

PREACHING IN A MULTIETHNIC WORLD

CHALLENGES AND STRATEGIES

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**WHY ARE YOU HERE TODAY?
WHAT DO YOU WANT TO TAKE AWAY?**



WHAT IS CULTURE?

“The System of shared beliefs, values, customs, behaviors, and artifacts that the members of society use to cope with their world and with one another, and that are transmitted from generation to generation through learning...”

Anthropology Faculty, University of Manitoba

WHAT IS CULTURE?

“So how do we make sense of world? ... We make sense of the world by making something of the world. The human quest for meaning is played out in human making the finger-painting, omelet-stirring, chair-crafting, snow-swishing activities of culture. Meaning and making go together—culture, you could say, is the activity of making meaning.” Andy Crouch, *Culture Making*

WHAT IS ETHNICITY?

“Ethnicity consists of cultural characteristics (such as language, religion, values, and customs) that are shared by and distinctive of a group of people, and grounded in a set of biologic, historic, and geographic realities.”

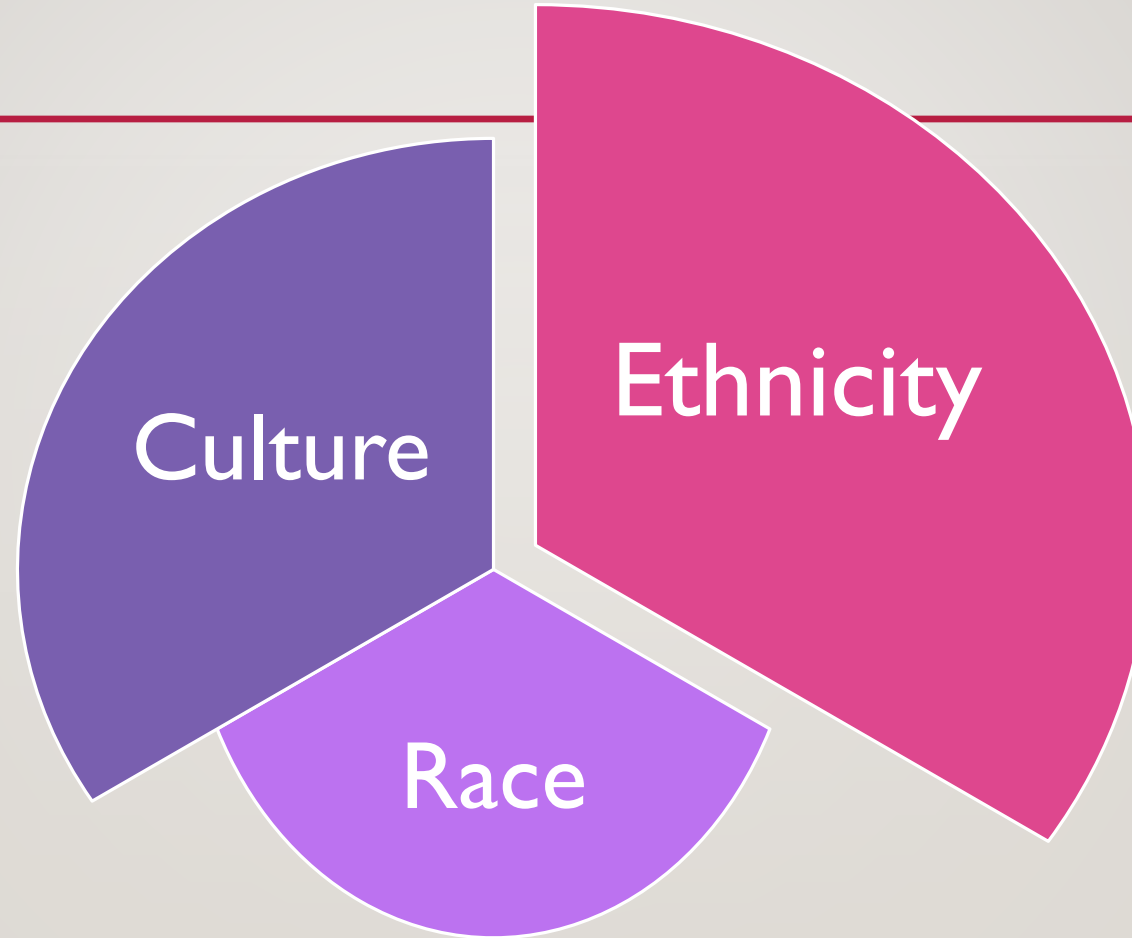
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RACE

“A social construct related to an individual biological traits.”

