

# IMB MISSIONS COLLEGE



# EVANGELISM & CONTEXTUALIZATION



## 1 Corinthians 9: 19-23

- <sup>19</sup> Though I am free and belong to no one, I have made myself a slave to everyone, to win as many as possible.
- <sup>20</sup> 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.
- <sup>21</sup> 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.
- <sup>22</sup> 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.
- <sup>23</sup> I do all this for the sake of the gospel, that I may share in its blessings.



Evangelism is the proclamation of the gospel in the power of the Holy Spirit with the aim of persuading people to repent and believe in Christ.



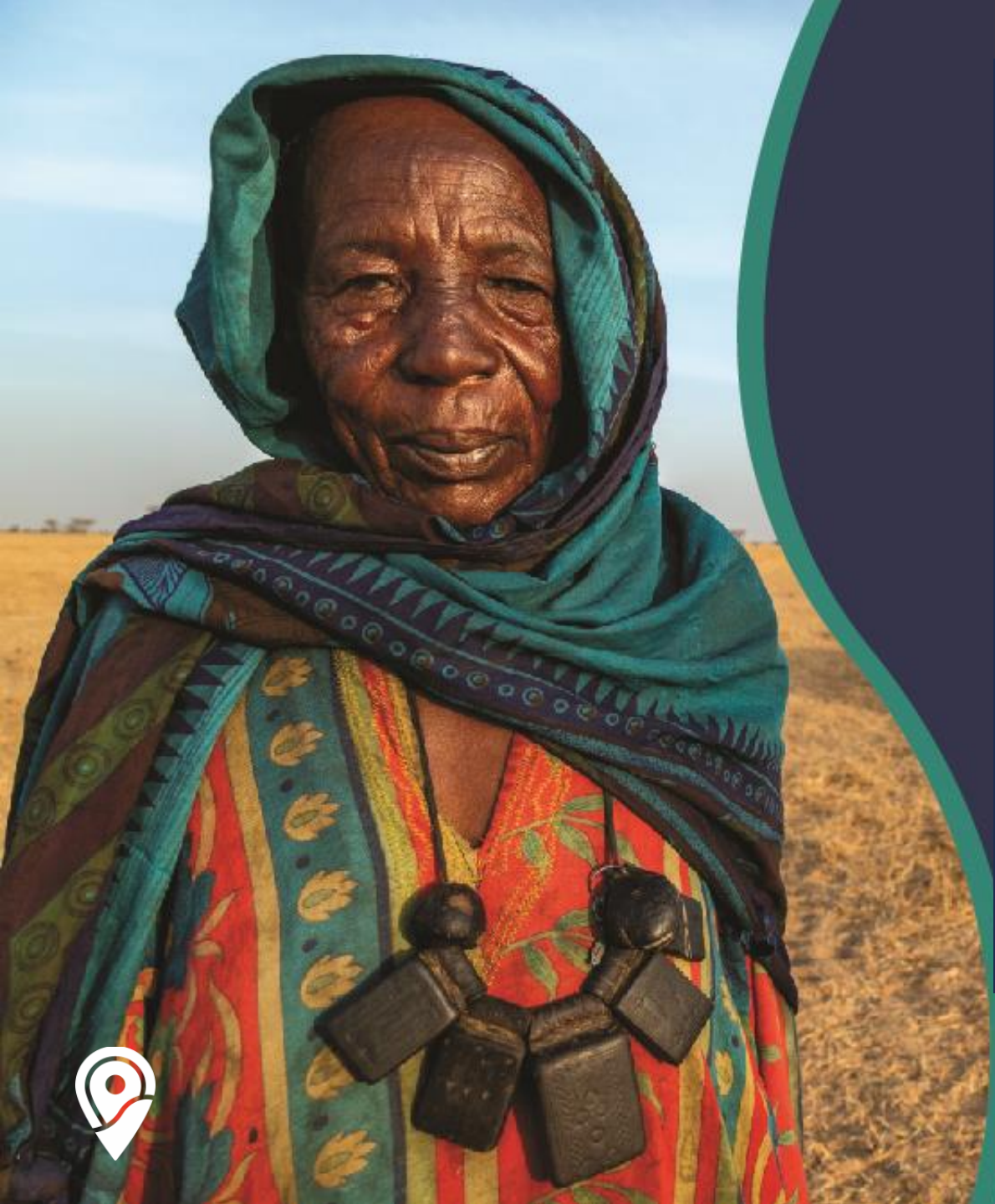


Contextualization is the process of presenting the timeless truth of the gospel in a way that makes sense within a specific culture or context.

