



*Terms and conditions  
do not apply*



**FANCY WRAPPING**

**FANCY ADS**

**FANCY TALK**



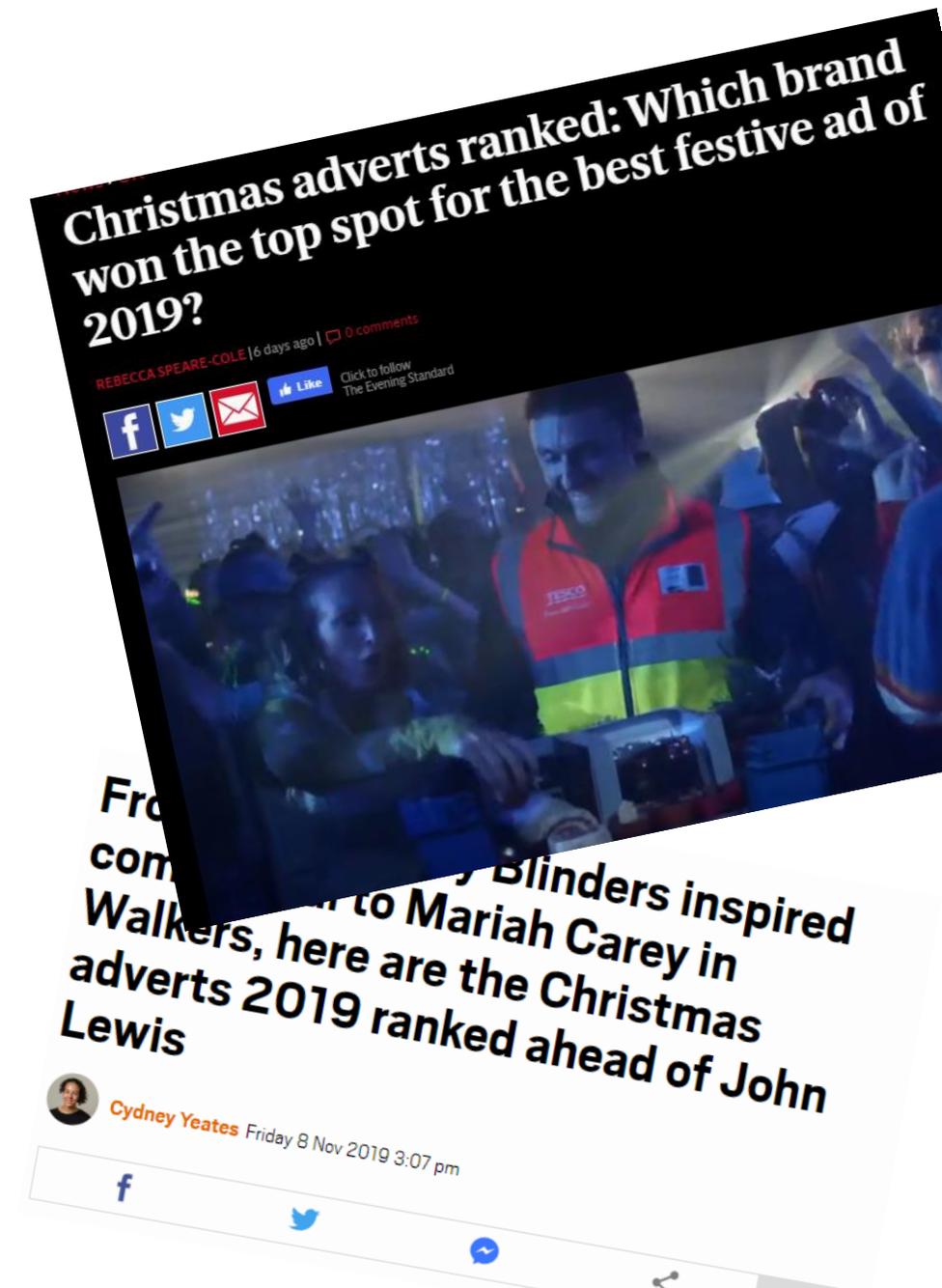
FANCY WRAPPING

FANCY ADS

FANCY TALK

# Why do we buy stuff?

- We like “stuff”! .... But also
- 84% of people say the EXPERIENCE of shopping is as important as the PRODUCTS they bought
- Annual round of Christmas Ads
- Very competitive with millions spent each year
- Each ad trying to say “what is Christmas all about?”
- Which ads do you know? ...





