



## Lesson 10 How Shall They Hear?

Vancouver, May 29, 2026  
With Galen J. Currah, Dmiss.

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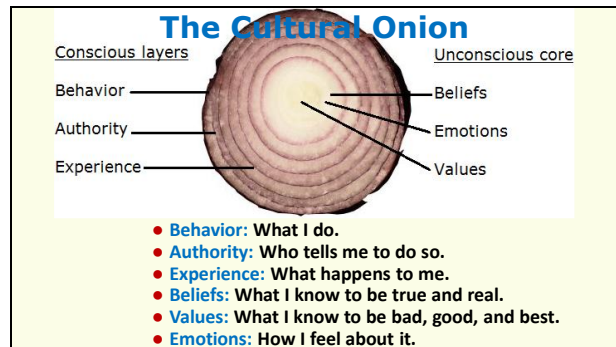
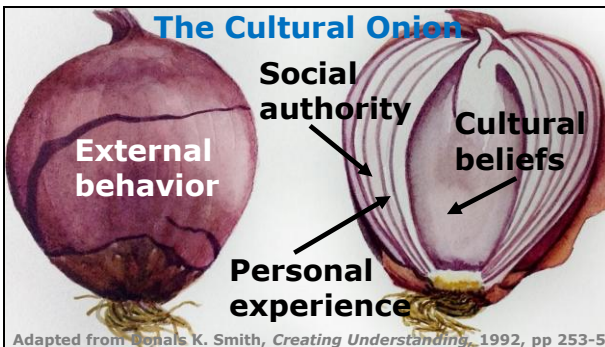
### 9 Key Concepts

- Culture (and cultural difference)
- Worldview
- Cross-cultural communication
- Ethnocentrism
- Contextualization
- Redemptive Analogy
- Deep-level conversion
- Power Encounter
- Excluded middle.



### 5 Presuppositions

- Humans do not *discover* the Good News about Jesus; it must be *disclosed* to them.
- That Good News is more than *information*; it includes an *invitation* to know God.
- The Good News can flow easily *within* a culture, but it does not easily leap between cultures.
- God converts folk *within* their culture, and Jesus' disciples can learn to obey Him in ways that 'redeem' their culture.
- Our task entails helping others hear God's call.

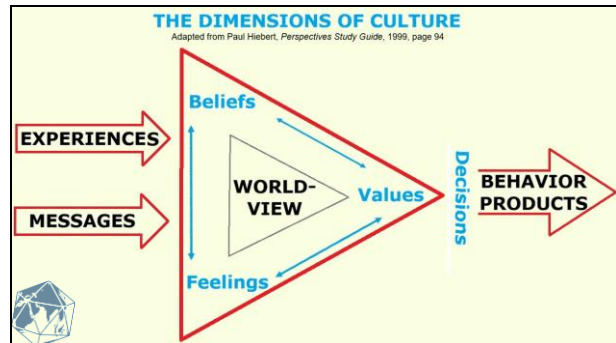


### Worldview = Beliefs about ...

- What is real.
- Who are we.
- Whence we came.
- What causes things to happen.
- Who or what is alive, present, powerful.
- Who are the invisible and what they do.
- Who or what bring good, evil, joy, sorrow.



These unexamined beliefs determine values and behavior of those who share a common culture.

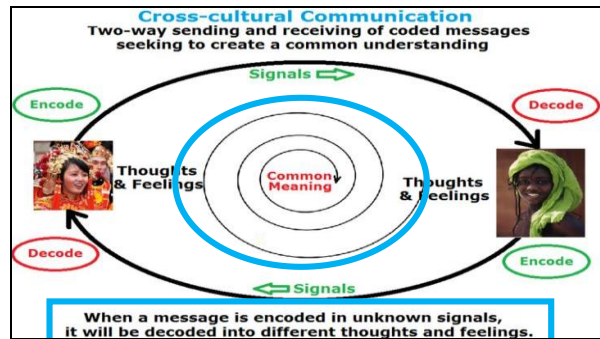
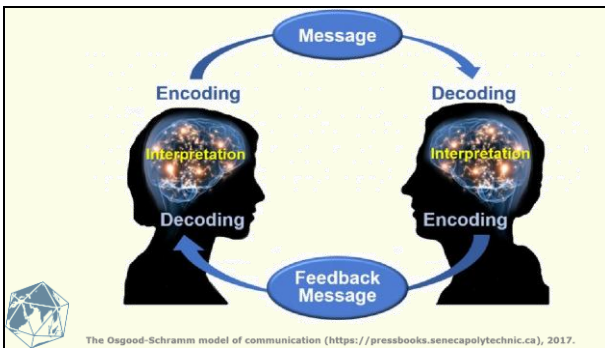


