

Influence of Media on Christian Mission in Nepal: Opportunities and Challenges

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Evolution of Mission Media

The Global Shift

Nepal's Religious Landscape

Electronic Environments

Legal Framework for Media

Digital Age, Social Media & Identity

Strategic Implementation Plan
Leveraging Digital Media for Mission

Conclusion & Call to Action

The Global Shift



Demographic Realities: East Asia holds 21% of the world's population, facing an 'aging church' crisis and youth disengagement.



The Technological Imperative: Digital platforms are essential; COVID-19 accelerated the shift to virtual fellowships.



Theological Foundation: Technology is a 'divinely purposed aid' for discipleship, requiring careful contextualization.

Evolution of Mission Media

From Oral to Print Traditions

Ancient

Oral Traditions: Storytelling and drama were highly effective for non-literate populations.

15th Century

Gutenberg Legacy: Print catalyzed the Reformation, but purely text-based strategies often fail where functional illiteracy is high.

1812

William Carey's Impact: Pioneer of vernacular Bible translation, setting a precedent for localizing the Gospel message.

1914

Nepali Bible: Ganga Prasad Pradhan's translation marked a key 'media' breakthrough, bringing the Gospel into the local heart-language.

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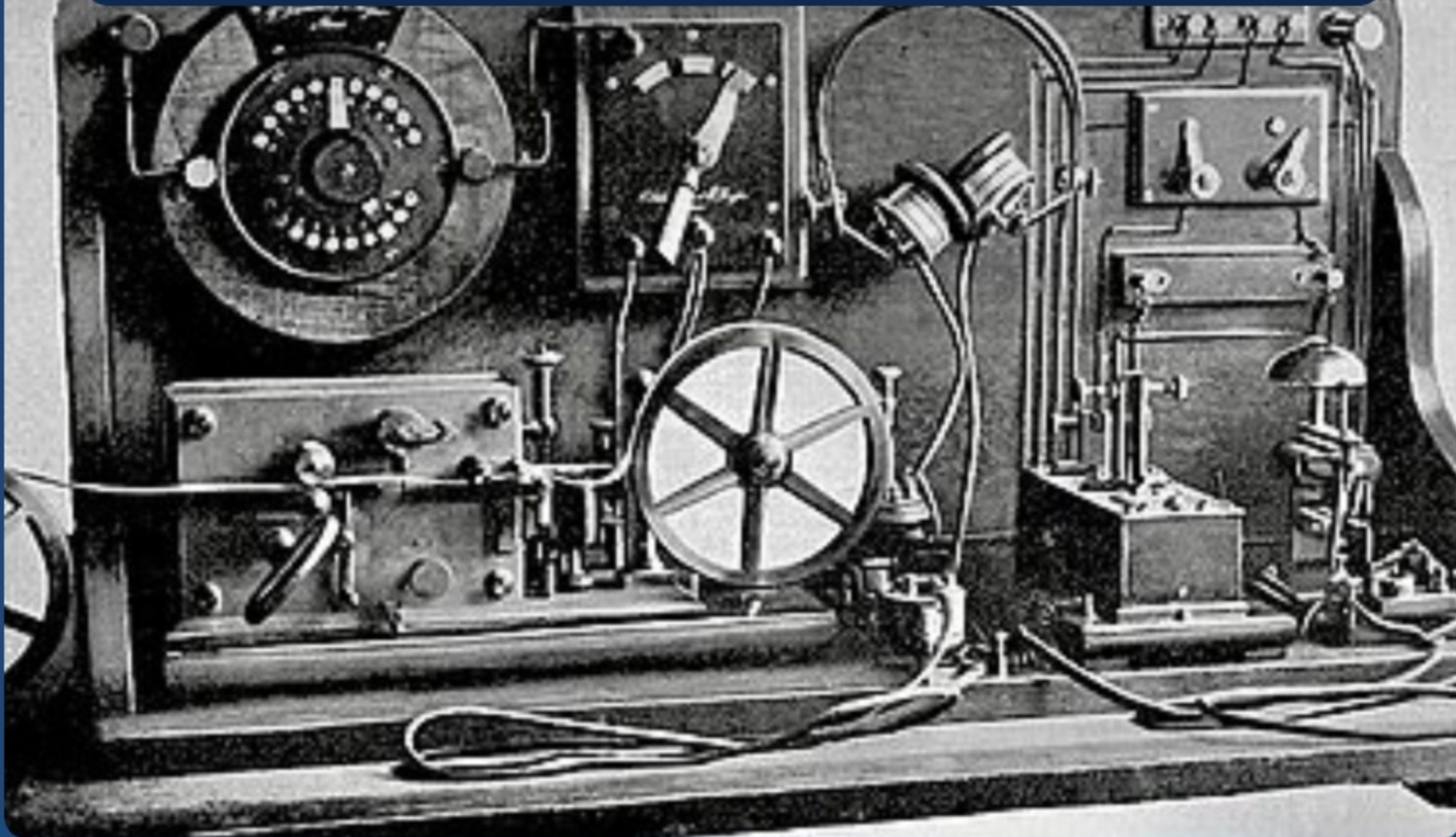
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Electronic Era Innovations