It means communicating God's Word in ways people can understand and relate to, without changing the core message. The goal is to remain faithful to Scripture while making the gospel meaningful and accessible to those we are reaching.







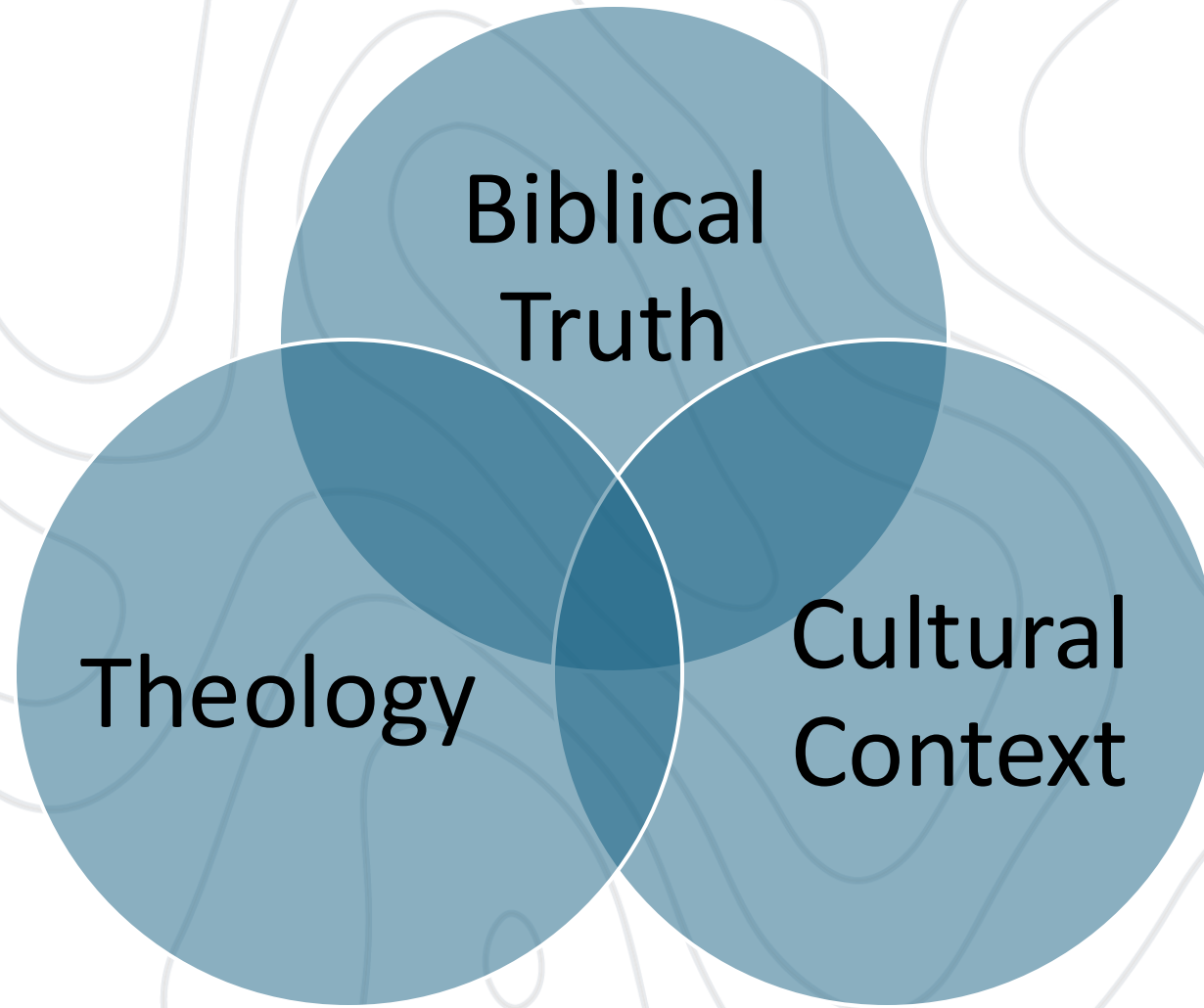
If we fail to intentionally contextualize the gospel, we risk distorting or losing it altogether.

