

Chapter Seven

A cyber mission strategy for the 21st century church and missionary organizations

7.1. Introduction

On account of Jesus' call to the church to proclaim the gospel to all nations and people (Matt. 28:16-20) all believers have a responsibility to share the gospel with people around the world.

Today's church is gifted with a unique, new, opportunity: cyber space. The cyber space gives us the ability to share the gospel to untold millions of people who have never heard the gospel of God's love and to commit their lives to Jesus Christ. The cyber space is a good tool to execute the instruction of Christ. It provides a wonderful opportunity, given to the church by God, to church to travel the world through the internet to share the gospel with people.

It is especially convenient to enter closed countries that conventional missions find difficult to reach. These countries⁶⁶ are accessible through cyber missions as they enough internet connectivity to reach people to be saved, and to start a church.

⁶⁶ These include countries like Azerbaijan, Bahrain, Bangladesh, Belarus, Bhutan, Brunei, Burma, China, Cuba, Djibouti, Egypt, Georgia, India, Indonesia, Iran, Iraq, Israel, Japan, Jordan, Kazakhstan, Kyrgyzstan, Libya, Malaysia, Mali, Mongolia, Nepal, Niger, North Korea, Oman, Pakistan, Qatar, Russia, Saudi Arabia, Senegal, Sudan, Syria, Tajikistan, Thailand, Tunisia, Turkey, Turkmenistan, Uzbekistan, Vietnam and Yemen. China has 90 million internet users and is highly responsive to the gospel. A China internet user is a massive harvest field open to cyber missions (Nielsen Survey).

The internet offers the unique advantage that a small ministry can have a big impact for Jesus Christ if it is well-thought out and tightly targeted. It is also possible to greatly reduce costs, and a start-up can be done on even as little as R 1,000 per year.

Some churches and missionary organizations are already beginning to use cyber space to share the gospel, and the effects are gradually showing. Cyber missions can be done by e-mail, in chat rooms, and by an own web site. This chapter will develop a missionary strategy that makes full use of the opportunities offered by the cyber space.

7.2. A proposed cyber mission strategy for 21st century churches

Three dimensional mission understanding is based on the *kerygma*, *diakonia*, *koinonia* dimensions of gospel work. These distinctions are often made when discussing the matter of models. Though each is related to the others, the distinction is useful and a comment on each of the categories will be made.

7.2.1. Models of *Kerygma*

The purpose of the church according to synoptic Gospel is to proclaim (herald) the gospel or good news, calling people throughout the whole world to faith in Christ by using the Word of God for spiritual change through the Holy Spirit. Proclamation of the gospel is the centerpiece of worship in the church (see chapter 5.8.2.).

The Greek word *kerygma* can be translated as proclamation, and is usually linked to the gospel or good news. The purpose of the church is the proclamation of God's

grace through Jesus Christ. The models of *kerygma* include various forms of the ministry of the Word in mission: media evangelism, bible translation and distribution, etc.

7.2.1.1. A webcasting (cyber broadcasting) mission strategy

Cyber broadcasting consists of television broadcasting and radio broadcasting. Cyber broadcasting can also provide sound and image together like public broadcasting. Through cyber broadcasting, it is possible to broadcast to each mission field with a suitable broadcast program. Anyone can operate cyber broadcasting through the internet with simple software and equipment. The missionary can operate cyber broadcasting on his own.

Previous broadcasting provided a program to a limited area through limited frequencies. However, the situation has changed rapidly because of the use of internet, cyber space, as transmission media. Cyber space is broadcasting to the world to everyone connected with the internet without a wireless frequency, such as radio waves (Kim 1997: 429).

It has the specific advantage of a non-resident mission. The missionary can operate cyber broadcasting from outside the mission field and country (Lee 2001:124). The missionary does not even need to be in a certain fixed location. Missionaries who cannot be on the mission field because of health problems, or of persecution at a place, or other restrictions on missions, or visa difficulties, can still reach their target group through the internet. The use of cyber broadcasting is a good opportunity to enter closed countries without residents on the mission fields where conventional missions find it difficult to enter.

7.2.1.2. A Christian blog mission strategy

The 'blog' is short for 'weblog' (Blog is an online diary-type comment web site). However, there is a vital structural difference between a blog and a typical conventional web site with homepages. The blog is informal and personal, but all personal thoughts are there for the world to see.

With more than 112 million blogs in cyber space at present and expanding with people who are interested in their own blog it has a great opportunity to share appropriate insights.

Anybody can use a blog without technical knowledge (or money) to operate it. Most blogs offer readers the opportunity to add their own comments. However, the visitor may have to register before posting comments, because of abuse and spamming. The blog owner may wish to approve postings before allowing them to add their own comments.

The virtual world is not so virtual at all. It is real people connecting with other real people. In other words, the blog provides the tool for believers to create a network of sacred places. Blogging is a new phenomenon, a new world (Bazin & Cottin 2003:3).

Blogs can help in tasks of the local church. It can be another medium for communicating with church members. Through this new medium the church can share stories and the vision of the church, and hear the response of church members. Through blogs the church can interact with people in the virtual world.

7.2.1.3. A cyber bridge mission strategy

The internet has grown to a surprising 1 billion users in the world with millions of Christian web sites, but the vast majority is designed for those who are already Christians.

All internet users are searching for web sites on needs or interests they have. The people who do not know God would have little reason to visit a Christian web site designed for Christians. Therefore, most non-Christian on-line users have no wish to visit Christian web sites. They are searching for topics that interest them, instead of seeking for Jesus or God.

Therefore, ways to reach non-Christians through the internet must be devised. Their interests, hobbies, issues and personal needs must first be identified before creation of Christian web sites with their secular interests and felt needs, which can lead to gospel presentations.⁶⁷

Through their interests and felt needs non-Christians can be reached. This is a bridge mission strategy. “Bright web sites” are web sites designed around specific interests of people, even non-Christians.

