

# Consistent Message Tailored for Audience

*Examples from Paul*

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# What We Will Learn

- Paul delivered same message consistently
- But tailored messaging approach
- For each audience
- Examples from the missionary journeys
- Acts 13, 16, and 17

# Paul's Message

- Jesus is the Savior
- God promised Jews and Gentiles
- His death and resurrection
- Fulfill prophetic words in the Scriptures
- Through him our sins are forgiven
- For those that believe in him

# In Pisidian Antioch

- Sermon to a synagogue audience
- God chose our ancestors
- As grandfather of Jesus's lineage
- Born descendant of David
- Death and resurrection fulfill prophecy
- And God's promise to the ancestors
- Redemption from sins for believers
- Acts 13:16–17, 22–23, 26–31, and 38–39

## Acts 13 (NIV)

16 Standing up, Paul motioned with his hand and said: “Fellow Israelites and you Gentiles who worship God, listen to me!

17 The God of the people of Israel chose our ancestors; he made the people prosper during their stay in Egypt; with mighty power he led them out of that country;

## Acts 13 (NIV)

22 After removing Saul, he made David their king. God testified concerning him: 'I have found David son of Jesse, a man after my own heart; he will do everything I want him to do.'

23 "From this man's descendants God has brought to Israel the Savior Jesus, as he promised.

## Acts 13 (NIV)

26 “Fellow children of Abraham and you God-fearing Gentiles, it is to us that this message of salvation has been sent.

27 The people of Jerusalem and their rulers did not recognize Jesus, yet in condemning him they fulfilled the words of the prophets that are read every Sabbath.

## **Acts 13 (NIV)**

28 Though they found no proper ground for a death sentence, they asked Pilate to have him executed.

29 When they had carried out all that was written about him, they took him down from the cross and laid him in a tomb.

## Acts 13 (NIV)

30 But God raised him from the dead,

31 and for many days he was seen by those who had traveled with him from Galilee to Jerusalem. They are now his witnesses to our people.

## Acts 13 (NIV)

38 “Therefore, my friends, I want you to know that through Jesus the forgiveness of sins is proclaimed to you.

39 Through him everyone who believes is set free from every sin, a justification you were not able to obtain under the law of Moses.

# At Jailer's House in Philippi

- Care and compassion from Paul and Silas
- Jailer decided to surrender to God
- Asked what he must do to be saved
- Paul told him to believe in the Lord
- And preached the gospel thereafter
- Brief and focused message
- Acts 16:27–32

## Acts 16 (NIV)

27 The jailer woke up, and when he saw the prison doors open, he drew his sword and was about to kill himself because he thought the prisoners had escaped.

28 But Paul shouted, “Don’t harm yourself! We are all here!”

29 The jailer called for lights, rushed in and fell trembling before Paul and Silas.

## **Acts 16 (NIV)**

30 He then brought them out and asked, “Sirs, what must I do to be saved?”

31 They replied, “Believe in the Lord Jesus, and you will be saved—you and your household.”

32 Then they spoke the word of the Lord to him and to all the others in his house.

# In Thessalonica

- In synagogue, maybe scripture study setting
- Rigorous examination of Scriptures
- Jesus is the Messiah
- Scriptures predicted his suffering
- Death, and resurrection
- Several Jews and Greeks believed
- Acts 17:1–4

## **Acts 17 (NIV)**

1 When Paul and his companions had passed through Amphipolis and Apollonia, they came to Thessalonica, where there was a Jewish synagogue.

2 As was his custom, Paul went into the synagogue, and on three Sabbath days he reasoned with them from the Scriptures,

## Acts 17 (NIV)

3 explaining and proving that the Messiah had to suffer and rise from the dead. “This Jesus I am proclaiming to you is the Messiah,” he said.

4 Some of the Jews were persuaded and joined Paul and Silas, as did a large number of God-fearing Greeks and quite a few prominent women.

# Discussion Circles in Athens

- Discussion setting
- In the synagogue or marketplace
- Engaged people in back and forth discussion
- On the Scriptures
- Was invited to address Areopagus meeting
- Acts 17:16–18

## **Acts 17 (NIV)**

16 While Paul was waiting for them in Athens, he was greatly distressed to see that the city was full of idols.

17 So he reasoned in the synagogue with both Jews and God-fearing Greeks, as well as in the marketplace day by day with those who happened to be there.

## Acts 17 (NIV)

18 A group of Epicurean and Stoic philosophers began to debate with him. Some of them asked, “What is this babbler trying to say?” Others remarked, “He seems to be advocating foreign gods.” They said this because Paul was preaching the good news about Jesus and the resurrection.

# Areopagus Meeting in Athens

- Similar to present-day professional meeting
- Adopted philosophical approach
- What they worshipped as “Unknown God”
- Is God Almighty
- Creator of heaven and earth and people
- So that people would seek him

# Areopagus Meeting cont'd

- We are his offspring
- So should not think of him as human-made
- Has set judgement day for the world
- By a man he appointed
- And proved him to be God
- By raising him from the dead
- Acts 17:22–34 [Not read in session]

# What We Learned

- For synagogue sermon  
→ Presented a narrative
- For Scripture study in a synagogue  
→ Rigorous examination of scriptures
- For discussion circles in marketplace  
→ Back and forth discussion
- Address in philosophical meeting  
→ Adopted a philosophical approach

# What We Learned cont'd

- Delivered same message in every situation
- Approach tailored for each audience
- Consistent message
- Tailored messaging
- Applicable to several areas
- Of present-day human activity