### Worldview Change & Conversion

- Seek not behavioral changes first, but seek change at a deep, worldview level.
- Make conversion a change of allegiance to the lordship of Jesus Christ.
- The evidence of new life includes a revolutionary change in worldview, in behavior and in how folk relate one to another.
- Help believers to find ‘dynamic equivalence,’ surface-level expressions of church, rather than to adopt foreign religious forms and practices.

### 7 Christian-worker competences

- Joyful spiritual life & obedience.
- Bible knowledge & backgrounds.
- Cultural awareness & appreciation.
- Worldview discovery & analysis.
- Communication messages & tactics.
- Church-planting & disciple-making.
- Social change ideals & strategy.



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### The 12 “love languages” of culture

- All human communication occurs through the use of these 12 languages.
- Mission requires that we learn and communicate using these languages.
- These help us to understand those with whom we are trying to communicate.
- These helps us more effectively to create common understanding.

### 1. Verbal

- ‘Let there be light’ — Gen 1:3
- ‘I am with you,’ declares the Lord — Hag 1:13
- ‘Take courage, it is I; do not be afraid’ — Mt 14:27



### 2. Written

- The LORD gave me the two tablets of stone written by the finger of God — Deut 9:10
- From childhood you have been acquainted with the sacred writings — Pro 7:3



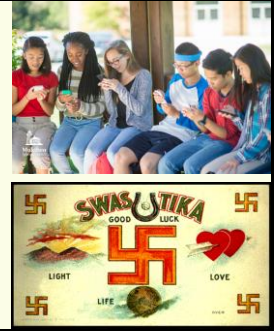
### 3. Numeric

- The number of the beast ... six hundred and sixty-six — Rev 13:18
- Seven times a day I praise You — Psa 119:64



### 4. Pictorial

- With cherubim skillfully embroidered into the cloth using blue, purple, and scarlet yarn — Exo 26:31



### 5. Artifactual

- He made a bronze altar, twenty cubits in length and twenty cubits in width and ten cubits in height. — 2 Chr 4:1



### 6. Audio

- Praise him with tambourine and dance; praise him with strings and pipe! Praise him with sounding cymbals; praise him with loud clashing cymbals! — Psalm 150:3-4



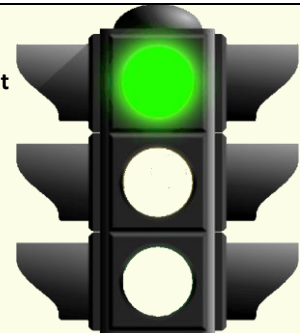
### 7. Kinesic

- Lie down on your left side — Ezek 4:4
- Jesus stooped down and with His finger wrote on the ground — John 8:6



### 8. Optical

- About noon a great light from heaven suddenly shone around me — Acts 22:6
- When you see these things taking place — Luke 21:31



### 9. Tactile

- Greet one another with a holy kiss — Rom 16:16
- He gave her his hand and raised her up — Acts 9:38-41

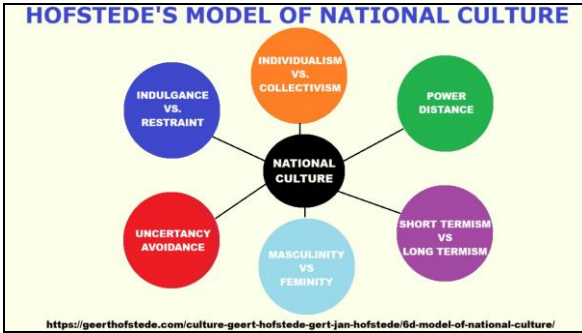


### 10. Spatial

- Make it 450 feet long, 75 feet wide, and 45 feet high — Gen 6:15







**The 6-D model of national culture**

- **Geert Hofstede**, assisted by others, came up with six basic issues that society needs to come to term with in order to organize itself.
- These are called **dimensions of culture**. Each of them has been expressed on a scale that runs roughly from 0 to 100.