A bridge web site must start with the high quality web sites they are searching for, and has to change words like “testimony” to “life story.” For a missionary with a professional interest the cyber bridge mission strategy is a wide open mission field.

⁶⁷ The general web sites on “God or Christian” get almost no hits, but with a web site that says “History of Babylon” it is easy to reach Iraqis, or “What Ghandi learned from Jesus” can reach Indians, and will get many hits.



Figure 7.1. Bridge mission web site ([http:// www.Bridge Sites. org](http://www.Bridge Sites. org))

Some bridge mission web sites address personal interests or hobbies. Others address people's felt needs. For example,⁶⁸ a hobby is a valuable as a starting point for an outreach web site – rare books, vintage cars, specific medical problems are doing very well. It offers huge potential to reach non-Christians. The site should does not appear blatantly Christian but should link with a spiritual content.

- **Example of bridge sites:**

Www.iamnext.com uses a magazine approach for its teen/student band. The site does not appear blatantly Christian on the home page, but there are links indicating a spiritual content.

Www.everystudent.com has a higher immediate spiritual profile than “I am Next”, with more apologetic material and answers to religious questions.

⁶⁸ The Women Today Magazine (www.womentodaymagazine.com) is a large and very effective web site, which addresses women's needs and interest.

Www.thelife.com is one of several outreach sites which were developed in response to *The Passion of the Christ* film. It has also been repositioned to minister to major tragedies such as the Tsunami. Christina was one of many whose lives were touched through this site.

Sport is a valuable starting point for an outreach site. Wwww.tothenextlevel.org developed by Doug Reese, is one of a small number sport-related sites which specifically target non-Christians.

7.2.1.4. A mobile phone mission strategy

The mobile phone had become part of our life, and it came to be, not an option, but a necessity.⁶⁹ People want to be in touch through mobile phone 24 hours a day and 7days a week, which means they want to live within a mobile phone like as a fish in water. That led to its huge growth in numbers.

The mobile system in South Korea is more advanced than almost anywhere. The famous mobile phone companies 'SAMSUNG and LG' are based in South Korea.

There has been increasing development of types of mobile phone devices for different uses. While base-level mobile phones are still available, new devices provide more functions beyond phone-calls and text-messaging (SMS) like:

⁶⁹ According to the 'www. picturebusinessmag.com', today (2007) more than 80% of the world's population already lives within a mobile phone world, a figure projected to increase to 90% by 2010. [www.picturebusinessmag.com/story/story.bsp?sid=40913&var=story]

E-mail
Web browsing
MP3/video player
Global positioning and maps, buddy location and parental child monitoring
Radio/TV reception
Book reading
Still/video camera
Games console
Word-processing
Low-value vending machine purchases, bar-code scanning
E-ticketing with bar-code ticket sent by SMS
Diary, planner and appointment reminder

These features which were only a dream in the past became reality today. These functions became normal, and new developments are constantly launched. (<http://www.mobiletechnews.com/>). Even if missionaries do not have a computer, they can use a mobile phone to quickly update his supporters.

The mobile phone mission has great potential to share the Good News with the world. Half of the world's populations (about 3 billion) are mobile phone users and many of these are in non-western or developing countries, and in the 10/40 window⁷⁰ (<http://home.snu.edu/~HCULBERT/1040.htm>). There are more mobile phones used in Africa than in the USA. The following statistics show the growth in mobile phone usage in Africa.

⁷⁰ The 10/40 window is an imaginary belt between 10 degrees north and 40 degrees north of the equator, and extending from Western Africa across the Middle East and Asia, which is dominantly Islam.

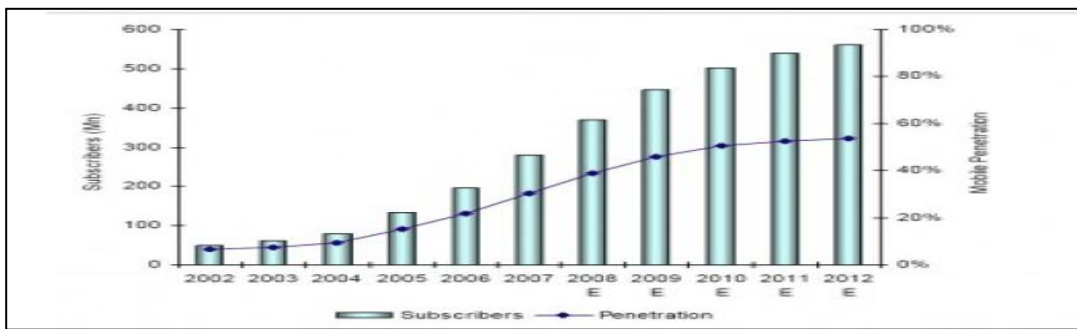


Figure 7.2. Africa – mobile subscribers and penetration (2002 -2012)

- **Using mobile phone devices for mission⁷¹**

The mobile phone offers a great opportunity to spread the Good News to people. How a Christian missionary can use this tool for discipleship and outreach will be analyzed below.

SMS: Short Message System - text messaging

SMS 'short message system' is a way of sending short written messages from one mobile phone to another (Collins Cobuild Dictionary).

⁷¹ Resources for mobile mission: Mobilev [www.snipr.com/mobilev] is a one-stop resource for every aspect of using mobile devices in outreach. It's an information-sharing wiki with links and discussion forums where you can find or add resource links, and ask questions. Tracking Mobile Ministry Blog [<http://davehackett.blogspot.com>] has the latest news and ideas on the growing potential of the mobile ministry. Mobile Ministry Magazine [<http://mobileministrymagazine.com>] is a regular online publication with many resource links and partner groups specializing in different types of mobile ministry. It lists resources which will help you to use many of the strategies described on this page.

