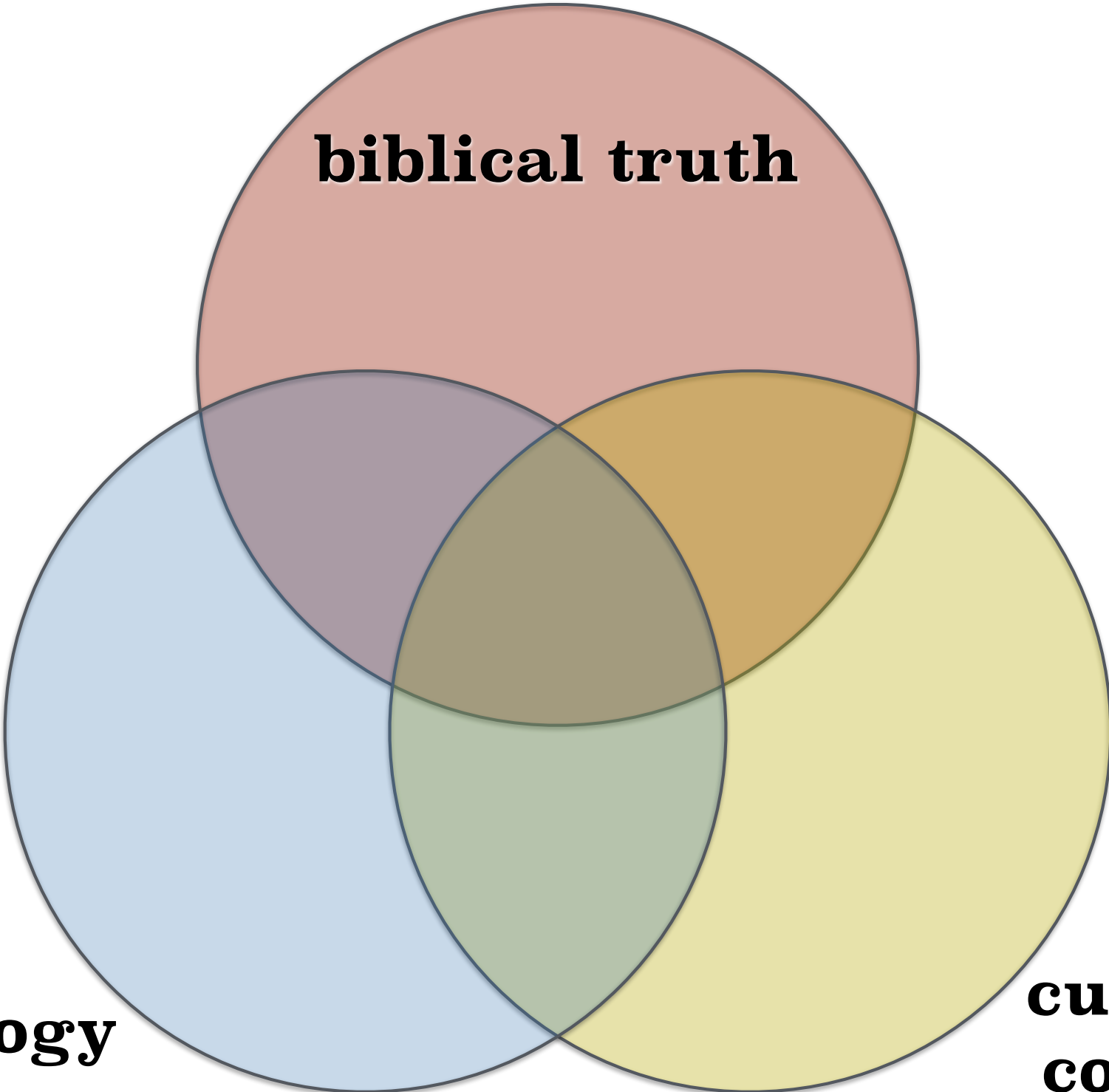
biblical truth

theology



biblical truth

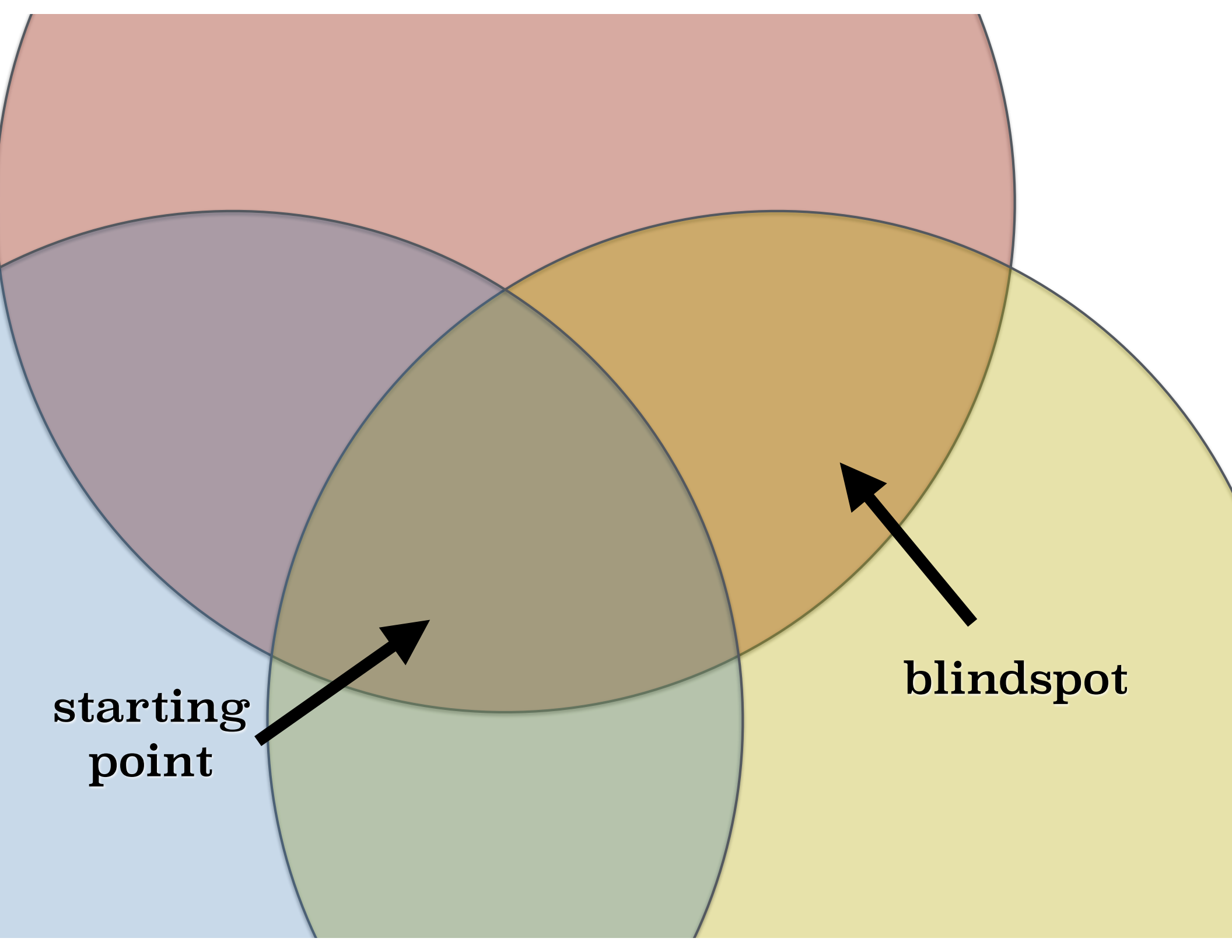
**cultural
context**



biblical truth

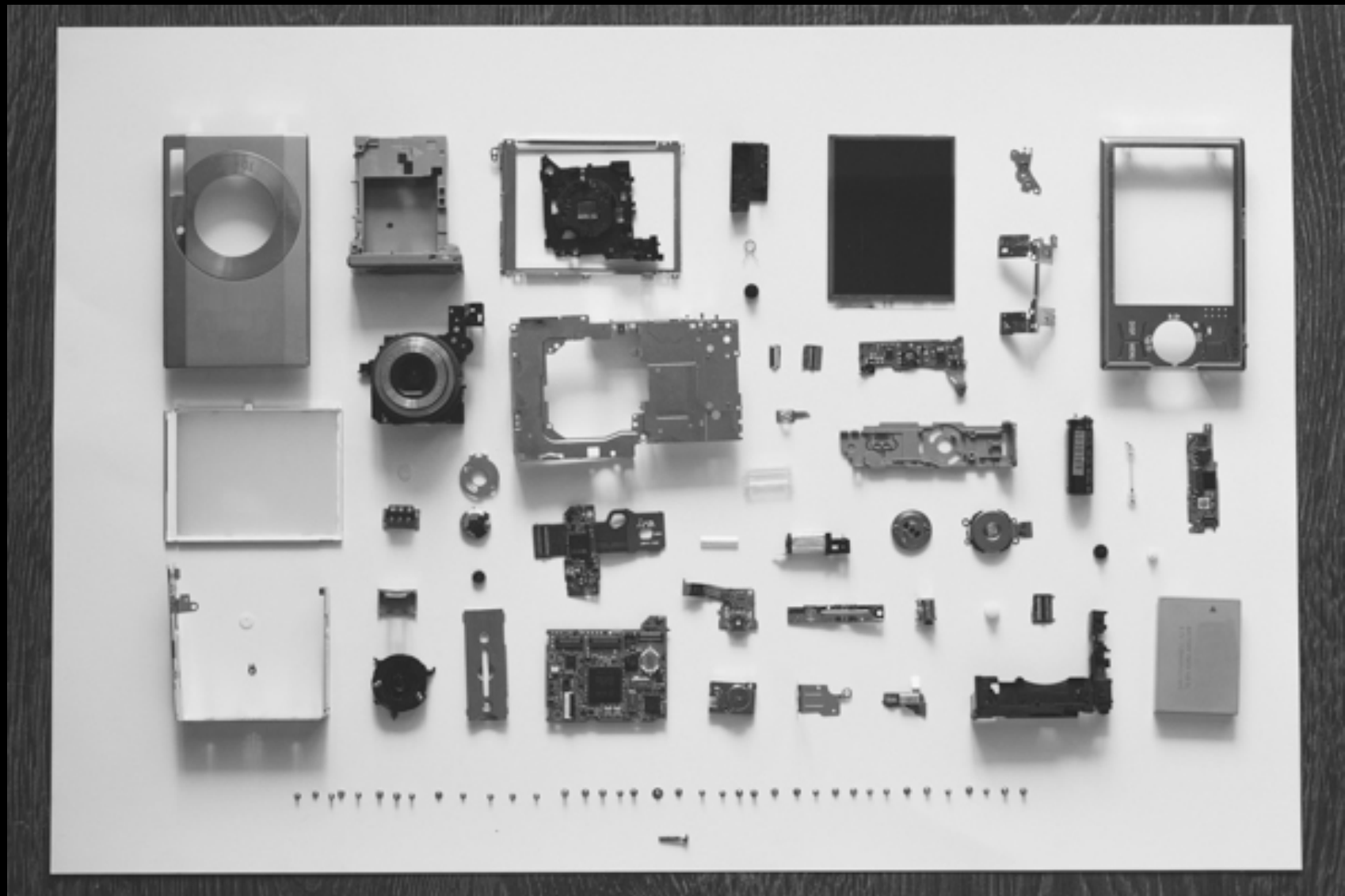
theology

cultural context

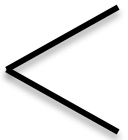


**starting
point**

blindspot

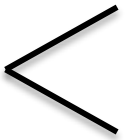


What organizing principles shape our “implicit gospel”?

Basic
Social Unit  individual
collective/group

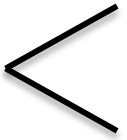
Organizing Principles of an Implicit Gospel

Basic
Social Unit



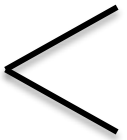
individual
collective/group

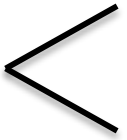
Nature of
the World

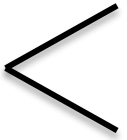


diversity
harmony

Organizing Principles of an Implicit Gospel

Basic Social Unit  individual
collective/group

Nature of the World  diversity
harmony

Basis of Identity  difference
similarities

Organizing Principles of an Implicit Gospel