# TERMS & CONDITIONS -APPLY-



*But things are often not quite what we thought*



# Did you know that God uses ads?

- 700 years before Jesus was born God started giving people clues, signs
- God ADVERTISED what was coming next – esp in books like Isaiah and Micah
- God's strapline? ... *Immanuel!*

*And God advertises TODAY – near you!!*



The heavens declare the glory of God!  
The skies proclaim the work of his hands!

Psalm 19



*Time for one more ad  
– actually two ...*

# Man on the Moon ad by John Lewis 2015

- Won multiple awards and topped the charts for Christmas Ads
- A moving ad about loneliness, isolation, and one little girl's search and a present at Christmas
- Here's a remake of that ad done by Dan Rackham at GoChatterVideos.com
- It's also about one little girl searching – and a present at Christmas ...



A screenshot of the GoChatter website interface. The page has a dark purple background. At the top, there is a navigation bar with the GoChatter logo and several dropdown menus: "Seasons", "Type", "Customisable Videos", and "What's Go Chatter". A search bar is located in the top right corner. Below the navigation bar, there is a main heading: "Easily find and create great videos for your church". Underneath this heading is another search bar labeled "Search Videos" with a "Search" button to its right. The main content area displays two video thumbnails. The first thumbnail is titled "Happyland Nativity" and shows a colorful scene with a rainbow and the text "happyland Nativity". Below the thumbnail, the title "Happyland Nativity" is displayed in bold, followed by a short description: "Rediscover the true meaning of Christmas in this brilliant stop motion video – where Happyland toys make the nativity come alive!". The second thumbnail is titled "Dragon In My Nativity" and shows a dark scene with a star and the text "THERE'S a DRAGON IN My Nativity". Below the thumbnail, the title "Dragon In My Nativity" is displayed in bold, followed by a short description: "Watch this animation that explores the truth of the dragon at Christmas and the dragon slayer who came to the manger.".