Any mobile phone in the world can be reached through a SMS text. By SMS it is quick and easy to send messages to individuals or multiple groups at the same time. It is increasingly used in the secular world to share information. Hundreds of rand's can be saved every month, by using SMS instead of calling people on their cell phone. It can save up to 80% of telecommunication costs.

Christian must use this wonderful tool for God's mission. There are many services available to subscribe to, like 'Daily Bible Verse', 'Information services to church members' or 'Mini Devotionals' (www.fourteenfloor.com, www.faithcomesbyhearing.com). In most countries, it is currently limited to 160 letters. This restriction can be bypassed through portable devices.

The SMS is also used as a follow-up medium in some ministries. For example, sometimes broadcasting ministries invite inquiry and discussion on their programmes by the text messages. In the non-western countries, the SMS is used as a follow-up medium, because it is cheaper and easier than to access the web. (http://communitiesdominate.blogspot.com/brands/2007/01/putting_27_bill.html).

SMS messages can also be sent your PC. It is cheaper and quicker if the PC has an existing internet connection. But unlike the computer, the mobile phone can always be with us, as it has become more a part of our life than the PC.

Downloadable bibles and music

The mobile device can now not only manage a SMS, but also downloadable Bible text and music, Christian music. This is particular important in countries where it is not allowed to have or to read the Bible, as in the 10/40 window region. Today many thousands of online Bible texts and Christian music, which is available to download,

are downloaded onto PCs and mobile devices each month. General books can also be downloaded through the mobile devices.

Many Christians use the mobile phone for their spiritual life, because it is easy to carry and to use. The downloaded Bible can be used to share during Bible study, cell group meeting, personal devotion or to send to others. It can also be used for outreach through comic books loaded onto the mobile device (http://technology.timesonline.co.uk/tol/news/ech_and_web/article2289162.ece). Comic books and cartoons reach not only children, but also adults effectively.

Most mobile phones are MP3 capable, and MP3 audio can also be downloaded onto MP3-equipped mobile phones. People without CD or tape players, can have music without the cost of copies. The Audio Bible is available in many languages and the Jesus film is available in MP3 audio in different languages (www.jesusfilm.org/podcasting/02.html) that can be useful for the outreach ministry on the mission field.

Many pastors are using this tool in their ministry. They download worship and outreach songs on their PC, and through it to their mobile, to show rural people how to worship and to teach them about Jesus. These opportunities are available to churches, missionary organizations, outreach ministries, and individuals.

- **Internet access**

Internet access has been available for some years by using a mobile phone (www.w3.org/mobile) wherever you are. In South Korea the majority of internet accesses are already through mobile phones as a international telecommunication country.

7.2.2. Models of *diakonia*

Jesus Christ, by precept and example, stressed the importance of ministering to the physical, social, cultural, and political needs, as well as to the spiritual and moral needs of a person. For all three synoptic evangelists - especially Luke (Lk. 4:16-30) - this is *sine qua non*. For this reason, Jesus Christ came not only as a person who proclaimed, but also as one who served (*diakonia*). The Service Mission model seeks to stress the fact that Jesus Christ became incarnated into the world as a man who served.

When Jesus used the parable of the sheep and goats to explain the two kinds of people who will gather before his throne in the last judgment day (in Matt. 25:31-46), He said some really amazing things. Jesus said that "I was hungry and you gave me something to eat, I was thirsty and you gave me something to drink, I was a stranger and you invited me in, I needed clothes and you clothed me, I was sick and you looked after me, I was in prison and you came to visit me. Whatever you did for one of the least of these brothers of mine, you did for me". Thus his people (the church) must work in society for justice, peace, and freedom, injecting society with the values of the kingdom of God.

For example, there can be no doubt that one of the central issues facing the local people of mission fields are that the people suffer from poverty and sickness. It consequently poses the church with one of its most immediate challenges. It is important that the churches realize that, theologically speaking, the poor and sick represent one of the most important themes in the Bible. It is therefore good, and necessary for the church to reach out to the poor and sick people through charity projects. That is to say, *diakonia* is one of the important missionary works in the church.

Some models of a cyber service mission (diaconal) are the following:

7.2.2.1. A cyber educational mission strategy

Theological education by extension has been around for many years in the context of mission, in correspondence schools and through missionary radio broadcasting. The next step in education is cyber education by internet.

Cyber education can be a vital tool for the executing of the Great Commission, helping to make disciples and teach them (Matt. 28:19). Theological education is becoming more flexible as web-based distance learning courses become available.

Through internet, the Cyber education is possible. Fortunately, this is not just a possibility. Any educational institution can support the building up of community in the mission through small group interaction with online learning technology. This Cyber education is very simple, the learners who are willing to learn the use of simple online learning technology can study anything what they want to study through the internet.

Usually, education was done in a class room, but it is possible to educate outside a class room by using the internet. The people do not want to struggle through traffic for several hours to get to a conventional class room. Cyber education is possible for man and woman, old and young without distinction of age or sex.

The cyber students can minimize the cost of study. They can use e-book and zip files study material to download on their computer without buying or lending. These study materials can be printed out as well as be read off-line on the computer screen. It enables a 400 page training module to be downloaded in five minutes or less. It is a low cost and very practical educational alternative for students.

To establish and run a university needs lots of money, not so the cyber educational institution because it does not need subsidiary amenities like buildings and building maintenance expenses. Therefore, the school fees are inexpensive.

Cyber education has many advantages. You can have an on-line video, live lecture through the internet, and after that you can repeat the lecture through downloading. Cyber educational institutions have provided cyber libraries as well. Whenever you want to use data or e-book you can use it is available through the internet. Many students are studying through e-mail with their professor. Everything possible in the general education field is possible in cyber education. But co-operation with a general school or university is important to the cyber education ministry.

- **Cyber education for missionaries**

Some missionaries have to discontinue their ministry on the mission field for study. The education of a missionary on a sabbatical year is also difficult, because of in availability of study data. Missionary who want to study at their own place and time can fruitfully use the internet.

