

THE CHALLENGE OF USING MASS MEDIA AS A STRATEGIC TOOL FOR
EVANGELISM IN OGBOMOSO BAPTIST CONFERENCE.

AJIBADE TEMITAYO

11/0108

NBIS

M. DIV

Tem - 24

A thesis submitted to the Department of Theology, Faculty of Theological Studies,
Nigerian Baptist Theological Seminary, Ogbomoso

In Partial Fulfilment of the Requirement for the Award of the Degree of Master of
Divinity in Theology

2014 - 0094

JUNE, 2014

ABSTRACT

Evangelism was instituted by Jesus Christ Himself when He sent out his disciples and commissioned them to bring the 'Good News' to all nations and to baptize in the name of God Almighty. With this great commission, the word of God has spread to all nations like wild fire. The advancements in information and communication technologies have also aided immeasurably in the spread of the gospel. Hence, evangelists in Nigeria as elsewhere have extensively used the mass media especially, radio and television in reaching their audience in both their immediate and distant locations. The mass media are powerful, but only under certain conditions; these conditions must be delineated so that wise choices may be made in order to achieve maximum results. While believing strongly in the power of the gospel, the media users feels that maximum effectiveness in proclaiming the gospel can be achieved only through a thorough understanding and wise use of the mass media. They believe not only that some media activities may be worthless, but that unwise or uninformed usage of the media may even produce harm to the evangelistic effort. Thus, true stewardship would demand considerable research and planning, before media efforts are initiated. Perhaps no other phenomenon of the twentieth century has provoked more discussion, inquiry, and argument than the rapid proliferation and exploding technology of the modem mass communications media throughout the world. Elaborate and expensive research studies are conducted by the hundreds each year, heated disputes are conducted, glowing reports are heard about the media's potential, and sobering protests are made about the many calamities and damage being wrought by the media upon society. Religious mass media users also seem fascinated by the marvels of the new technology. Some acclaim the media as a modem-day miracle wrought by God, while others seem adamantly unconvinced that they can be used effectively in religious work.

5.2 CONCLUSION

The challenges of using mass media as a strategic tool for evangelism are the ability to make things happen. The church must have tools to work with in order to deliver. In making things happen, the church needs people, materials and finance. How does the church create a change continuously in his area of endeavor? Tension, confusion and misunderstanding about this subject abound in both secular and religious organizations. Robert Orr believes that there is a missing link in church evangelism (Orr, 2001, 1). It is what Tichy called the New DNA of wining (Tichy, 2004, 1). This missing link is the use of mass media process, structure and practice by the church (i.e. Pastor) in order to be effective in his work. To use these mass media structures, the church must understand what they are and how to use them. Throughout the scripture, we see a combination or selection of some of the use of mass media structure and process by churches who were effective in their outreach endeavors. There is no way a church can be effective in her leading on internet evangelism without applying mass media principles. In the Past, there have been a separation between evangelism and growth but in this age, there is no need to do so. From the foregoing, it is therefore clear that there is no way a church will provide effective internet ministry without understanding mass media.

5.3 RECOMMENDATIONS

In view of the findings in this study, the following recommendations are proffered:

1. The church should be equipped properly to handle the ever growing needs of evangelism in the church.
2. The church must attend refresher courses on internet ministry from time to time so as to be abreast with new skills in administering the needed evangelism for the church.
3. The church should look into the possibility of organizing short term refresher course on evangelism skills in various zones in the country to meet the needs of the church instead of them beating around the bush.
4. The church should get sponsors or ministry partners that will assist in bearing the financial aspect of broadcasting.