
My research indicates that the dominant evangelical gospel presentation, developed in the 1960s, largely ignores the insights provided by communication theory in that it fails to adequately understand the contemporary American audience it attempts to reach. In short, it does not communicate with maximum effectiveness.

I also demonstrate that the conversion accounts in Luke-Acts present a way of salvation that is quite different from, and in some cases, contradictory to the evangelical plan of salvation in America. I then use these Lukan conversion accounts as a basis for suggesting how evangelicals might better present the way of salvation to North Americans today.

Andrews University, Seventh-day Adventist Theological Seminary

Title: A Critique of the Urban Mission of the Church in the Light of an Emerging Postmodern Condition

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The world is becoming an urban society. The urban expansion witnessed during the twentieth century and continuing into the twenty-first century is unprecedented in the history of the human civilization. Simultaneously, the Western world faces the paradigm shift from the modern era to a postmodern condition. Both movements have remarkable implications for the mission of the church in urbanized, postmodernizing societies. Shaped by the modern worldview, the church is now further ostracized by the postmodern condition.

While the literature of urban mission has grown in the past few years, very little consideration has been given to the particular issues and implications of urban mission in the context of postmodernity. Thus, this study addresses the relationship between the urban mission of the church and the emergence of the postmodern condition.

This investigation of urban mission in the light of the postmodern ethos is based on the historical, philosophical, sociological, and cultural analyses of the modern and the postmodern eras provided in chapters 2 and 3, respectively. Chapter 4 explores the relationship between the urban mission of the church and the postmodern condition primarily by locating the emergence of postmodernism in the context of urbanization and globalization. Some urban missiological implications and suggested principles for reaching the postmodern mind in the urban context are drawn from the findings of this research and are presented in chapter 5.

At the beginning of the twenty-first century, the centralizing power of the city—added to the pervasive influence of a global market—makes the urban environment the locus of the postmodern condition. Consequently, the challenges and opportunities for urban mission have never been greater. In spite of the
major threats postmodernism poses for mission, the current urban socio-cultural outlook offers opportunities that did not exist a few decades ago. Therefore, within the context of the combined forces of urbanization, globalization, and postmodernism, an extensive review of the strategies and methods of urban mission is vital for the development of postmodern-sensitive churches as the church seeks to fulfill its calling to participate in God’s mission to urbanized, postmodernizing generations.

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Title: A Disciple-making Strategy to Reach the Emerging Postmodern Generation

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Christian churches have failed to grasp that living in a postmodern age really makes a difference in the way people think and approach life. Church membership and attendance is shrinking and newcomers are fewer. The purpose of this study is to understand the values and characteristics of postmodern people and to develop and implement a culturally sensitive approach to communicate the gospel to their life experience and minds.

Information was gathered from books, articles, surveys, and personal experience on the principles, strategies, trends, and programs that helped to develop a strategy for reaching this postmodern unchurched generation. The cultural and social analysis of postmodernism was based on information gathered from the Christian Research Institute in the United Kingdom and other national research organizations. A new disciple-making model called LIFEdvelopment.info was developed as a concept in reaching the postmodern unchurched generation. This model was tested in the United Kingdom and other European countries during the period of 2002–2006. The project was evaluated and a written assessment and conclusion were reported.

It was found that if the Church wants to reach this new postmodern generation it has to understand some essential traits such as: authenticity in relationships, communal view of life which has implications for the way they make decision, the desire to experience God in the discovery of truth and in the outworking of the truth in the world, and more than ever before evangelism as a process, not an event or a program.

The Church has mostly stood on the sidelines either ignoring the transition or condemning those participating in it. The responses found in this research are simply not an option for any ministry that is going to make disciples. It is the way to do church today, and shows that it is possible to reach and disciple postmoderns. In fact, postmoderns make marvelous Christians when given the opportunity. They must be engaged, won, and grown. But the most important thing to remember is that the message apart from being heard must be seen and felt.