Many wives of South Korean missionaries do not have an opportunity to study. While male missionaries are developing through education and training their wives have to look after their children at home or tend to the children ministry, such as "Sunday School" and "Day Care Centre", without training and education, because they are working together with their husbands. But cyber education is available to missionaries without distinction of age or sex with the advantage that the missionary can a manage both his/her ministry and study on the mission field with an easy and inexpensive way

- **Cyber education for missionary children**

Many missionaries spend time to find a school for their kids because of their culture, language, circumstances and quality of education. Many of the rural area missionaries have been teaching their children at home in their own language without information. However, it is difficult to manage two projects, missionary work and education of their children, at the same time.

The Cyber space can help you to find international Christian schools or teachers who are seeking opportunities to teach missionary children through the internet. Some of the educational material is available on-line. However, only a few schools make a special effort to provide excellent distance education and correspondence education for missionary children ages 5-18.

The web site provides a comprehensive directory of international schools, some of which have links to their own home page on the web site. Many of the larger international Christian schools now have their own web site, and several have an on-line directory of e-mail addresses of their alumni.

International Christian web sites provide a forum for discussion of the emotional and social needs of children, and promote networking and dialogue among all those who are interested or involved in the care and education of missionary children. The international Christian web site has information on excellent seminars and workshops.

7.2.2.2. A cyber missions' fund raising mission strategy

The conventional way of fund raising was that the missionary visit each church or individually with summary reports of their mission or missionary proposals which tired the missionaries. The web site offers help on fund raising without visiting church or people. Cyber Space based services offer donors the convenience of making their financial contributions through an online contributions web site.

If missionaries submit their requests for grants or summary reports to a database on the missionary web site it will connect major donors with the missionaries. A missionary can send summary reports on a web site during the day and it will be read by people at the time of their choice. Donors may have perfect opportunity to contribute through those missionary web sites.

Donors can contribute (anonymously, if they wish) to a missionary's account through internet banking. Web sites (www.nationalchristian.com and www.generousgiving.org) have set up their own virtual foundation to receive cash, stock, etc. This web site is a free web service that makes communication and fundraising easy to Christian missionaries.

An interesting example of the use of the web to help the people of Haiti:

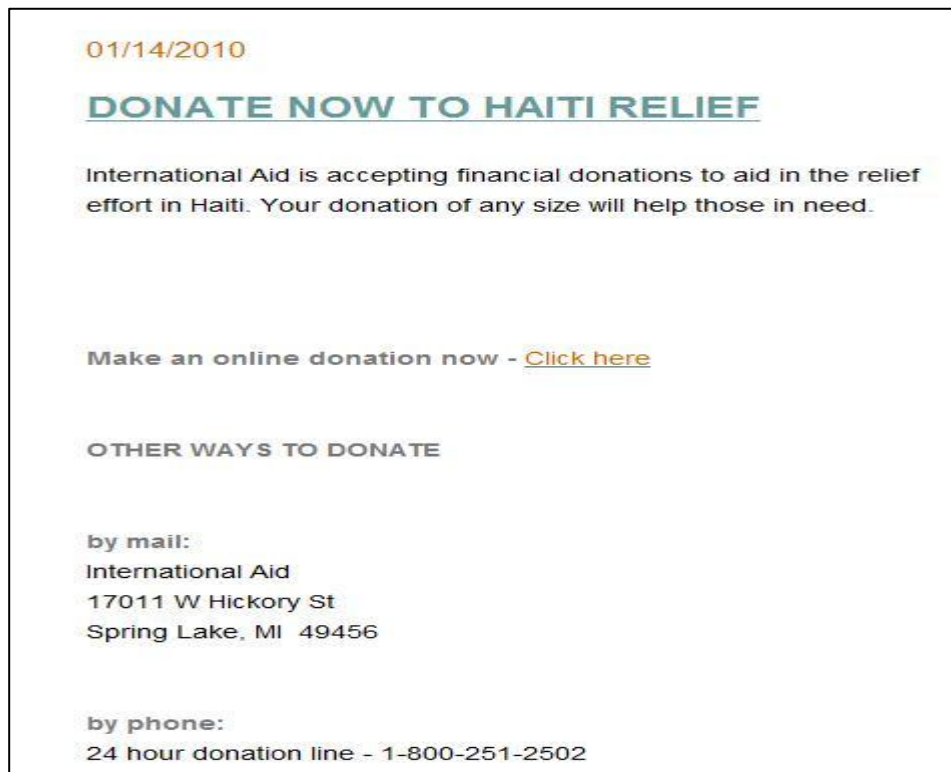
The International Aid⁷² (www.internationalaid.org) submitted a report about the Haiti earth quake on the web site, and began mobilizing resources and support for the

⁷² International Aid (www.internationalaid.org) is a Christian Non-profit organization. International Aid (IA) serves by providing enabling resources and support to humanitarian organizations and professionals who tend to the health and medical needs of the poor. It has done so for 3 decades in over 160 developing countries.

IA's knowledge, experience, and relationships are noteworthy. IA shares its knowledge by working alongside its partners in planning, selection, procurement,

devastated region through the web site. They sent reports via e-mail about the Haiti earth quake. The fund raising report on web site is the following;

"As aftershocks ripple through the devastated quake region of Haiti and the death toll continues to rise, Spring Lake, Mich-based International Aid has started disaster relief efforts.



01/14/2010

DONATE NOW TO HAITI RELIEF

International Aid is accepting financial donations to aid in the relief effort in Haiti. Your donation of any size will help those in need.

Make an online donation now - [Click here](#)

OTHER WAYS TO DONATE

by mail:
International Aid
17011 W Hickory St
Spring Lake, MI 49456

by phone:
24 hour donation line - 1-800-251-2502

Figure 7.3. International Aid – donate to Haiti (www.internationalaid.org).

repair, maintenance, logistics, technician training, project management, and consultation. From assisting itinerant clinicians, small rural clinics, and large metropolitan hospitals, to responding to global disasters (natural and man-made), IA has proven to be a trusted and potent partner that gets results.