Basic Social Unit

- individual
- collective/group

Nature of the World

- diversity
- harmony

Basis of Identity

- difference
- similarities

Highest Authority

- king
- father
- judge

Organizing Principles of an Implicit Gospel

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Moral Standard

- law (guilt)
- honor (group conformity)
- power (fear)
- tradition (ancestors? books?)

Organizing Principles of an Implicit Gospel

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traditional western gospel presentation

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Moral Standard

- law (guilt)
- honor (group conformity)
- power (fear)
- tradition (ancestors? books?)

96 possible combinations

**What implicit gospel
do we preach?**



CONTEXTUALIZATION

You keep using that word.
I do not think it means what you think it means.

con·tex'tu·al·i·za'tion

It is the process whereby people
interpret, communicate, and apply
the Bible within a particular
cultural context



What we win them *with* is
what we win them *to*

framework, not a formula





framework, not a formula

firm and

flexible

A composite image of a person's face with a world map overlay. The person has green eyes and is looking directly at the camera. The world map is semi-transparent and covers the entire face. The background is dark blue.

framework, not a formula

firm and

flexible

biblically faithful

culturally meaningful

OUR
\$18.00 Giant Power Heidelberg Electric Belt

Sent on 10 Days' Free Trial



FOR \$18.00 WE OFFER THE GENUINE 80-GAUGE CURRENT HEIDELBERG ALTERNATING SELF REGULATING and ADJUSTING ELECTRIC BELT AS THE HIGHEST GRADE, THE FINEST ELECTRIC BELT EVER MADE, AS THE MOST SUCCESSFUL ELECTRIC BELT TREATMENT, as the most wonderful relief and cure of all chronic and nervous diseases, all diseases, disorders and weaknesses peculiar to men, NO MATTER FROM WHAT CAUSE OR OF HOW LONG STANDING.