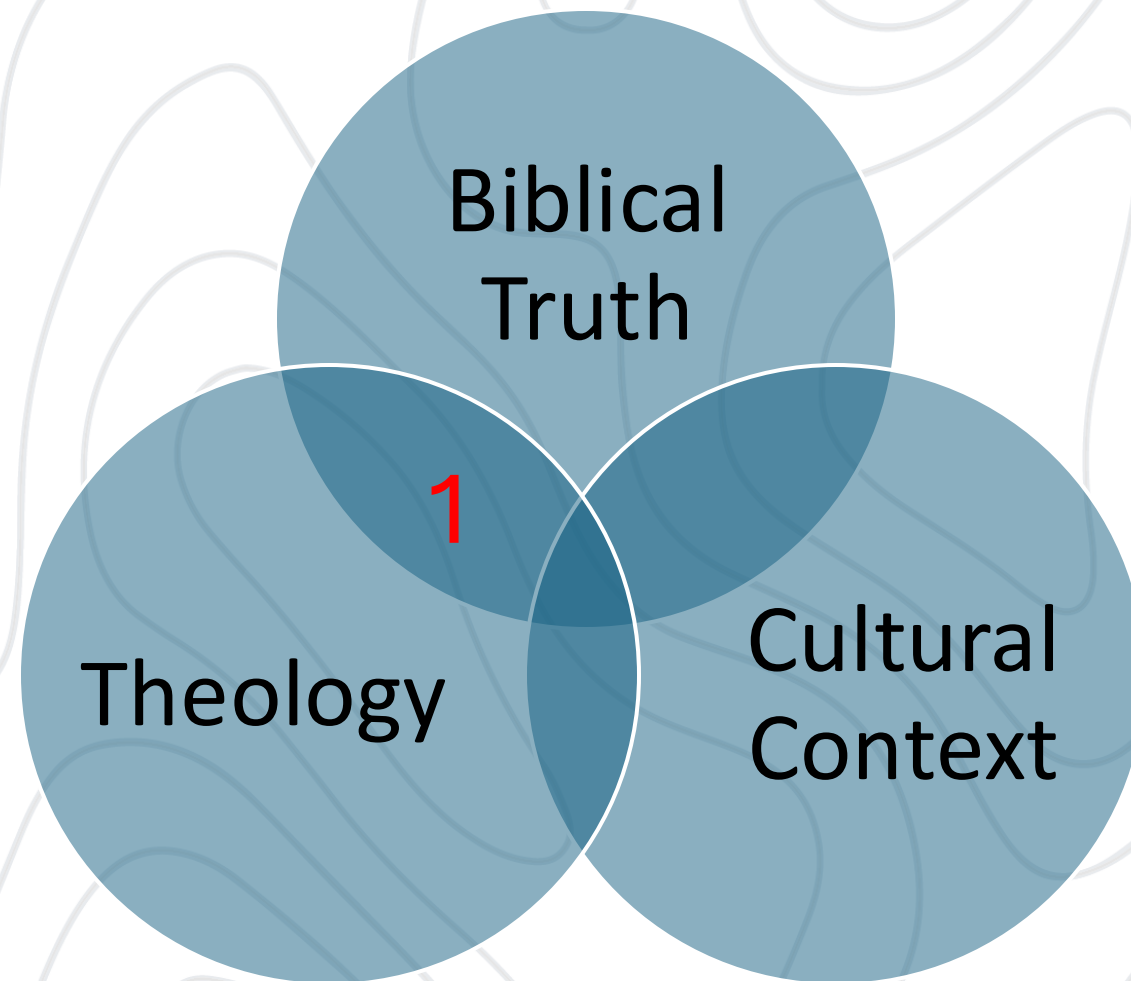
How?