Radio's Relational Bridge

Radio bypasses literacy barriers and government restrictions, proving most effective when linking listeners to local home-groups.



Visual Storytelling

Tools like the 'Jesus Film' utilize visual narratives for low-cost, high-impact mission, bridging communication gaps effectively.

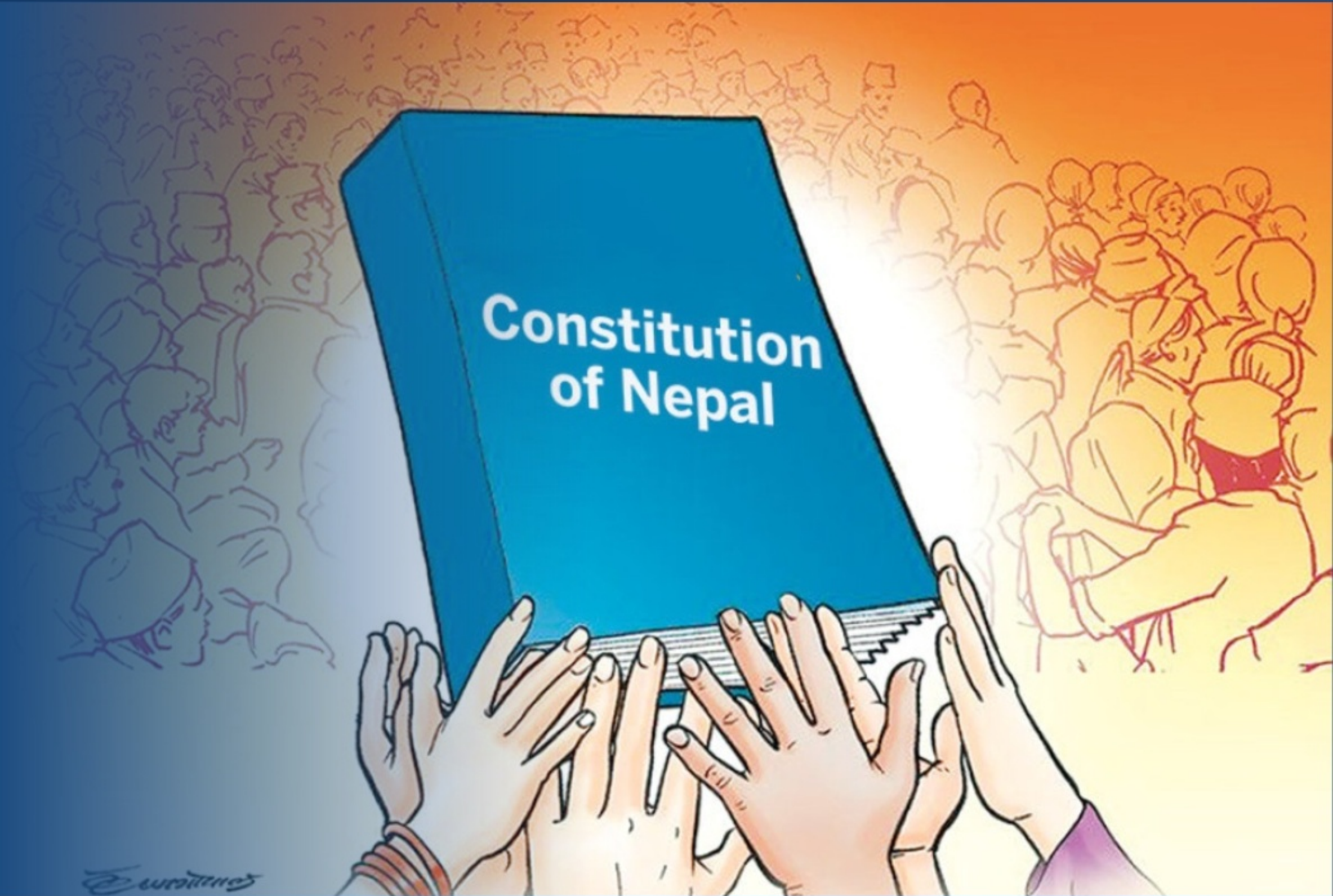
Nepal's Religious Landscape

Historically, Nepal was Hindu-dominant, with Christians marginalized as 'cow-eaters'. The concept of Karma-samsara makes the Christian message of 'Grace alone' particularly challenging to grasp.



Legal Tightrope for Mission

Nepal's 2015 Constitution, while secular, includes a conversion clause punishable if it 'jeopardizes another's religion'. This necessitates crafting media with 'legal shelter'.



Digital Age: Social Media & Identity



Identity Construction: Believers increasingly use platforms like Instagram and Facebook to curate a 'person of faith' identity.



The 'WIIFM' Principle: Digital groups must offer solutions to life's challenges, providing value beyond just 'church news'.

Digital Visual Storytelling Strategies



The 'Lament' Strategy: Using digital media to express Biblical Lament resonates deeply in cultures of suffering, unlike 'happy-only' Western worship.