\$18.00 IS OUR LOW PRICE, based on the actual cost to manufacture, for the highest grade electric belt, a superior belt to those usually sold at \$30.00 to \$50.00. Our \$18.00 Giant Power Belt is the result of years of scientific study and experiment, it is the very highest grade, a belt that has all the best features of other electric belts without their drawbacks, with exclusive and distinctive advantages not found in other makes. Positively wonderful in its quick cure of all nervous and organic disorders arising from any cause, whether natural weakness, excesses, indiscretions, etc. The nerve building, health giving, vigor restoring current penetrates and permeates the affected parts; every nerve, tissue and fiber responds at once to its healing, vitalizing power; health, strength, superb manliness, youthful vigor is the result.

OUR GIANT POWER Belt at \$18.00 will do you more good in one week than six months of doctoring. The Heidelberg Electric Belt for disorders of the nerves, stomach, liver and kidneys, for weakness, diseased or debilitated condition of the sexual organs from any cause whatever, is worth all the drugs and remedies put together. Its strengthening, healing and vitalizing power is magical—never before equaled.

HAVE YOU DOCTORED? Have you perhaps written to some quack, so called Institute or self styled men's physician, have you tried various so called remedies for your peculiar trouble without success, without getting any help, perhaps not even temporary relief. Perhaps you are discouraged; maybe hopeless. Don't give up. Don't despair. You may yet be cured. The Giant Power Heidelberg Electric Belt is just what you need. Just what you should wear. Send for our Giant Power 80-gauge Current Heidelberg Electric Belt at once, wear it according to directions. In a day you will feel a difference. In two days there will be a marked change for the better, in three days you will experience relief, in a week or two weeks your system will be filled with the grand health giving current, in a month you will be a new man.

OUR GIANT POWER 80-GAUGE HEIDELBERG ELECTRIC BELT AT \$18.00 comes complete with the most stomach attachment and most perfect, comfortable electric sock suspensory ever produced. The lower illustration shows the style of these attachments, but you must see and examine, wear them, to appreciate the comfort and convenience. The suspensory encircles the organ, carries the vitalizing, soothing current direct to these delicate nerves and fibers, strengthens and enlarges this part in a most wonderful manner. The sock suspensory forms part of the circuit. The electric current must traverse every one of the innumerable nerves and fibers. Every wearing brings the current in contact with the organ; every wearing means that part of the organ is traversed through and through with the strengthening, healing current; means a liveliness imparted, a vigor induced, a tone returned, a joy restored that thousands of dollars worth of medicine and doctors' prescriptions would never give.

DON'T SUFFER IN SILENCE, don't endure in secret. \$18.00 will buy our Giant Power 80-Gauge Current Genuine Heidelberg Electric Belt. \$18.00 will enable you to face the world anew. \$18.00 will bring to you health and strength, vigor, manliness and happiness, a bigger measure for your money, a greater gain than you ever saw before. Have you the secret of your ailment, and are you in doubt? Don't fear to ask for a trial. Don't hesitate because some unreliable firm or doctor took advantage of you? With us you run no possible risk. Let us send you one of our Genuine Giant Power 80-gauge Heidelberg Electric Belts under the liberal condition of our offer. We will send you the belt, then after ten days' fair trial if you have any reason to be dissatisfied, if you are not satisfied, we will return the belt to you and we will refund your money.

HOW TO USE THE HEIDELBERG ELECTRIC BELT AT \$18.00 The 80-gauge electric belt of the Heidelberg Electric Belt is the only one of its kind. It can be used in a number of ways. It is the best, most reliable, most harmless yet powerful, most efficient and the cheapest cure possible. Don't let a specialist bleed you. Don't pay \$25.00, \$30.00 or \$50.00 for an electric belt not one-half as good as the Genuine 80-gauge Giant Power Alternating Current Heidelberg Electric Belt at \$18.00. Send for one of our \$18.00 belts immediately. Throw physic to the dogs. Strengthen and cure yourself at once.

Sometimes, we have something more complex before us than anything else a problem

manufactured, made of the highest grade materials money will buy, put together by scientific, skilled mechanics, hand made and finished in every part. The casing for the battery of cells is made of an extra quality very fine selected satin, a grade prepared particularly for this purpose, absolutely non-conducting, lined with a genuine Brighton insulating flannel, and then a layer of close woven non-conducting duck, forming the very best and perfect insulating case possible.