FANCY WRAPPING

FANCY ADS

FANCY TALK

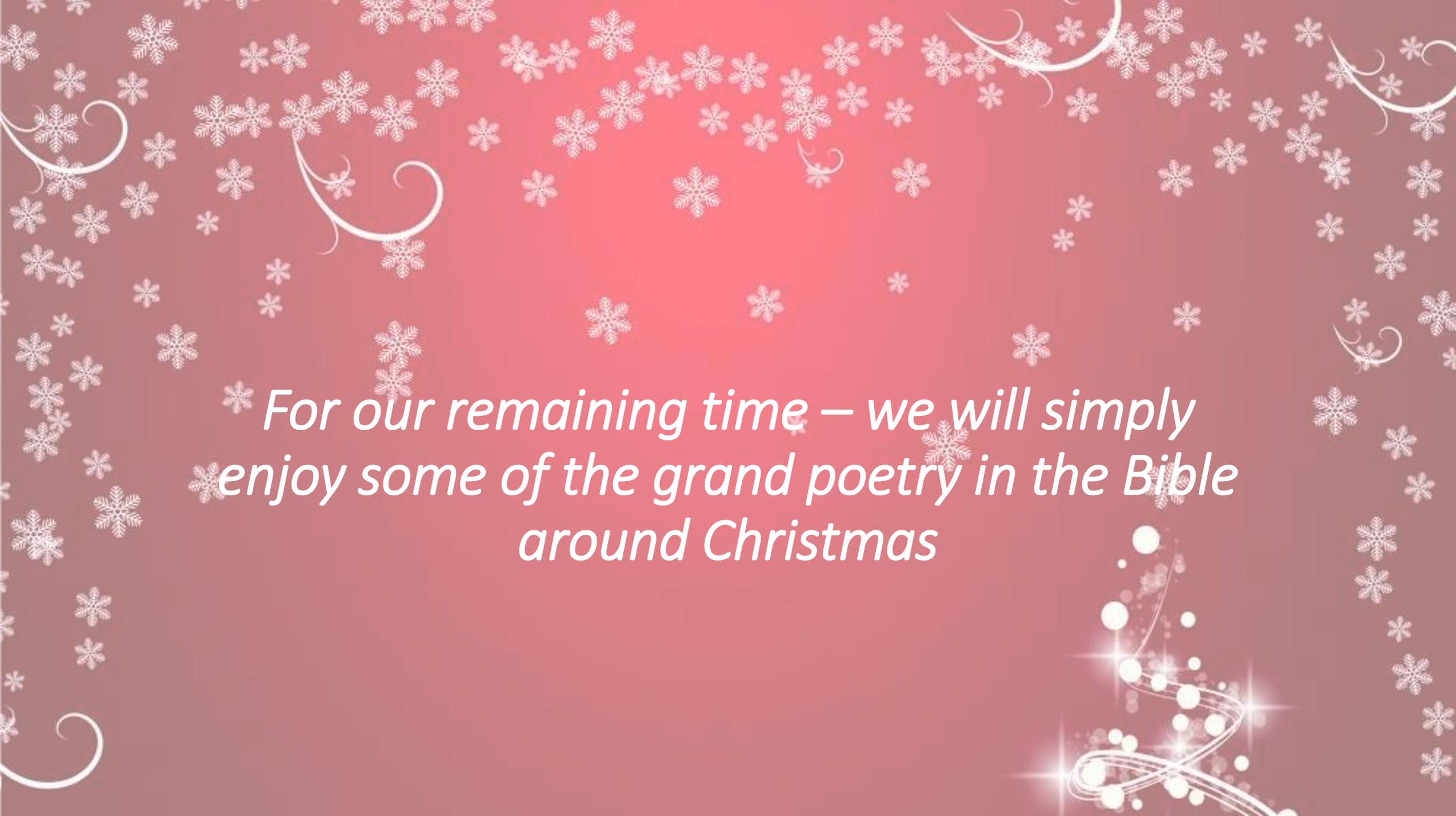
# What is “rhetoric”?



But in the past rhetoric was a sought after art – an honourable study

- “the art of persuasion” ..... “speech designed to persuade”
- One of only 3 or 4 subjects offered by ancient universities
- The Bible writers took the art of persuasion very seriously
- Great rhetoric can be eg ... a strapline, a speech designed to persuade, grand poetry, appeals, arguments ... or simply fantastic memorable lines ...





*For our remaining time – we will simply  
enjoy some of the grand poetry in the Bible  
around Christmas*

But which Christmas passage  
do we choose?



# John's grand and poetic introduction to his gospel

*John chapter 1 (selected portions)*

*In the beginning was the Word,  
and the Word was with God, and the Word  
was God.*

*He was with God in the beginning.*

*Through him all things were made;  
without him nothing was made that has  
been made.*

*In him was life, and that life was the light of  
all mankind.*

*.... The light shines in the darkness, and the  
darkness has never overcome it*

# John's grand and poetic introduction to his gospel

## *John chapter 1 (selected portions)*

*... The Word became flesh and made his dwelling among us. We have seen his glory, the glory of the one and only Son, who proceeds from the Father, full of grace and truth ....*

*From the fulness of his grace we have all received one blessing after another.*

*For the law was given through Moses; but grace and truth came through Jesus Christ.*

Is this the most profound line in the entire Bible?

*John chapter 1.14*

*... The Word became flesh and made his dwelling among us (NIV)*

*.... The Word became flesh and blood, and moved into the neighbourhood (The Message)*

This new order will mark Jesus' life and  
ministry

# Jesus' words are a great comfort but also a warning

*“Jesus points to a new order of things where outsiders are in, while those who smugly believed themselves to be at the centre of God's purpose suddenly find they have excluded themselves from the party.*

*Where the experts are the fools ...*

*Where children are the wise ones ..*

*Where angels visit shepherds ...*

*and where women are the first resurrection witnesses”*      *Jeff Lucas*



So this Christmas try reading any of  
the grand poetry of Christmas

And enjoy God's love supremely demonstrated in  
the baby of Bethlehem ...