International Aid is currently assessing the most immediate needs. Once the shipment arrives, the local churches will begin distributing supplies to suffering families and on the ground relief workers.

INTERNATIONAL AID RESPONDING TO HAITI EARTHQUAKE

Port au Prince, Haiti has been devastated by a 7.0 earthquake. Early reports indicate 3 million people are affected with heavy damage to homes, hospitals and infrastructure in the capital city. More will be known in the days to come.

As it monitors the situation unfolding in Haiti, IA is collaborating with a network of established and trusted Partner organizations



on the ground in Haiti assessing the immediate needs. Your cash donations will provide much needed medicines, clinics and lab-in-suitcases to Haiti relieving the trauma and suffering caused by Tuesday's earthquake.

Figure 7.4. International Aid – donate to Haiti (www.internationalaid.org).

The agency's initial relief shipment of hygiene kits, blankets and other miscellaneous relief supplies will depart early next week. International Aid is also working with medical supplier BD (Becton Dickinson and Company) to get much-needed "first-response" medical supplies to the region.

International Aid's partners on the ground report that the situation is desperate, with so many individuals injured and without shelter. Compounding the problem, most of the area's telephone service is down, making communications difficult.

The organization has called for cash donations for the relief effort. At this time they are not soliciting products or material goods. To help, please connect with International Aid's 24-hour to donate online at www.internationalaid.org.

7.2.2.3. A cyber information mission strategy

On the web there is valuable information about Christianity in the World, about evangelicals, as well as Christian missions, other religions and general information.

The latest news and information is available on through the web sites, including on-line newspapers, magazines, electronic journals, and radio. For example, the News-link site (www.newslink.org) provides links to various on-line versions of popular radio and television stations. The familiar web search engines and directories are

useful for finding a wide array of information of interest like Google (www.google.com) and Yahoo (www.yahoo.com).

When looking for in-depth information about a particular country for mission work, the web is a helpful starting place. Missionary web sites like “www.comibam.org, www.ideaministries.com, www.prolades.com and www.providence.edu” are leading evangelical co-operation mission efforts.

One of the best information link pages for information is at CIA World Fact book (www.cia.gov/cia/publications/factbook), which provides a detailed profile of every country, including information on the country's geography, people, language, economy, communications, government and transportation system.

Also of interest is the Network for Strategic Missions Knowledge Base Web site (www.strategicnetwork.org/index). It contains a wealth of information about Christian ministries in the regions. At this Network for Strategic Missions Knowledge Base site, you can enter a word or phrase to search among its thousands of journal articles, click on the title of any article displayed on the screen and read the full text of the article.

Click on any region or any country's name to read explained missionary statistics from multiple sources. It provides source information and often links to source web sites. That information is very useful for the pre-field preparation of missionaries. The missionary and the mission agency can share their information through cyber space.

7.2.2.4. A cyber missionary care strategy

A missionary is in need of care on the mission field. International care for missionaries is a growing reality through the cyber space. Several organizations that provide international care services and resources for missionaries care have web sites.

Those web sites provide information and advice on practical mental health topics: grief, anxiety, expectations, stress, culture stress and leadership, etc. They also provide links to topical discussions on a number of issues: systemic job-related missionary lifestyle, relational personal history, personal and spiritual growth, and issues of specific populations (www.membercare.org/issues.htm). Their vision is to provide a worldwide ministry of encouragement to missionaries, missionary kids and national pastors (www.barnabas.org/index.html).

Anyone can download the material on computer or print it from the site. The database can be searched by topic and downloaded on the computer or be read offline on the computer screen, or changed to suit the need.

7.2.3. Models of *Koinonia*

The term ***koinonia*** is used for the task of building up the body of Christ to maturity according to Matthew 28:16-20. Mission has everything to do with the building up of the church of Christ, of establishing and empowering the body of Christ on earth. This will involve striving for the expression of ecumenical co-operation, unity and brotherly relations as well.

Christian workers, and even leaders, have misunderstandings about missionary work. Some pastors are afraid to accept new believers into their church. They

remain satisfied with a small congregation and institutional work. Pastors and Christian workers are not properly trained for evangelism and church planting, and so they are not involved, nor are they prepared to face new believers becoming members of their church. Proper priorities need to be set so that Christians can become involved in planting churches and building up churches to promote the growth of the church.

7.2.3.1. A cyber network and ecumenical co-operation mission strategy

The South Korean church and missionary organizations must have co-operation through the cyber network.

An internet network mission strategy should be formed according to region, continent, and assigned areas. Large churches can operate their cyber mission but most churches are too small to operate a cyber mission in church growth.

Therefore ecumenical co-operation is necessary for the missionary enterprise of the world, because missionary work is the ecumenical calling of the whole church in the world. Missionary work is not a competition between churches. The mission is God's mission (*missio Dei*), that is, God's self-revelation as the one who loves the world. The point of the missionary work is the good news of God's love. Therefore, neither a secularized church, nor a separatist church can faithfully articulate God's mission (*missio Dei*).

The Korean missionary in South Africa actively promote ecumenical co-operation, through the crusade movement, mission conferences, pastoral seminars and prayer meetings. There have been two polarized groups: the ACM (Africa Continent Mission) and the ABBA (Africa Bible Based Academy). Each of these groups is working with local church pastors and local denominations. To co-operate with one

another between missionary and missionary, or missionary and local denomination is more effective through the cyber space.

Ecumenical co-operation became easier than before through the cyber space with a big impact to God's mission. The missionaries should share their mission and ministry with other missionaries on the web.

The ecumenical co-operation movement is not only historically linked to the world-wide missionary enterprise of the church, but also in principle. The present work by the ecumenical co-operating missions on the mission field has to be adequately sustained and enlarged in future.