Without care, our message can become neither faithful to Scripture nor meaningful within the culture we are engaging.

Instead, we may settle for relevance only within the boundaries of our denominational or organizational traditions.

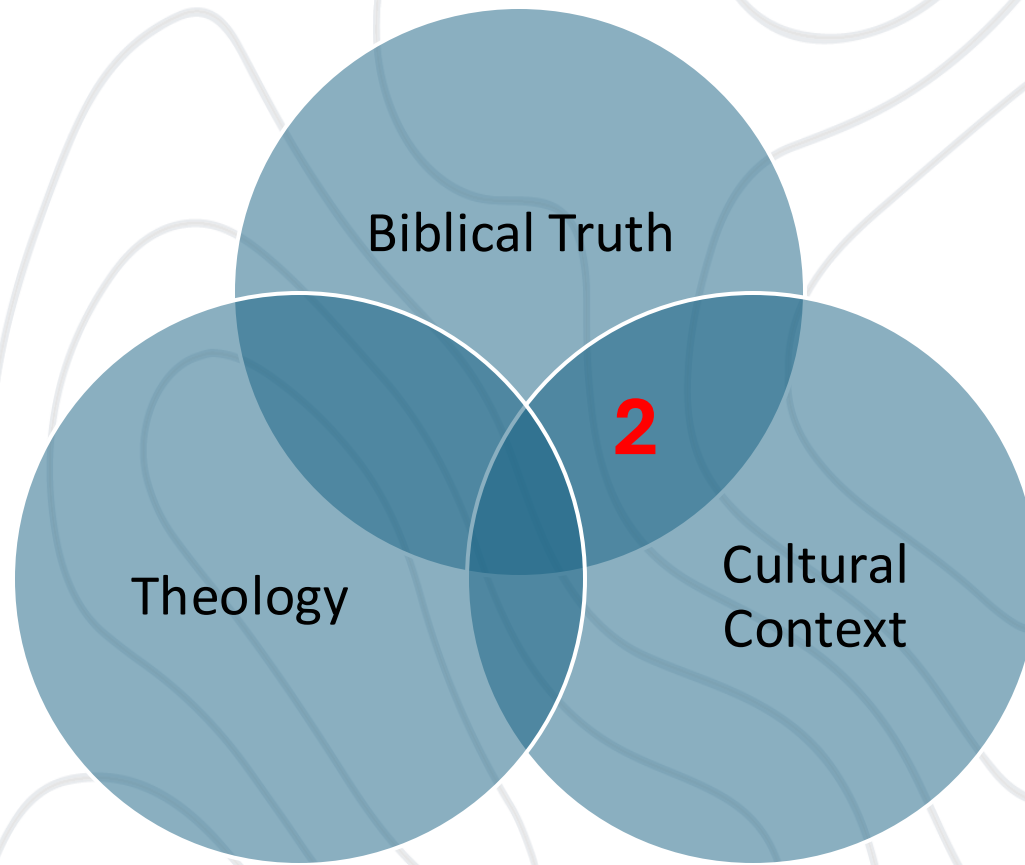




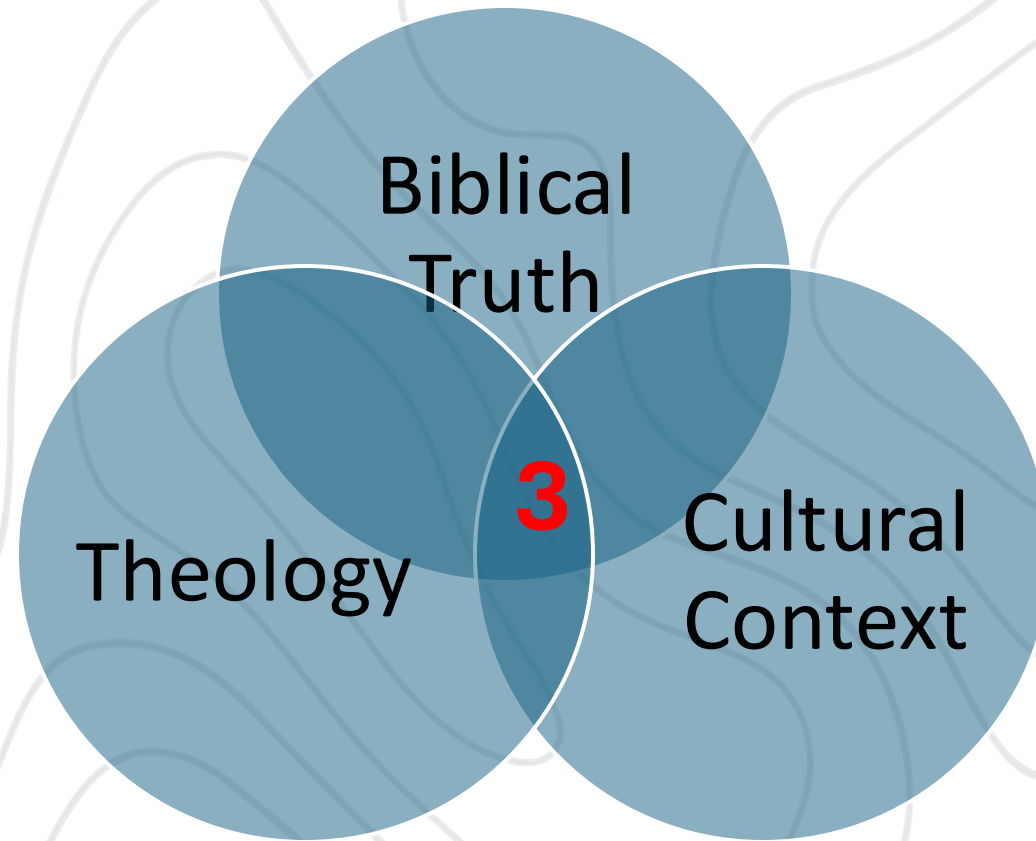


One's theology is biblical and correct, but a culture rejects the truth.