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ETHNICITY AS THE BEST INDICATOR

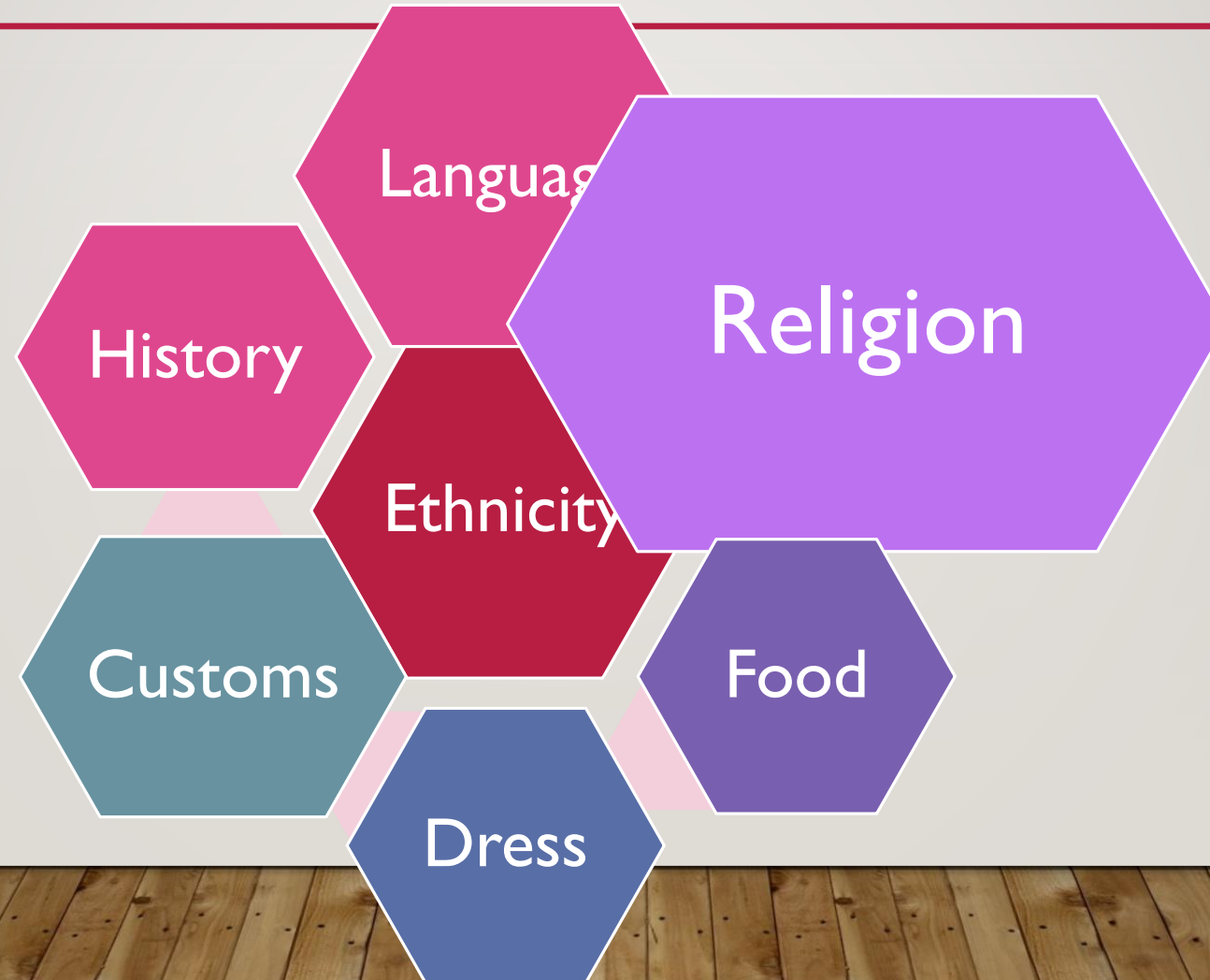


ETHNIC TRANSCENDENCE

“The process of co-formulating a shared religious identity among diverse members that supersedes their racial and ethnic differences through congregational involvement.”