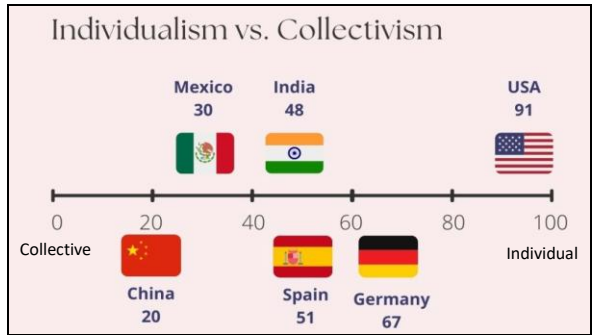
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**Collectivism – Individualism**

- **Individualism** is the extent to which people feel independent.
- As opposed **collectivism** which is being interdependent as members of larger wholes.

? With whom will you share about Jesus? Individuals? Or groups?

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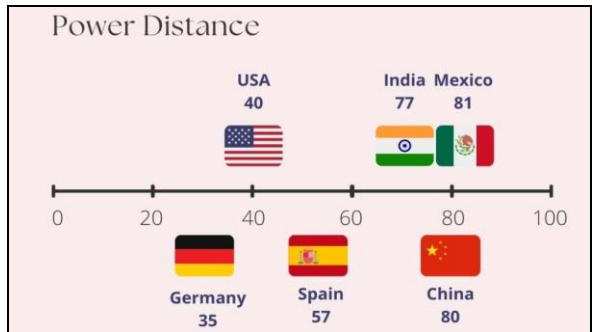


**Power Distance**

- The extent to which the less powerful members of organizations and institutions ...
- **Accept and expect** that power is distributed unequally.

? What traits do you seek in those whom you empower as leaders?

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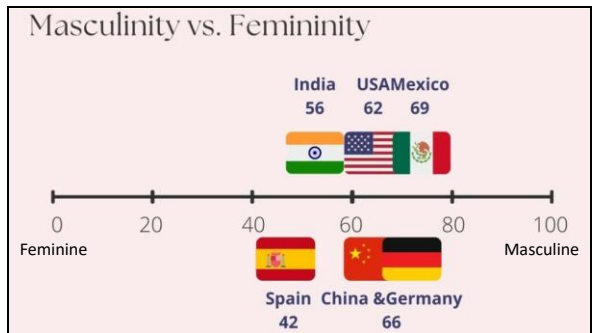


**Femineity – Masculinity**

- In a **feminine** society, the genders are emotionally closer. Competing is not so openly endorsed.
- **Masculinity** is the extent to which the use of force is endorsed socially.

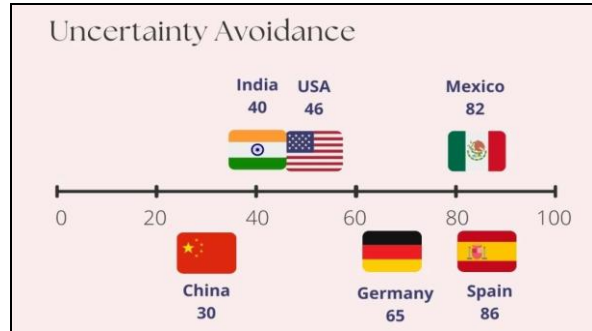
? Which biblical characters will you present as ideals to follow?

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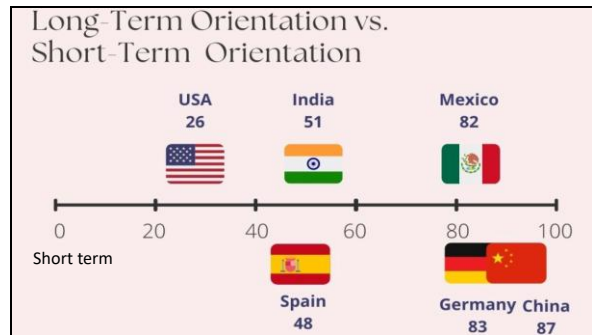
### Uncertainty Avoidance

- Uncertainty avoidance deals with a society's **tolerance** for ambiguity.
  - Avoidance results from anxiety and **distrust** in the face of the unknown, and conversely, with a wish to have fixed habits and rituals, and to know the truth.
- ? How much liturgy will in introduce?