THE BATTERY In our \$18.00 Giant Power Heidelberg Electric Belt, we furnish the new and genuine Heidelberg battery, consisting of triple cells, producing an 80-gauge current. The battery is made of a secret, highly excitable, metal alloy and composition of silver and copper, a combination producing the quickest, most powerful and lasting current. No battery in any other make can compare in any respect to the Heidelberg. One cell of a Heidelberg battery, with its distinctive triple construction and special composition, has more strength, produces more current, than two cells of the ordinary electric belts usually advertised.

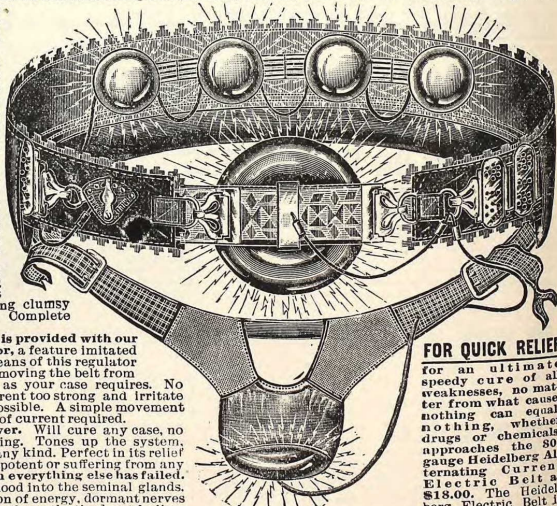
ELECTRODES. Four large and one extra large (five in all) electrodes, secure a fine equal distribution of the current to the proper organs and affected parts. The electrodes are large size, splendid conducting surface, extra full and finely silver plated. The four electrodes in back are 2 inches across, the front and largest electrode is 5 inches across. Wonderful in its treatment of diseases of the stomach, liver and kidneys. Carries the life giving electric fluid straight to the affected parts. The big current bearing electrodes can be adjusted for any position, any part, any organ, bringing it in the direct route of the current. For a weak or deranged nervous system the electric treatment has splendid results. It stops losses, repairs waste, gives tone to every tissue and muscle. The whole body feels the good effect. No words can describe the change in health, feeling, vitality, even character, from the result of wearing a genuine Heidelberg Giant Power Electric Belt.

EVERY BELT IS PUT OUT UNDER OUR BINDING GUARANTEE for more current, more power, more and quicker relief than any belt sold at three times the price. Simple, comfortable, efficient. Nothing clumsy about the belt, nothing uncomfortable. No one can tell if you wear it. Complete instructions for use and wear sent with every belt.

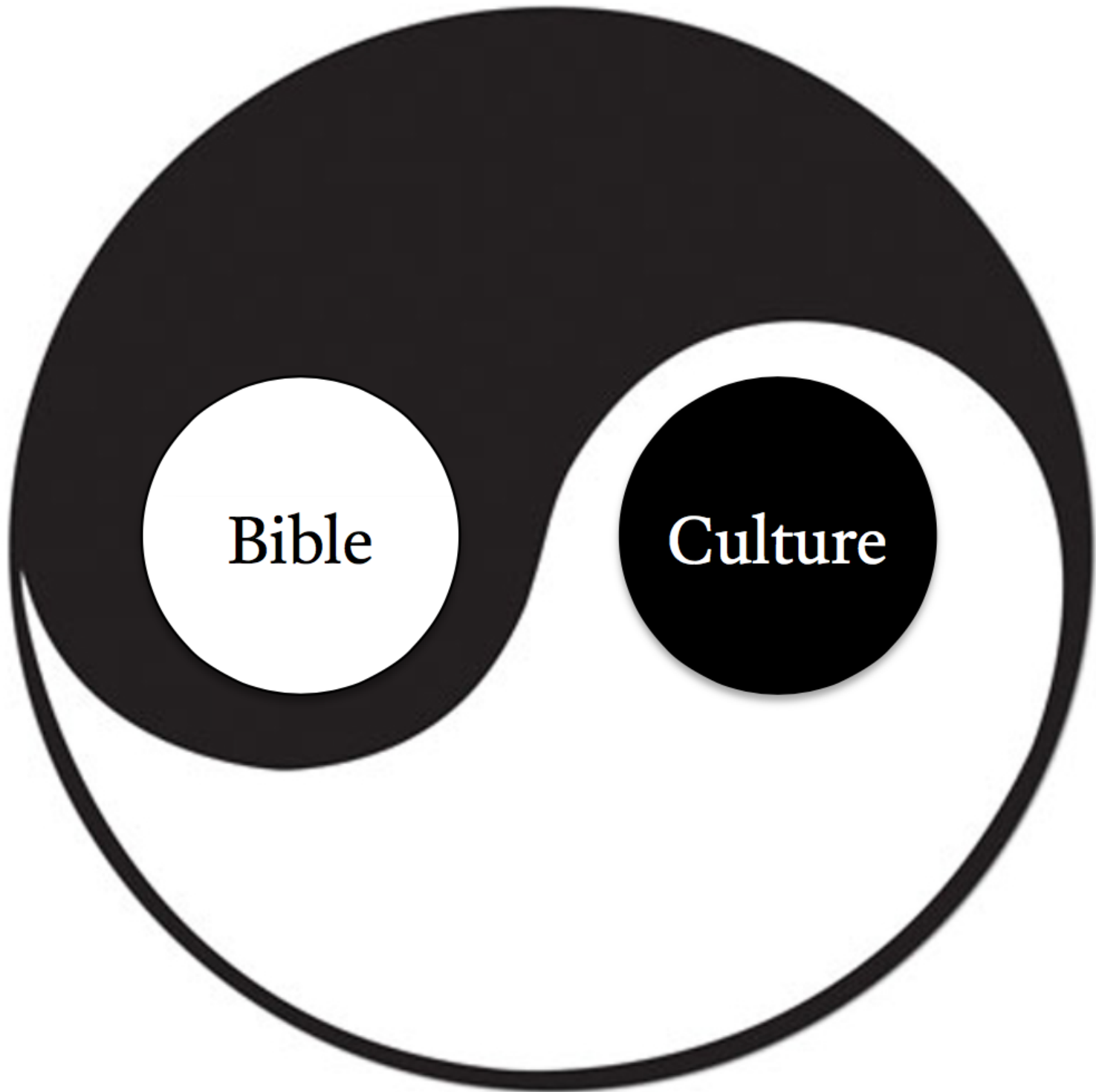
CURRENT REGULATOR. Every 80-gauge Heidelberg Electric Belt is provided with our own special and perfect current regulator, a feature imitated (but not successfully) by every electric belt maker in the country. By means of this regulator the current can be instantly adjusted to any strength desired without removing the belt from the body. You can make it mild, medium or strong, just as you like, just as your case requires. No possibility of your receiving an unpleasant shock, no chance to get a current too strong and irritate tender parts. Six different strengths, different degrees of current are possible. A simple movement of a tiny one-inch lever does it. You get just the strength, just the gauge of current required.