Gerardo Marti

ETHNIC TRANSCENDENCE AS A PATH

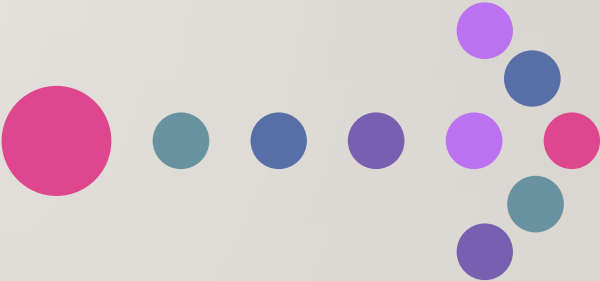


THE PATHS OF ETHNIC TRANSCENDENCE

Caused-Oriented
Mission



Moral
Collective



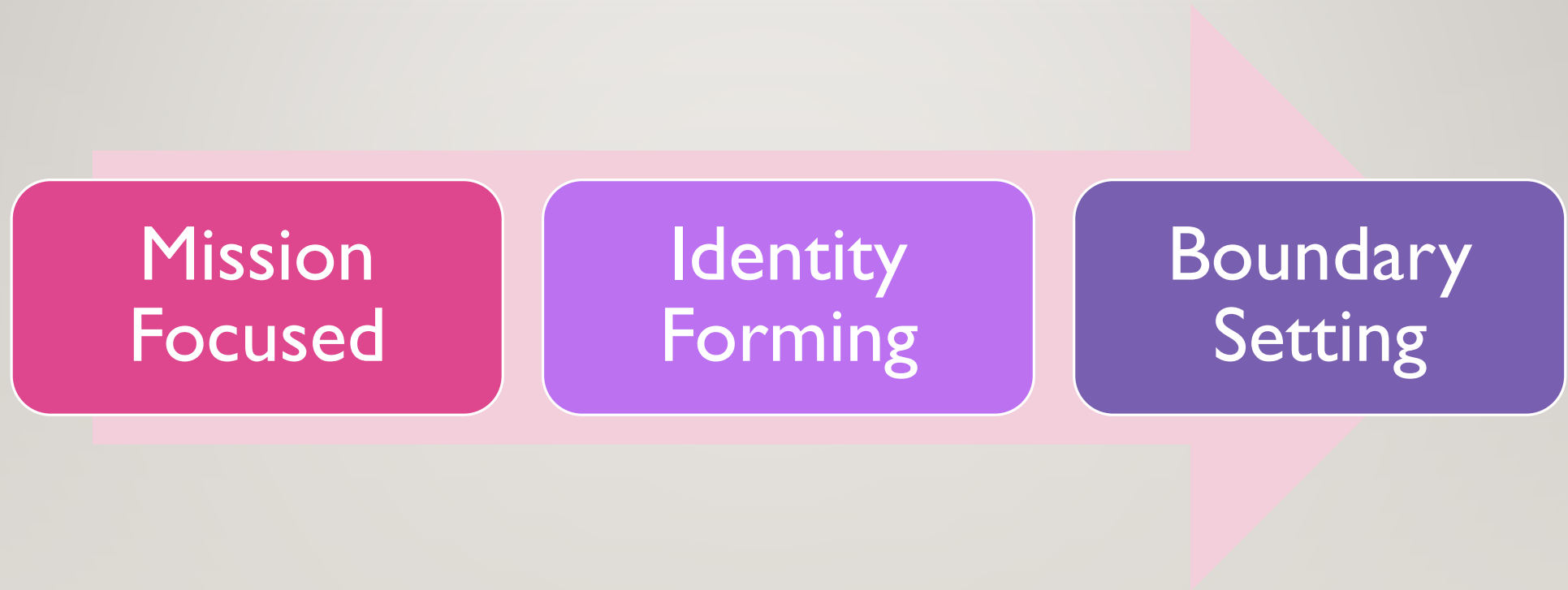
CHARISMATIC LEADERSHIP



“Leaders that re-orient the identity of followers, including their ethnic identity toward a common cause.”

Max Weber

PREACHING AND ETHNIC TRANSCENDENCE



INVITATIONAL RHETORIC