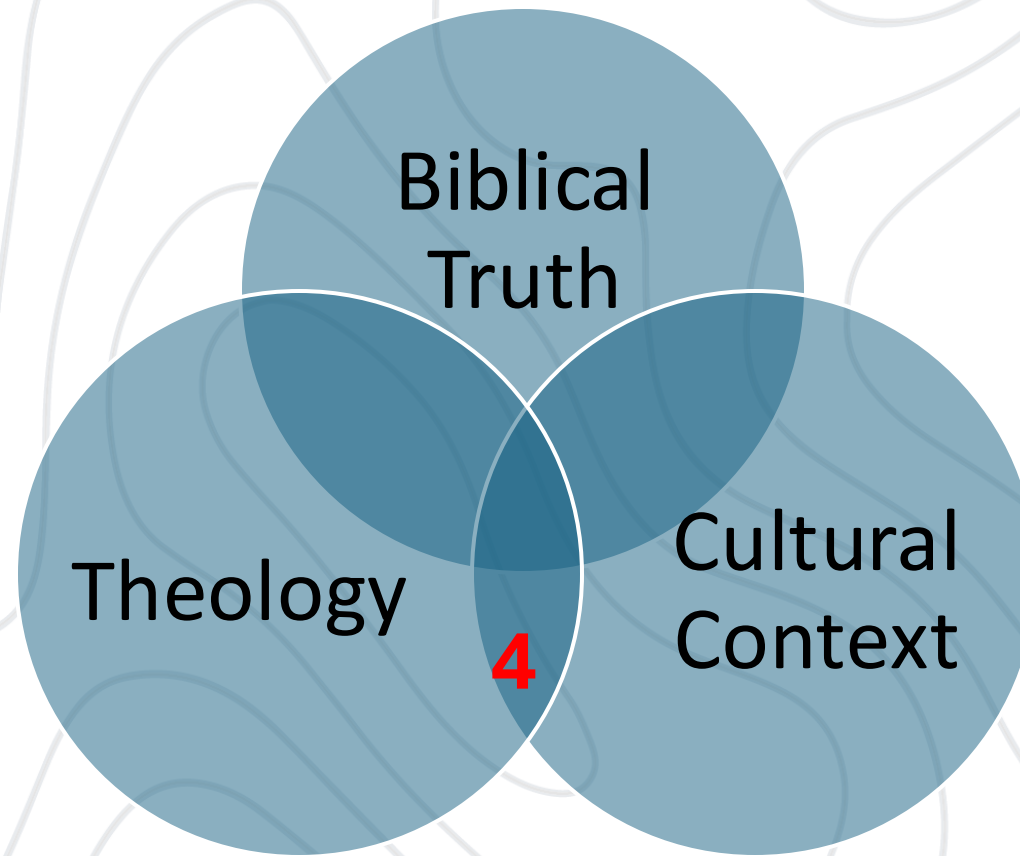


The culture has accepted biblical categories and values (perhaps unknowingly) but which are outside of one's theology.