THE 80-GAUGE CURRENT is marvelous, really magical in its power. Will cure any case, no matter how obstinate, how long standing. Tones up the system, drives out disease, fortifies the body against cold, against sick attacks of any kind. Perfect in its relief and cure of the peculiar diseases of men. For those sexually weak or impotent or suffering from any trouble of the sexual organs the Giant 80-gauge Belt affords relief where everything else has failed. The stimulating alternating current forces a vigorous circulation of blood into the seminal glands, enlivening them into a healthy glow. They quickly respond to this infusion of energy, dormant nerves wake up and expand, general circulation is produced, youthful vigor displaces the tired out feeling.

No. 42T3020 OUR 80-GAUGE CURRENT BELT.....\$18.00



FOR QUICK RELIEF for an ultimate speedy cure of all weaknesses, no matter from what cause, nothing can equal nothing, whether drugs or chemicals, approaches the 80-gauge Heidelberg Alternating Current Electric Belt at \$18.00. The Heidelberg Electric Belt is the best, most reliable, most harmless yet powerful, most efficient and the cheapest cure possible. Don't let a specialist bleed you. Don't pay \$25.00, \$30.00 or \$50.00 for an electric belt not one-half as good as the Genuine 80-gauge Giant Power Alternating Current Heidelberg Electric Belt at \$18.00. Send for one of our \$18.00 belts immediately. Throw physic to the dogs. Strengthen and cure yourself at once.

