

In the Marketplace of Ideas, What Are We Marketing?

Matthew 5:14-16

One of the phrases that has taken hold in contemporary discussions about Christianity is “the marketplace of ideas.” The expression relates to the need for Christians to challenge the thinking of the world with the superior thinking of the Christ. In this challenge we find ourselves in a war for the hearts and minds of the world.

In the world of the early church, the “agora” or marketplace was the place of idea exchange. It was the battleground where competing thoughts vied for acceptance. In this marketplace of debate, the pagan thinking of the Mediterranean world met its match and gave way to Jesus.

Our agora today is found in the world of everyday life. In daily life many conflicting ideas, both secular and religious, continue to compete for the minds and hearts of humanity. Consequently, as did our early Christian brothers and sisters, we must market Christian ideas. We must be aggressively proactive in sharing, faithful and committed in modeling, and both informed and wise in our content. The question thus arises, “In the Marketplace of Ideas, What Are We Marketing?”

Warfare—Different, but Warfare None the Less (II Cor. 10:3-5)

- o There is no painless way to topple a culture (II Tim. 3:10-12).
- o Even personal change is a change involving death (Gal. 2:20; Gal. 6:14-17).
- o Yes, the warfare is tempered by qualities of patience and love, but patience and love do not ignore misconceptions, neither do they shrink from “marketing” the truth (Acts 20:25-27; II Tim. 1:7).
- o The way of both the serpent and the dove must be given their vital due (Matt. 10:16; Lk. 16:8; Acts 17:22, 32).

Sharing

- o Communication is vital (Rom. 10:14).
- o The Great Commission is still great (Matt. 28:18-20).

Modeling

- o The sermon of life (Matt. 6:13-16).
- o Adorning the doctrine (Titus 2:10).

Content

- o Compelling (Acts 2:37).
- o Challenging (Matt. 10:39).

In the Marketplace of Ideas, What Are We Marketing? There is not a more challenging responsibility, not a more engaging lifestyle, and not a more compelling message than is found in the person of Jesus. We must carry the battle to the hearts of the world. With zeal and wisdom we must show and tell all men and women of the Savior. The marketplace awaits us!

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