7.2.3.2. A cyber chat mission strategy

The internet is a great place for ministry to reach people through cyber chat for 24 hours, seven days a week. People can make a life changing decision right there in front of their computer through the cyber chat mission by interacting with an unbeliever. You can also encourage your church or Christian group to participate in church ministry through cyber chatting.

Cyber chat mission strategy is to offer a good relationship. Web site operators are not condemning or pushing, but want to encourage people in life. It works not only for Christians but also for non-Christians. The web host makes as many meaningful chats as possible to share the message of hope.

A changed life story through cyber chat is the following:

- **Karen Schenk (Director, TruthMedia.com)**⁷³

This is about a male Christian who wrote to us (www.TruthMedia.com) on a Saturday morning saying he had planned that weekend to take his life as he was a terrible husband and father. I e-mailed him that Saturday morning and asked him to wait until we could get him some help. We then had one of our online counselors speak with him through cyber chat and helped him through some very difficult months.

He recently e-mailed our site (two years later) to let us know that he is doing very well.

- **Doris Beck (Interactive Manager, TruthMedia.com)**⁷⁴

One of the neatest examples that I have seen in our chat ministry is that of a lady I'll call 'Tee'. She came to our chat room, without any spiritual background, confused and seeking some sort of affirmation. After a series of chat conversations I was able to share Christ with her, and actually lead her to Christ right there in the chat

⁷³ Karen Schenk is the Director of *TruthMedia Internet Group*, a ministry of *Campus Crusade for Christ Canada*. *TruthMedia* strategically builds online communities of evangelism and discipleship and currently runs 22 websites in 12 languages. Karen's main areas of responsibility include managing the editorial and interactive teams and overseeing a corps of over 400 volunteers.

⁷⁴ Doris is Interactive Manager with *TruthMedia Internet Group*. She oversees chat ministry and online mentoring of those contacted through the ministry's portfolio of outreach sites.

room. Since then, I was able to disciple her, and I have seen incredible growth in her life. She has personally led five family members to the Lord, and a host of others in her life. God has redeemed the broken pieces of her life, and used her to shine His glory into her corner of the world. Today she is one of our regular chatters, sharing her faith with new people, and encouraging others by her knowledge of the Word and in prayer. I feel blessed to be able to see her minister in the same environment where she came to Christ.

● **Nathalie (Counselor supervisor, Top Chrétien)⁷⁵**

I encourage and serve these faithful men and women who give a large part of their time to counseling. I even follow up on enquirers myself. Up to now, I have mainly been involved in one-to-one contact. Even though I am not very skilled on the computer, that is to say not so technically talented, I enjoy sharing online or reading many encouraging testimonies. I say, “It’s worth it Lord to stay in France and see one life at a time touched and changed

● **Greg Lipps (Church webmaster, Brandywine.org)⁷⁶**

⁷⁵ Nathalie supervises the online mentoring for Top Chrétien’s outreach websites, based in Paris.

God blessed this effort more than we had imagined. We often hear reports of newcomers to the church who said that they found us first online. In addition, we have received e-mails from people who have made first-time decisions for Jesus as a result of information presented on the site. Our e-mail newsletter provides a way for people in the church to reflect on the pastor's message and to stay abreast of all the activities going on.

It also serves as a way to instantly share needs with those who have signed up. People from around the world have become aware of the site because of our association with the Web Evangelism Bulletin [web-evangelism.com/bulletin.php] and because of our relationship with Saddleback Church and the Purpose Driven Life series.

It's an incredible privilege to participate in a ministry that reaches thousands for building up the body of church, church communities and discipleship. It's exciting to see people volunteer and have a significant ministry impact from their homes and businesses in their areas of interest.

⁷⁶ Greg Lipps is the spare-time webmaster for Brandywine Community Church in Greenfield, Indiana (US). The site is a clear demonstration of how to create a church site which can reach into the community.

Chapter Eight

Findings and Conclusions

8.1. Introduction

Today, we live in the information age. This information age has not only interconnected the world but has also shrunk it. The information age brought not only advantages to the church but also disadvantages. The global dynamic, cyber space, impacts on the Great Commission and Christianity.

Cyber space will continue to expand its impact in this information age. Therefore, the church must make disciples of all nations in this digital world through the cyber space. It has a great opportunity to deliver the gospel to the ends of the earth through the cyber space. The cyber space of the new information age has become a new mission field. The church must care about the future of itself in cyber space.

The church and mission organizations can use cyber space to conduct their mission to the world. The church and mission organizations must be the light and the salt to the world and respond with a cyber mission.

The hypothesis of this research was started as follows:

The church in today's world has the great responsibility to embody the "Great Commission", and to deliver the gospel to the ends of the earth. There are still many un-reached countries in the world. For example, in South

Korea a strong Christian community has developed, but North Korea has no freedom of religion, and the Christian church there is weak and suffering.

Cyber space is an exciting new tool for missionary work, to answer to the command of our Lord Jesus Christ in our day. It can reach around the world and is available 24 hours a day, 7 days a week, 365 days a year. If we use the opportunities that internet provides, it will help us to reach millions of people in the world - in North Korea, in Muslim countries, etcetera - that, in the past, were very difficult to reach.

If the churches and mission organizations rise to the opportunities and the challenges that the information age provides, taking due consideration of the strengths and weaknesses of cyber space, new strategies and methodologies may be developed that will serve the church well in the 21st century.

This hypothesis is proved correct through this research. The South Korean churches and missionaries, in past decades, have indeed contributed much to fulfilling God's missionary mandate, and influenced the world missionary movement. At present the South Korean churches and missionaries are spurring missionary work in the world, not only in the real world but also in the cyber world.

The understanding of the holistic nature of the *missio Dei* and the *missio ecclesiae* empowered South Korean churches and missionaries to work hard on the mission field.