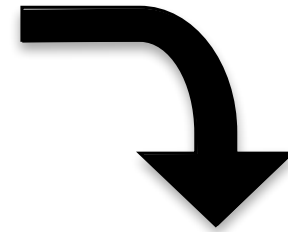


Bible

Culture

culture

*frames
revelation*

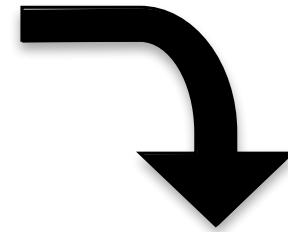


**God uses cultural
concepts to frame the
revelation of his
character, will, & plans**

Bible

culture

*frames
revelation*



**God uses cultural
concepts to frame the
revelation of his
character, will, & plans**

Bible

*frames
revelation*

culture



**God revealed Himself
through ancient cultures**

Bible

*frames
revelation*

culture



**God revealed Himself
through ancient cultures**

Bible

to all nations

*frames
revelation*

culture

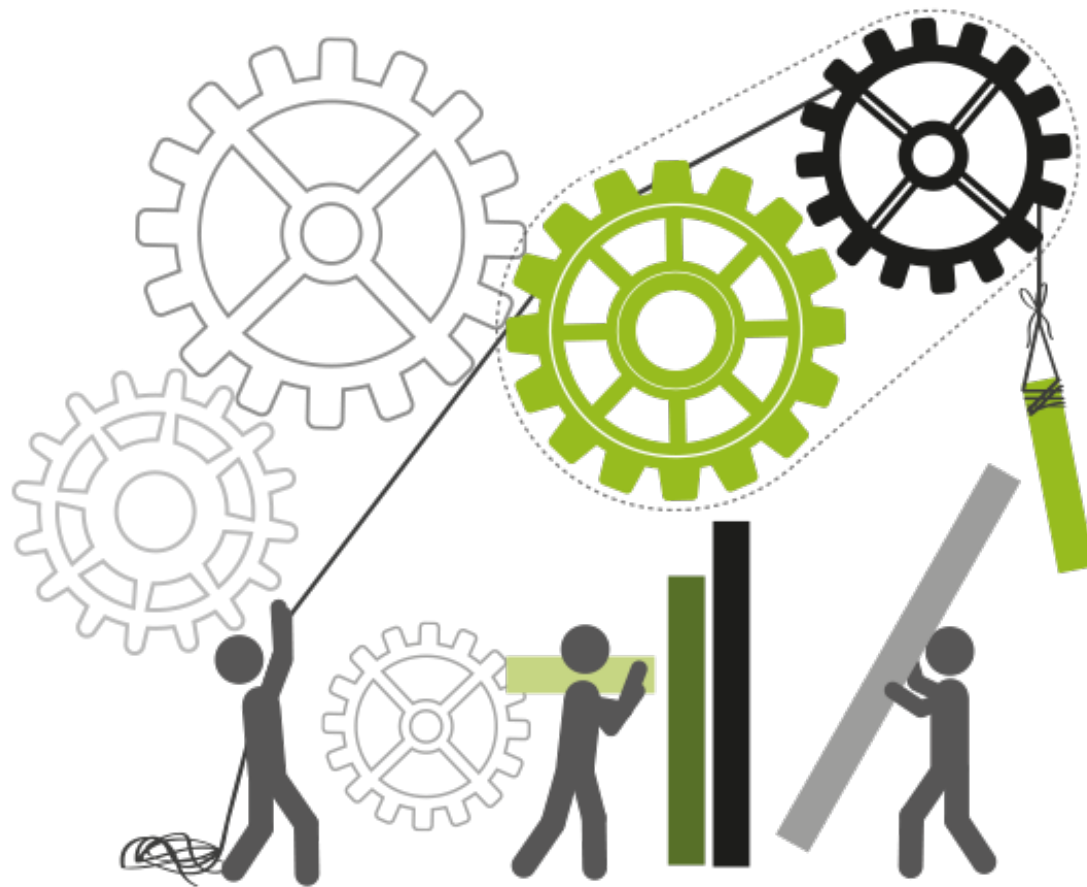


**God revealed Himself
through ancient cultures**

Bible

to all nations

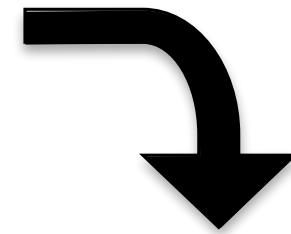
Emphasis is inspired



The Bible should shape
our **message** *and* our **methods**

*frames
revelation*

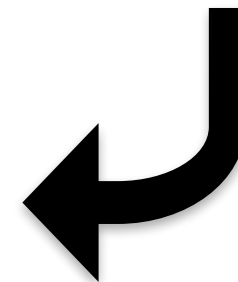
culture



**Scripture, not culture,
forms the content of
the gospel and its
presentation**

Bible

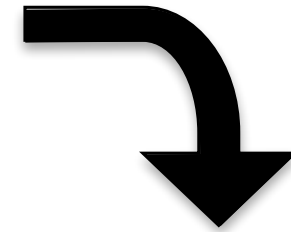
culture



*forms the
gospel*

**Culture acts as
a lens for our
interpretation.**

*frames
revelation*

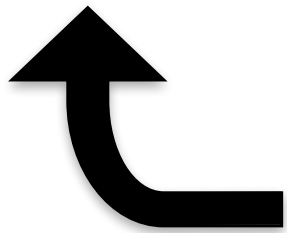


Bible

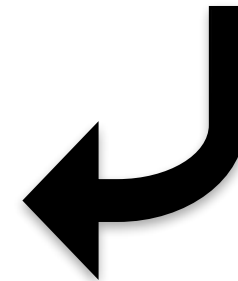
Bible

culture

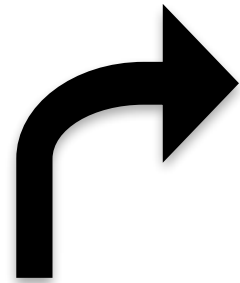
*find
meaning*



*forms the
gospel*



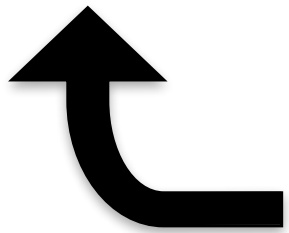
*focus
theology*



culture

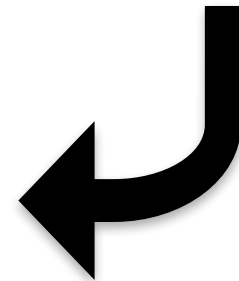
**The Bible provides
theological themes
for the culture**

