CHRIST SAID THAT WE ARE THE LIGHT OF THE WORLD!

The more we learn and understand of other cultures, the better able we are to shine in a way that will be visible and understood.

Believers in each culture see God through their own cultural filter. Yet, when they interact and serve with believers from other cultures, the brilliant white light that combines all the colors will shine through in the form of God’s redemptive love.

AS YOU UNDERSTAND THE COLORS OF CULTURE, WILL YOU BRING GOD’S PURE LIGHT?

Our cultural lens strongly influences our understanding of the gospel. Western culture has reframed the conversation:4

- **GUILT-ORIENTED LANGUAGE IN THE BIBLE**
- **SHAME-ORIENTED LANGUAGE IN THE BIBLE**

CULTURE COLORS OUR UNDERSTANDING OF GOD’S LIGHT

BIBLE DICTIONARIES

- The Westminster Dictionary of Christian Theology
- Evangelical Dictionary of Theology
- Dictionary of Christian Theology
- Baker: Theological Dictionary of the Bible
- New Dictionary of Biblical Theology: Exploring the Holy and Diversity of Scripture
- The Theological Wordbook: The 200 Most Important Theological Terms and Their Relevance for Today
- Global Dictionary of Theology

Guilt
Fear
Shame

No respondents

CULTURE ORIENTATION PER COUNTRY

| Culture Orientation | Color
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Guilt-Innecence</td>
<td>Red</td>
</tr>
<tr>
<td>Fear-Power</td>
<td>Blue</td>
</tr>
<tr>
<td>Shame-Honor</td>
<td>Green</td>
</tr>
</tbody>
</table>

Humans see colors based on the three types of cone receptors in the human eye. The full spectrum of color for humans is presented by varying combinations of red, green, and blue light.1

Human culture sees the world through one of three types of values:2

- **GUILT & INNOCENCE**
  Individualistic; laws are kept or transgressed

- **FEAR & POWER**
  Animistic; spirits are appeased or aggravated

- **SHAME & HONOR**
  Collectivistic; community expectations are met or unmet

- **THEM PRIMARY COLORS**
- **THEM PRIMARY CULTURES**

Communicating the Gospel in Living Color

If our cultural lens impacts our understanding of the gospel, it will also impact our communication of the gospel to various audiences.

Christ said that we are the light of the world! The more we learn and understand of other cultures, the better able we are to shine in a way that will be visible and understood.

Believers in each culture see God through their own cultural lens. Yet, when they interact and serve with believers from other cultures, the brilliant white light that combines all the colors will shine through in the form of God’s redemptive love.

Will you bring God’s pure light?