

MarketFaith Ministries is an equipping ministry which is focused on helping Christians become more effective in living out their faith in the midst of the increasingly diverse worldview environment of modern society.

### **Introduction**

The tag line of MarketFaith Ministries is "Worldview Made Practical." I recognize as well as anyone the struggle Christians have with getting their teeth into the topic of worldview. In terms of Christian teaching, the entire concept is still rather new. That being said, it is rapidly gaining visibility because of the struggle Christians are having as they try to deal with an American society that is increasingly pluralistic. Still, anything new tends to offer a bit of a challenge and this is no exception.

Another part of the problem relates to the fact that the concept of worldview has emerged out of an academic environment. In the past, the people who have primarily dealt with this topic have been professional philosophers, theologians and anthropologists.

I am willing to acknowledge all of that. However, the implications of worldview are very practical. In spite of the initial struggle we might have in learning how to use worldview concepts, it is absolutely worth the effort. It gives us a set of tools to understand all of the different belief systems that we continually run into these days.

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### **Lessons from Imus**

Wow, what a furor! Recently, Don Imus said some really nasty things about the ladies on the Rutgers, women's basketball team. From that moment on, he has been pummeled for it.

Well, I'm certainly not here to defend him. As the original "shock jock," he has been making those very same kinds of remarks for decades. I, personally, wish he had been off the air years ago. Any time I have ever stumbled upon his show, I have immediately changed the station.

But the fact is, hoards of people like his style. He has stayed on the air because he has been able to attract listeners and advertisers. Without the ratings, he would have been long gone. So why the sudden outrage?

Analysts have been going wild giving their opinions about this. I don't really care to get into that fray. What intrigues

me is why there are so many who enjoy listening to his irreverence.

Not too many years back, the kind of language he uses would not have been tolerated. It would have offended so many people that his show would not have been a success. But now, he is only one of many across the entire country who have devoted audiences who like to listen to that kind of programming. What has changed?

Basically, there has been a worldview shift. It used to be that Christian values were the dominant foundation of our society. Not that everyone was a Christian, and certainly not that everyone lived up to the values they professed. But the Biblical revelation was looked to as the standard.

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Today's article comes straight out today's headlines. While we might not typically think of this current events issue in terms of worldview, there is a tie-in at its very core. And if we can grasp the worldview implications, we have a platform for being even more effective in standing up for what we understand the truth to be.

It is my hope and prayer that as we touch on this topic, you will see how important an understanding worldview is and begin to make even more of an effort in your own life to grasp its basics. Feel free to use the resources section at [www.marketfaith.org](http://www.marketfaith.org) as a great beginning point to enhance your understanding.

In addition to that, MarketFaith Ministries is also able to come to your church or Christian organization and share any one of our worldview trainings <http://www.marketfaith.org>. Feel free to contact us and see how we might serve you and your people.

God bless,  
Freddy

*(Lessons from Imus - Continued from page 1)*

However, with the rise of atheistic Naturalism, that has all changed. Now, a large percentage of the American public do not acknowledge a transcendent standard. For many in our society, relativism rules the day. And since this approach allows for no moral absolutes, we are forced to make it up as we go along based on our own desires. The group which can amass the most power gets to set the rules.

The only problem is, a large enough number of people now exists who don't see anything wrong with what Imus is doing, or any kind of immoral behavior for that matter. In fact, it is now considered by many to be immoral to label anything immoral. This might be okay if there were no consequences to those acts. Unfortunately there are, and we are beginning to reap what has been sowed.

A large number of people now want to make up their own rules, and they live as if the claims of the Bible are not the Truth. Everyone has that right in our society, and I am certainly an advocate of our democratic process. But that does make it possible for untruth to dominate. And when it does we end up going down a very destructive road, as evidenced by the Imus incident. If we do not get back to a foundation based on transcendent truth, I believe that the worst is yet to come.

**Coming in May - Answers to the Attacks of Naturalists**

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The purpose of MarketFaith Ministries is to equip the Body of Christ to become more effective by sharing the practical applications of worldview. We are involved in developing training and resource materials for that very purpose. If you would like to partner with us in this effort, you may send your tax deductible contribution to MarketFaith Ministries, 321 Anton Dr., Tallahassee, FL 32312.

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