Mobile Apps: 'Mini-libraries' in every pocket, scripture apps democratize access to the Word, even in rural areas with 3G/4G.

Strategic Implementation Plan

Leveraging Digital Media for Mission



Integrated Mix

Utilize radio for outreach, WhatsApp for discipleship, and video for storytelling to reach diverse audiences.



Contextualization

Move beyond Western aesthetics; incorporate Nepali music, folk drama, and indigenous symbols into media content.



Youth Mobilization

Develop 'Digital Creatives' trained in both technology and philosophical/moral theology for authentic engagement.



Relational Depth

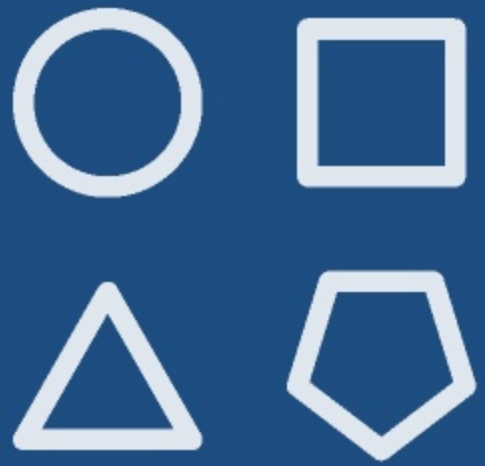
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Conclusion & Call to Action

➔ The Vision: Reclaiming the media space for the Glory of God, recognizing its divine purpose.

➔ The Challenge: Navigate the Hindu-dominated worldview with wisdom and gentleness, understanding local nuances.

➔ Final Word: Acknowledge God's sovereignty over the digital sphere, just as over all other aspects of life and mission in Nepal.

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