8.2. Findings

8.2.1. Cyber world

The use of the cyber space is expanding worldwide and the number of cyber space users is growing rapidly. In the 21st century the cyber world has become ubiquitous to our life and it has brought the globe into a single room.

Today, the cyber world is one of the most powerful tools throughout the world. The internet, as an element of cyber space, reaches more than 1 billion people, across many nations.

However, this cyber world is not easy to control and to manage. It has its own advantages as well as disadvantages. We must control the cyber world according to God's will. It is our responsibility to take care of this cyber world. The cyber space also has the obvious potential for evangelism and mission. The internet has become one of the available means of sharing and proclaiming the gospel. Therefore, the Christians of today have the responsibility to the great commission to deliver the gospel to the ends of the earth through cyber mission.

The cyber world has many unique features enabling it to reach into un-reached nations and people groups, which are useful for mission. Some of the advantages of cyber mission are the following: to reach the un-reached even in closed countries, no airfares needed, no visas required, it works even when you sleep, it provides opportunities for retired missionaries, it reaches a wide audience at the same time, it communicates securely one-to-one, etc. However, the internet can be used for bad or good. The internet users have access anywhere and anything. Some of the disadvantages of cyber mission are evident: the net is flooded with unsuitable and even dangerous information, misinformation and untrue stories are circulated,

pornography and violence are within the reach of young people, the use of internet can become addictive and alienate the users, etc. Therefore, God's protection in cyber mission is sorely needed.

8.2.2. The missionary mandate is as important as ever

8.2.2.1. Theology

The mission of the church today is as important and as necessary as ever before, but the context of mission has significantly changed. The theology as well as the practical methods of mission needs rethinking.

Throughout the history of the church many goals for mission have been articulated: the salvation of individuals, church planting, church growth, indigenous churches, the formation of a Christian society, justice and the change of societal macro-structures. This study proposes five goals and purposes of mission: the glorification of God, the saving of souls, the planting of the church, the social gospel, and Christianization of society.

One of the most inspiring rediscoveries of our time, is that mission is not primarily the activity of men and women. Mission is God's work. During the past half a century there has been a subtle but nevertheless decisive shift toward understanding mission as God's mission. The idea of the "*missio Dei*", according to Bosch (1991: 390), first emerged at the Willingen Conference of the International Missionary Council in 1952. The *missio Dei* has been used to advance all kinds of missiological agendas.

Hand in hand with the *missio Dei*, goes the *missio ecclesiae*. Mission is the reason for the existence of the Church. It is, today, widely accepted theologically and

practically speaking, that the church and mission can never be separated; that the one cannot exist without the other. The church is a human community that does exist on its own, can never conveniently delegate its responsibility to others. No matter who the groups or individuals engaged in practical missionary work are, they will always have to remember that behind them stands the church; they work on behalf and with the full authority of the entire church of Jesus Christ.

The various dimensions of the comprehensive approach were expressed in terms of the church's task of *Kerygma* (proclamation or witness), *Diakonia* (ministry or service), *Koinonia* (fellowship or communion) and *Leitourgeia* (service, ministry, worship, offering, sacrifice).

8.2.2.2. Cyber mission

In order to understand the challenges and opportunities for cyber mission, some theological and missiological issues were discussed.

Communication

According to Hesselgrave (1991: 127-128), communication is at the heart of God's mission (*missio Dei*). Communication is a fundamental process of human beings, "speech is the most distinctive achievement of man" (Nida 1990:4). And the purpose of communication is to convey information, and by this means to influence or control the behaviour of attitudes of others.

The emergence of the internet has created a new channel for communication. E-mail, blogs, eBay, Facebook and MySpace, Skype and chat rooms are examples of communication through the internet.

The internet offers everybody the opportunity to become a communicator with access to a potential audience of millions. In addition, the internet communication is available not only for the traditional pattern of one-to-many communication, but also for mass communication through the internet.

Relationship

In the Bible God says, “Let us make man in our image, in our likeness” (Gen. 1:26). Our God is a *Triune* God and exist in relationships, which is the basis of mission. In the trinity, Father, Son, and Holy Spirit are not three individuals but three persons in relationship and mutual dependence

And our relationship to God is our most important relationship, and no other even comes close. Through God’s love, the death and resurrection of Jesus Christ and the indwelling of the Holy Spirit, we have a personal relationship with God.

Cyber space has become the new frontier in relationships. The internet is a means to sustain relationships. The internet devices help us maintain relationships with others. People are deeply involved in cyber relationships in today’s world. In cyber relationships people are also making friends, lovers, and sometimes enemies.

In addition, some of the people look for a cyber relationship for the same reasons they want to have a face-to-face relationship. Many cases of cyber relationship become a face-to-face relationship. Cyber relationships can indeed lead to true relationships.

Contextualization

Contextualization means communicating the gospel in understandable terms appropriate to the audience. Today contextualization may be one of the most important issues in mission.

The World Wide Web (internet) is a large collection of documents and information, and the internet is a new culture and a highly populated place. It is the church's responsibility to ensure the Christian faith in cyber space by cyber contextualization.

In cyber space, there are many cultures and various religious groups. So if we are to target them, we need to know their context. Today, there is a big need for more web-sites to approach those of other cultures and religious groups in an appropriate way. Therefore, if we are to contextualize this cyber space by the gospel, it is very important to use an approach which uses their language and engages with their concepts.

Dialogue

The world has changed, and the mission has to interact with different religions and cultures. Therefore, we need a new way of meeting for world mission in today that is a dialogue. Dialogue is a widely used concept in mission today.

You can conduct a dialogue with peoples of other faiths through online conversation such as the chat room. Through cyber dialogue, you can develop personal relationships, in a quick unique way.

The seven principles for dialogue, developed half a century ago by Max Warren, may prove valuable to us today, in guiding us in the process of sharing our faith with man and woman belonging to the great religions of the world in our time.