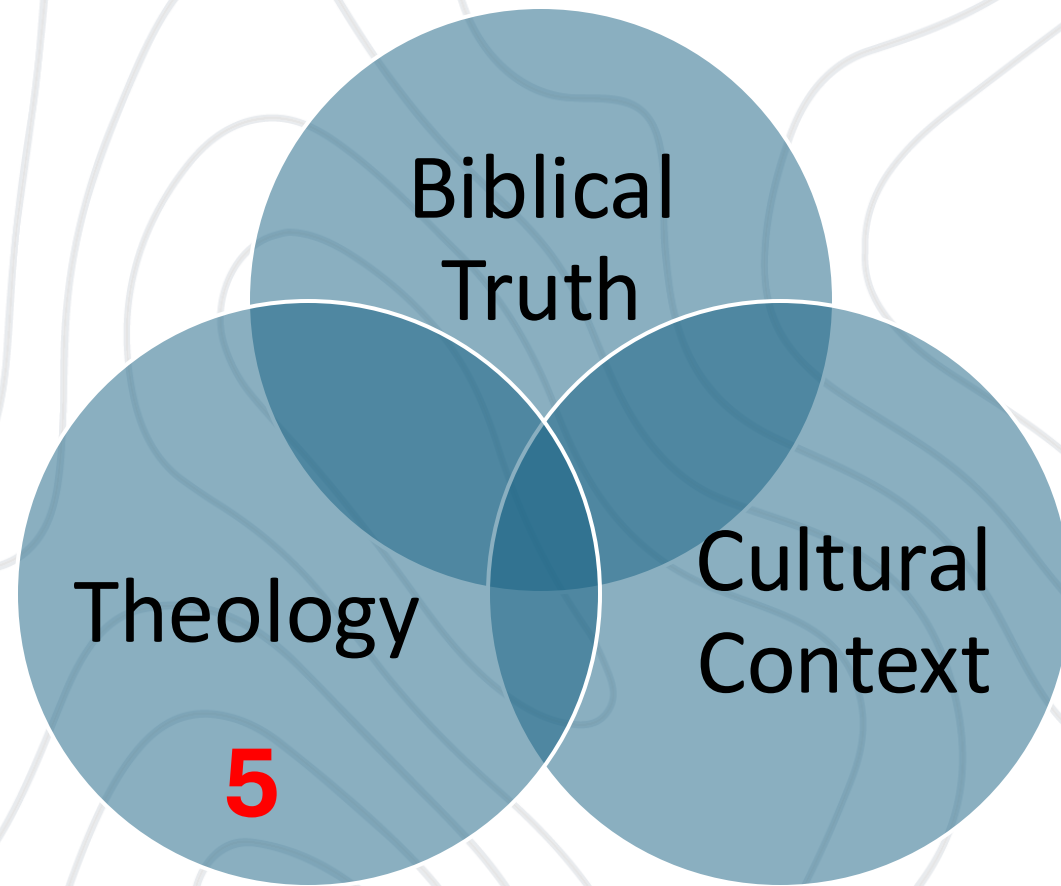


Values and beliefs are consistent with biblical truth, one's theology and the cultural context.



