

Marketing Ethos Makes God's Truth Irrelevant to the American Church

Scripture

"But be doers of the word, and not hearers only, deceiving yourselves." (James 1:22 NKJV)

Commentary

David Wells has written a little booklet entitled, *The Bleeding of the Evangelical Church*, Banner of Truth Trust, (Carlisle, Pennsylvania, 1995). In this short but informative discourse, he has exposed the crucial problem of pragmatism that plagues the church today.

It is not that truth has completely disappeared in word, but that it no longer matters. "Churches in larger and larger numbers are adapting themselves to felt needs in their congregations much as a business might adapt its product to a market. In other words, the Church is sanctioning the idea that when someone comes in its doors it's okay to view that person as a consumer, somebody who is going to attempt to hitch up a product to their own felt needs" (Wells, page 3). Of course, the result of this thinking is compromise.

Good theology might be preached on a regular basis, but compliance is optional. To expect obedience would conflict with the marketing strategy. It must, because we feel with our flesh but we worship in the spirit. These two forces are opposed as you well know. "For the flesh lusts against the Spirit, and the Spirit against the flesh; and these are contrary to one another. . . ." (Galatians 5:17 NKJV)

Take a close look at your walk today. Do you really do what you know to do? Okay, no one is perfect, but what is your attitude about obedience? Are you grieved when you sin, or do you excuse it? "Do not be deceived: 'Evil company corrupts good habits'" (1 Corinthians 15:33 NKJV). Having a front-row seat to hypocrisy will eventually breed hypocrisy at some level. Therefore, it is important that you hold yourself to a higher standard than what is commonly practiced. Be doers of the Word!

"Let the word of Christ dwell in you richly in all wisdom, teaching and admonishing one another in psalms and hymns and spiritual songs, singing with grace in your hearts to the Lord. And [whatever] you do in word or deed, [do] all in the name of the Lord Jesus, giving thanks to God the Father through Him" (Colossians 3:16-17 NKJV).

Prayer

Lord, help us to see truth clearly. Let it be a lamp unto our feet and, a light unto our path amen.