Bible



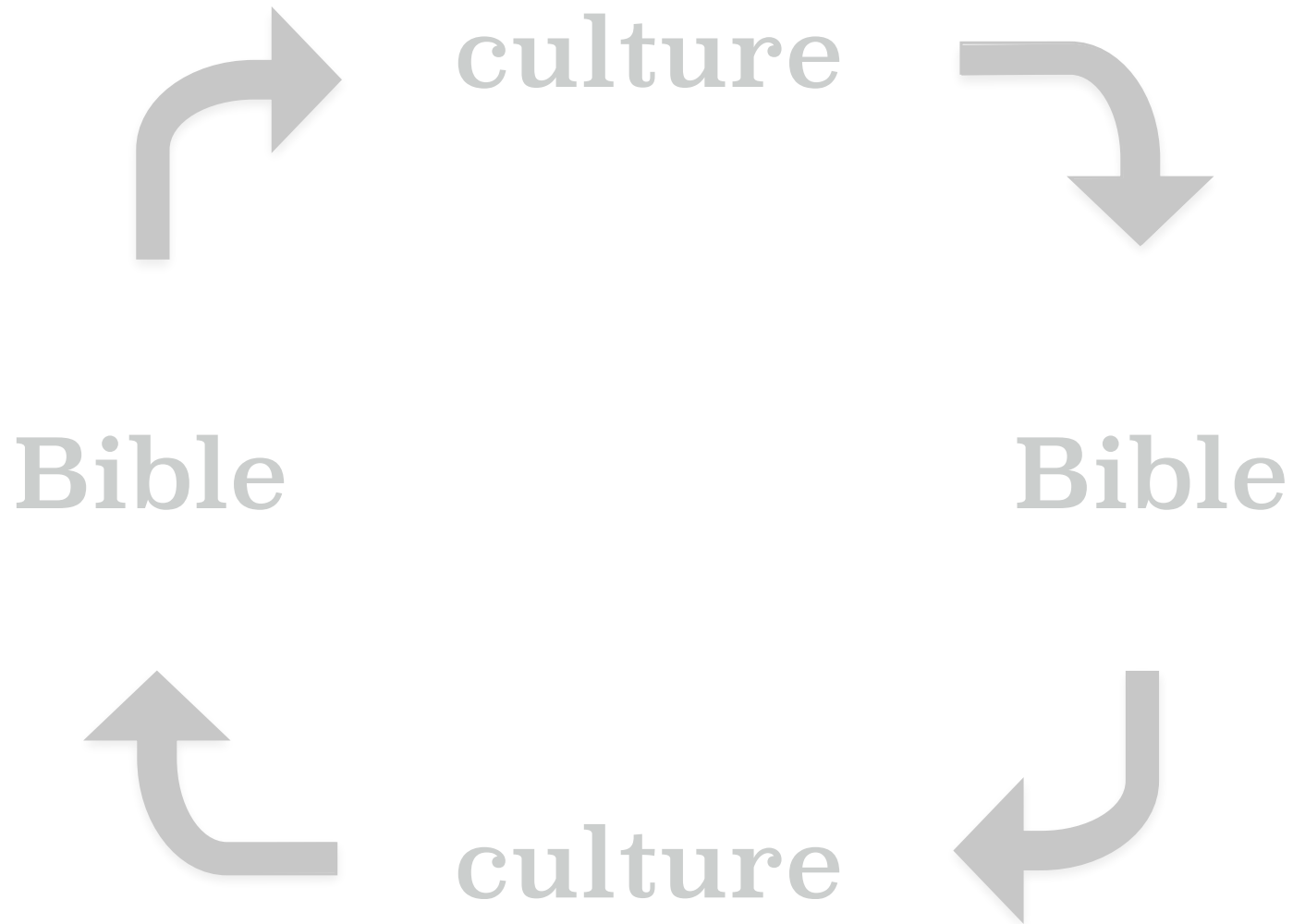
culture

*find
meaning*



*forms the
gospel*

Scripture and culture are interrelated



Scripture and culture are interrelated



Scripture and culture are interrelated



The gospel is not abstract



jacksonwu.org