



MARKETPLACE EVANGELISM IV

MINISTRY IN GUILT, SHAME AND FEAR
CULTURES

TAKE THE TEST AT
WWW.THECULTURETEST.COM

SHARING THE GOSPEL WITH COWORKERS FROM DIVERSE CULTURES BEGINS WITH UNDERSTANDING THEIR CULTURES.

- Today's lesson will be divided into five parts.
 - Take the culture test at www.TheCultureTest.com
 - Case study
 - Biblical study of culture in Ephesians
 - Write and practice sharing different gospel phrases
 - Discussion Questions

A pair of black-rimmed glasses is resting on an open book. A red bookmark is visible in the pages. The background is softly blurred, showing more of the book and a wooden surface.

CASE STUDY OF A COLLEGE STUDENT NAMED GULZEL

DEFINITIONS OF CULTURES

- **Guilt-Innocence:** these cultures are individualistic and mostly Western. Measure by right and wrong, with laws. Innocence is being right. People feel guilty for wrong. Communication is direct; and it is acceptable to confront.
- **Honor-Shame:** these cultures are described as collectivistic cultures mostly Eastern and Southern (communal). Acquiring honor and avoiding shame are the highest goals. Self-expression and fulfillment are less important. Shame comes from failing to fulfill the group's expectations. Communication is indirect, and body language communicates feelings. The unspoken is as significant, if not more significant, than the spoken.

<https://nancylucenay.com/how-to-recognize-different-cultures-guilt-shame-and-fear/>



DEFINITIONS OF CULTURES

- **Fear-Power:** refers to animistic contexts (tribal). Animism attributes a soul to plants, inanimate objects, and natural phenomena with belief in a supernatural power that organizes and animates the material universe. People fear unseen forces such as evil spirits, curses, and ancestors. The goal is to appease or manipulate the spirits to act in your favor. The people use things like lion statues as symbols of power to scare away evil forces.

THE GOSPEL AND OUR GREAT GOD

CULTURE	THE GOSPEL & SCRIPTURE
Guilt-Innocence	Justification – freedom from guilt – innocent only because those in Christ are forgiven of sin and been declared new creations through faith in Christ.
Honor-Shame	Justification – freedom from shame and adoption as sons and daughters; the Gospel can restore honor, and God alone is worthy of our highest honor (Rev. 4:9–11).
Fear-Power	Adoption – freedom from fear; the Gospel can restore power, and our sovereign God has unlimited power and has sovereign control over the affairs of nature and history (Is. 45:9–19; Rom. 8:18–39).

EPHESIANS

- **Guilt-Innocence** --“In him we have redemption through his blood, the forgiveness of sins” (1:7a). dead in transgression God, “made use alive with Christ even when we were” (2:5). Right and wrong is a foundational pillar in guilt-innocence cultures. Guilt needs no audience.

WESTERN CHRISTIANITY EMPHASIZES FORGIVENESS OF SINS AND NEGLECTS OTHER FACETS (GOD'S ELECTION).

- Augustine of Hippo (b. 354) and Martin Luther (b. 1483) were plagued with internal sense of God's wrath towards their transgressions. So, their writings explore how God forgives and acquits guilty sinners. Most Majority World cultures desire honor to cover shame and power to mitigate fear. Gulzel's understanding of Christian salvation was only one-dimensional.

MAINTAINING BALANCE

- Although guilt, shame and fear are three distinct cultural outlooks, no culture can be completely characterized by only one. These three dynamics interplay and overlap in all societies. Gulzel's circumstances illustrate how Central Asian culture integrates shame and fear dynamics.

SHAME- HONOR

- “In love he predestined us to be adopted as his sons through Jesus Christ” (Eph 1:5). “You are no longer foreigners and aliens, but fellow citizens with God’s people and members of God’s household” (Eph 2:19, 2:12-13). Shame-Honor is a social credit rating measuring one’s reputation.

KEY SHAME-HONOR VERSES

- “For all have sinned and fall short of the glory of God.”
Rom 3:23
- Do not fear, for you will not be ashamed; do not be discouraged, for you will not suffer disgrace, for you will forget the shame of your youth, and the disgrace of your widowhood you will remember no more.” Is. 54:4

KEY SHAME-HONOR VERSES

- "My salvation and my honor depend on God."
(Ps. 62.7)
- He raises the poor from the dust; he lifts the needy from the ash heap, to sit with princes and has them inherit a throne of honor." (I Sam 2:8)

KEY SHAME-HONOR VERSES

- He humbled himself and became obedient to death—even death on a cross! Therefore, God exalted him to the highest place and gave him the name that is above every name.” (Phil 2:8-9)
- I have given them the glory that you gave me, that they might be one.” (John 17:22)

NARRATIVES OF HONOR-SHAME

- Adam (Gen 2), Ruth and Naomi (Ruth), Israel (Ez. 16), Hannah (1 Sam 2), David (2 Sam 7), Esther (Luke 14), prodigal son, (Luke 15)

FEAR-POWER

- “That power is like the working of his mighty strength, which he exerted in Christ when he raised him from the dead and seated him at his right hand in the heavenly realms, far above all rule and authority, power and dominion” (Eph 1:19-21). “Be strong in the Lord and in his mighty power. Put on the full armor of God so that you can take your stand against the devil’s schemes” (Eph 6:10-11). It’s not important to genuinely believe in certain truths. Rather practices that placate the spiritual powers define acceptable human behavior.