### Short vs. Long-term Orientation

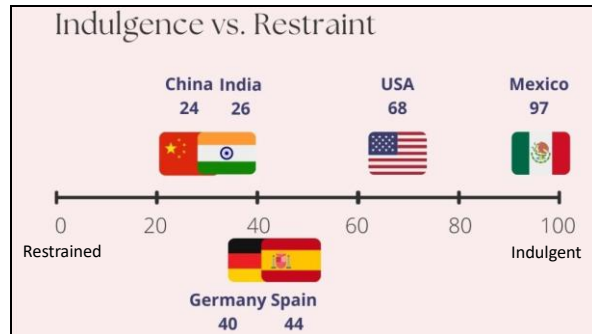
- In a **short-time**-oriented culture, the world is essentially as it was created, so that the past provides a moral compass. [→ *Less preparation.*]
- In a **long-time**-oriented culture, a basic notion about the world is that it is in flux, and preparing for the future is always needed. [→ *More preparation.*]



### Indulgence – Restraint

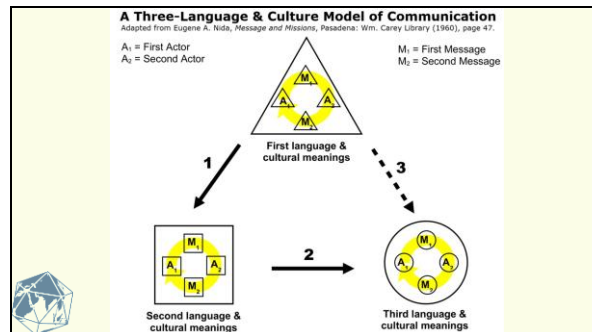
- In an **indulgent** culture it is good to be free. Doing what your impulses want you to do, is good. Friends are important and life makes sense.
  - In a **restrained** culture, the feeling is that life is hard, and duty, not freedom, is the normal state of being.
- ? What to teach about church attendance

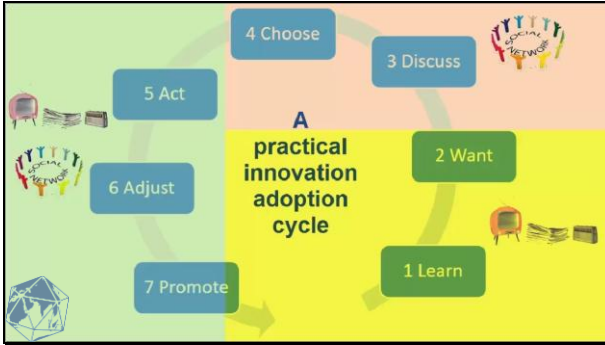
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### Discuss Implications for Ministry

- With whom will you share about Jesus? (Individuals? Youth? Families? Chiefs?)
- What importance will you give to baptism and to communion?
- Which personality traits will you seek in potential leaders?
- Which economic practices will you promote among believers?





### Communicate for Lasting Change

- Lasting change occurs within existing social networks.
- Plan messages and media for each phase of change.
- Be ready with required inputs at the point of decision, lest willing groups conclude, “It does not work!”

### Ethnographic Interviewing

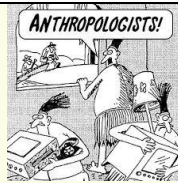
- Discover insiders’ knowledge & skills, and understand their meanings.
- Interview individuals or small groups about their activities & explanations.
- Pose open-ended, “grand tour” queries, listen and take notes.
- Then ask for information about their replies, preferably in their language.

### Typical queries

- Can you describe \_\_\_\_\_ to me?
- What kinds of \_\_\_\_\_ are there?
- What are the stages of doing \_\_\_\_\_?
- What are the parts of a \_\_\_\_\_?
- What are your reasons for \_\_\_\_\_?
- In what places do you \_\_\_\_\_?
- Who are the persons in a \_\_\_\_\_?
- What results from \_\_\_\_\_?

### Exercise

Ask someone what is their work, hobby or expertise. Then:



- Pose a “grand tour” question.
- Pose a query about their reply.
- Pose a query about this reply.



### Orality

- Some societies prefer oral over written messages.
- Train or empower skilled story tellers.
- Memorize biblical stories and texts.
- Invest in oral translations and media



### Phone apps for oral translation



<https://www.honeybeeobt.com/get-the-app>  
Go to the Android app store