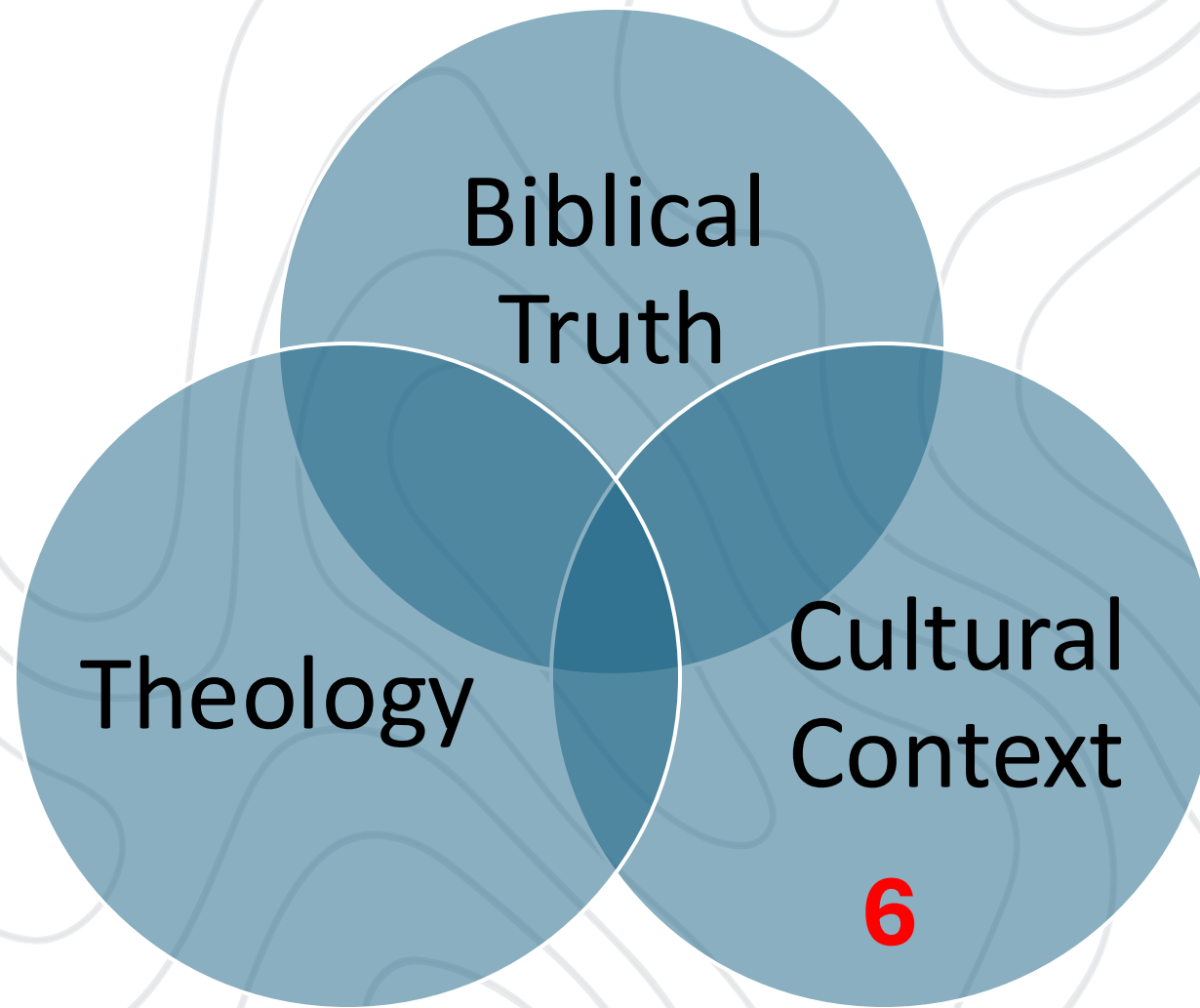


One's Theology is accepted by the cultural context, but it is outside of biblical truth



Beliefs are a part of one's theology but are neither biblical nor overlap with the cultural context.