FEAR-POWER CULTURES

- Animism stands behind the façade of many formal religions. Three dimensions of reality: 1. The seen world. (people, houses, physical objects) 2. The unseen world. (angels, spirits, mana, baraka, curses, ancestors) 3. The unseen other world. (God, heaven, hell)

KEY FEAR-POWER VERSES

- “O Sovereign Lord, you have begun to show your servant your greatness and your strong hand. For what god is there in heaven or on earth who can do the deeds and mighty works you do?” Dt 3:24
- The god of this age has blinded the minds of unbelievers, so that they cannot see the light of the gospel of the glory of Christ who is the image of God. (2 Cor 4:4

KEY FEAR-POWER VERSES

- He who does what is sinful is of the devil, because the devil has been sinning from the beginning. The reason the Son of God appeared was to destroy the devil's work. (1 John 3:8)
- The God of Peace will soon crush Satan under your feet. The grace of the Lord Jesus be with you. (Rom 16:20)

COURTROOM LANGUAGE (GUILT)

• Law	Transgression	Judgement
• Appeasement	Judge	Right/Wrong
• Rules	Acquittal	Correction
• Condemnation	Innocence	Penalty
• Sacrifice	Individual	Punishment
• Forgiveness	Personal	Merit
• Debt	Payment	Commands
• Wrath	Guilt	Works

COMMUNITY LANGUAGE (SHAME)

• Loyalty	Mediator	Family
• Father	Jew/Gentile	Community
• Child	Harmony	Public
• Respect	Unity	Defilement
• Inclusion	Hospitality	Humiliation
• Face	Reputation	Worth
• Reverence	Identity	Acceptance
• Dignity	Alienation	Disgraced

COMBAT LANGUAGE (FEAR)

• Deliverance	Healing	Satan	Warfare	Spirits
• Power(s)	Bondage	Authority	Angels	Blessing
• Darkness	Domination	Exodus	Protection	Deceiver
• Magic	Signs	Wonders	Freedom	Stronghold
• Miracles	Possession	Powerful	Conquer	Triumph
• Weak	Confrontation	Captive	Idolatry	Prayer
• Peace	Power	Almighty		
• Throne	Control	Oppression		

PRACTICE TELLING THE BIBLICAL STORY OF SALVATION USING ONE CONCEPTUAL METAPHOR

- Guilt-Innocence “What do you believe?”
- Shame-Honor “What community are you from?”
- Fear-Power “Who do you work for?”

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- Acts 26:18, Paul describes his mission to the Gentiles in these three terms. “to open their eyes and turn them from darkness to light, and from the power of Satan to God (power), so that they might receive the forgiveness of sins (innocence) and a place among those who are sanctified by faith (honor) in Jesus.”

CONCLUSION

- Sin distorts the human family by causing guilt, shame and fear. Consequently, the cultures of the world chase after innocence, honor and power apart from God.
- Western Christians may fully trust in Jesus for the forgiveness of sins, and yet be plagued by shame and fear and try to mask these apparent deficiencies. We may have fears that drive us to find security in “modern” powers (i.e., The Department of Homeland Security, Charles Schwab, 401(k), etc.) which would be idolatry.

APPLICATION

- If you want to share the gospel in a diverse marketplace try to understand where people's cultural backgrounds are and speak to them in a way they will understand. Guilt – logic, Shame hospitality, Fear – prayer.

DISCUSSION QUESTIONS

- What truths from this session might resonate with people in your work context?
- How could you adapt your ministry so that people encounter the gospel through relationships and spiritual power?
- Give a short explanation of the gospel in terms of honor-shame (or fear-power).

DISCUSSION QUESTIONS

- In your work and ministry context, where do you see elements of guilt, shame and fear?
- What are good and bad elements of each culture type?
- Give an example of a “cultural miscue,” when you (or someone else) misread a situation because of different cultural values.

DISCUSSION QUESTIONS

- What biblical passage or theological doctrine do you better understand now?
- How might you explain the relationship between the three dimensions of salvation (i.e. forgiveness, honor, and power)?
- What is one verse or story you want to memorize?