Through cyber dialogue anyone with a personal computer, modem and Web access, can today easily and naturally share the good news of Jesus Christ with others around the world.

8.2.3. Towards the development of a cyber missionary model for the 21st century.

In order to answer to the needs of our time, we need a comprehensive definition of mission, comprising of the categories of *kerygma*, *diakonia*, and *koinonia*. Although each is related to the others, the distinction is useful, and I shall comment on each of the categories.

- **Kerygma**

As I mention in chapters 3 (3.5.) and 5 (5.8.2.), the purpose of the church and cyber church is to proclaim (herald) the Word of God, spreading the gospel or good news and calling people throughout the whole world to faith and emphasizing the power of the Word to effect spiritual change. The church must be the witness of God's Word to the whole world. Therefore, the proclamation is the focus of ministry, and the centerpiece of worship in the church. The *Kerygma* is one of the important missionary tasks of the church to the world in new information age.

The models of *kerygma* include various forms of cyber mission: webcasting mission, Christian blog mission, cyber bridge mission, mobile phone mission, etc.

- **Diakonia**

As I mention in chapters 3 (3.5.) and 5 (5.8.3.), *diakonia* is one of the important missionary responsibilities in the church and in the Cyber church today. Jesus Christ, by precept and example, stressed the importance of ministering to the physical, social, cultural, and political needs of people, as well as the spiritual and moral needs of a person (Matthew 5-9). Also Jesus sent his disciples out to both preach and heal (Matthew 10). For this reason, Jesus Christ came not only as a person who proclaimed, but also as one who served (*diakonia*). The Service Mission Model seeks to stress the fact that Jesus Christ became incarnated into the world as the One who served.

Therefore, the church must serve the people: “to look after orphans and widows in their distress and to keep oneself from being polluted by the world” (James 1:27). There can be no doubt that one of the main issues what the missionary facing the local people of the mission fields are their poverty and sickness.

The models of *diakonia* include various forms of cyber mission: cyber educational mission, cyber fund raising missions, cyber information missions, cyber missionary care missions, etc.

- **Koinonia**

As I mention in chapters 3 (3.5.) and 5 (5.8.4.), *koinonia* is also a very important way of spreading the good news about God’s coming kingdom. According to the New Testament, the term *koinonia* is used for the task of planting the church and building up the body of Christ to maturity.

There are some models of *koinonia* that always have been important: especially church planting and empowering the faithful. Therefore, Christians should reach out to one another, enjoy one another, and speak with one voice when they proclaim God's love.

Especially, church planting has always been an important model of *koinonia* mission. Missionary work is the ecumenical calling of all the whole church in the world. Missionary work is not a competition between churches. The mission is God's mission (*missio Dei*), that is, God's self-revelation as the One who loves the world. The point of missionary work is proclaiming the good news of God's love.

The models of *koinonia* include various forms of mission: cyber networks and ecumenical co-operation missions, cyber chat mission, etc. In addition, there is specific example of *koinonia* in cyber missions: the chat room, web board, e-mail discussion, interactive Bible studies, etc.

8.3. The South Korean churches played an important role in proclaiming the gospel to the world during the 20th century.

Before the Korean War in 1950, not many people around the world knew what the word "Korea" meant. Virtually a hermit nation, Korea's doors to the West gradually opened with the Open Door Treaty in 1882. But nowadays South Korea is known for its economic wealth, precarious proximity to China and North Korea, its strong evangelical church and its missionary sending heart. Firm grounding on the Bible and resistance to materialism is still needed. Korean people encountered both Catholicism and Protestant for the first time during the Yi dynasty (1392-1910). Korea had been called the Chosun dynasty.

The reasons for church growth in South Korea are firstly, that it was rooted in the mission policy of the early missionaries in Korea, which undertook mission by

means of education, medical aid, the Nevius Method, the division of the mission field and so on. Secondly, it was rooted in the Korean mentality and religious emotion. This was emphasized by the Methodist theologians. Thirdly, the most persuasive reason of all is that of a social or historical contextualization theory. It explains the South Korean people's receptivity to Christianity. The theory that the growth of the church has a strong relationship with the contemporary social context has already been ratified in the history of the Western church, as well as in the Korean church. The South Korean church's growth and decline was affected by many reasons, arising not only from a spiritual or theological dimension, but also from the sociological and contextual dimension.

Mission is God's mandate to the whole church in the world. Therefore, the South Korean churches must expedite their missionary work to fulfil God's mandate. There have been many shifts in the understanding of mission in the church. However, most of the definitions of mission have a biblical foundation.

The South Korean Church is one of the strongest missionary churches in the world. The growth of the South Korean missionary movement has been an unexpected expression of God's work, which works through the weak. The movement has its own strengths and weaknesses as it continues to evolve.

But most South Korean churches were interested in the numerical growth of membership and church planting. And most South Korean missionaries did not co-operate with each other on the mission field. Most South Korean missionaries tend to neglect earnest dialogue with one another. The South Korean missionaries did not like other South Korean missionaries to enter their area. But recently they are starting to co-operate with one another. This happened because the South Korean missionaries realized that partnership and cooperation are needed, not only among missionaries, but also between their supporting churches in the home country.

The 21st century is globalization age. While global mission of God finds various expressions in different ages and cultural settings it needs ecumenical co-operation.

A global mind-set requires learning across cultural and national boundaries. South Korean missionaries cannot avoid working with other missionaries in mission fields. In this global age, we need to learn from one another in doing missions. Such learning across cultural and linguistic boundaries will help to prevent mistakes that are otherwise easy to make. In this way the South Korean churches will become an even more effective missionary church in the world.

8.4. Future Research

There are still numerous issues for future research. The most effective missionary methods for the 21st century need to be analyzed. Models for networking and ecumenical co-operation need to be developed. The impact on the younger churches in the mission field of the theology that has been developed in the South Korean churches over the past decade, needs careful thought.