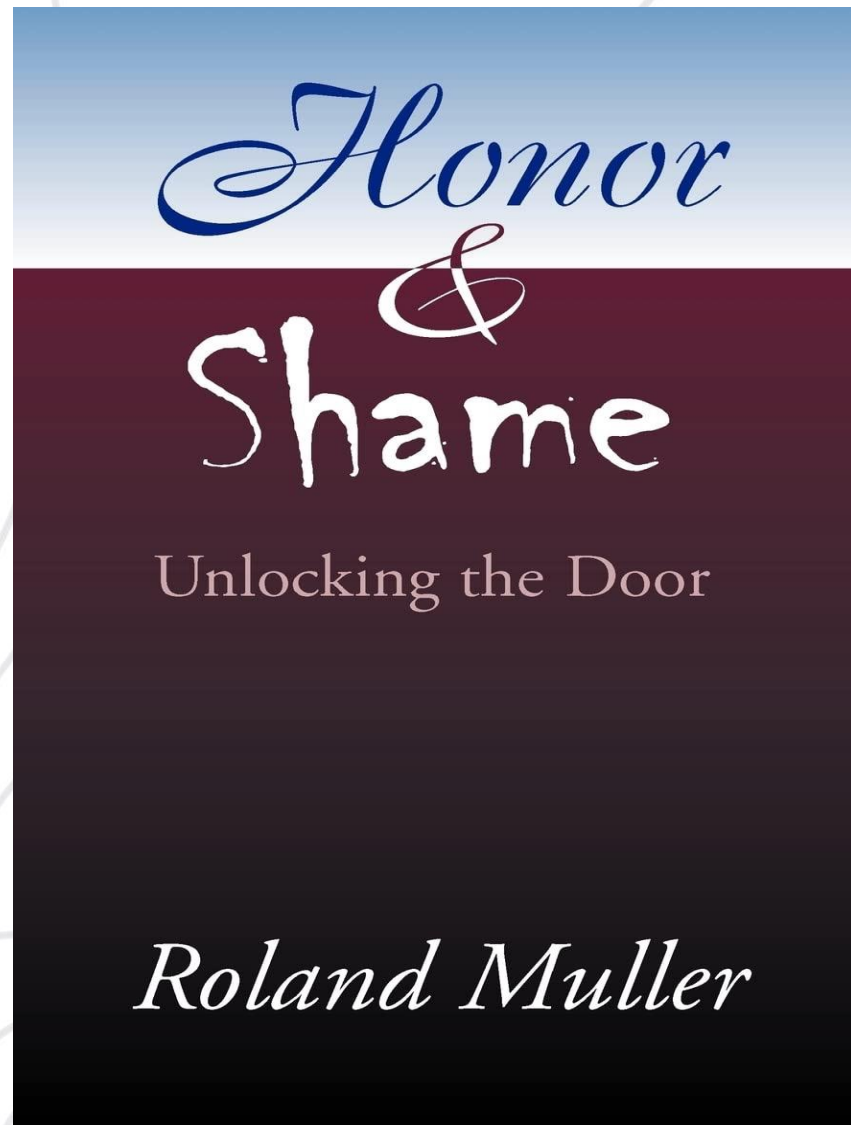




Beliefs and values in the cultural context are neither biblical nor part of one's theology.







*Honor & Shame* by Roland Muller explores how cultures rooted in guilt, shame, or fear influence how people understand the gospel.

He shows how tailoring the message of Christ's redemption to these cultural frameworks can make it more impactful, helping bridge the gap between biblical truth and diverse worldviews.

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