

# CULTURE'S COLOR GOD'S LIGHT

## THREE PRIMARY COLORS THREE PRIMARY CULTURES

Humans see colors based on the three types of cone receptors in the human eye. The full spectrum of color for humans is presented by varying combinations of **red**, **green** and **blue** light.<sup>1</sup>

Human culture sees the world through one of three types of values:<sup>2</sup>



### GUILT & INNOCENCE

Individualistic; laws are kept or transgressed

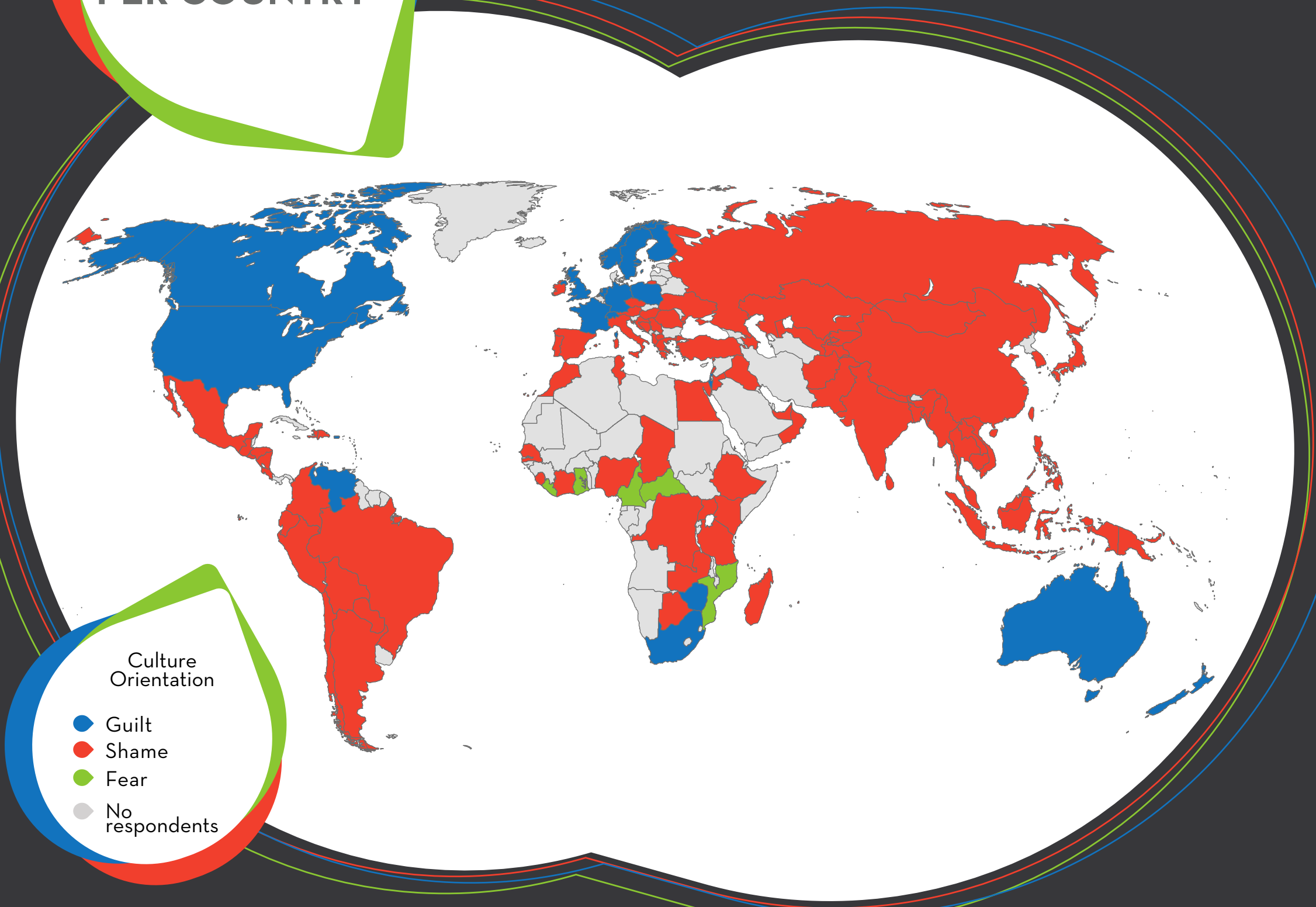
**SHAME & HONOR**  
Collectivistic; community expectations are met or unmet



### FEAR & POWER

Animistic; spirits are appeased or aggravated

### CULTURE ORIENTATION PER COUNTRY<sup>3</sup>



## CULTURE COLORS OUR UNDERSTANDING OF GOD'S LIGHT

Our cultural lens strongly influences our understanding of the gospel. Western culture has reframed the conversation:<sup>4</sup>

SHAME-ORIENTED  
LANGUAGE  
IN THE BIBLE

GUILT-ORIENTED  
LANGUAGE  
IN THE BIBLE

A SURVEY OF SEVEN BIBLE DICTIONARIES PUBLISHED IN THE USA (A GUILT-ORIENTED CULTURE) SHOWED THAT ALL SEVEN CONTAINED AN ENTRY FOR GUILT BUT ONLY TWO FOR SHAME.<sup>5</sup>



### BIBLE DICTIONARIES

Bible Dictionary	Year	Entry for Guilt	Entry for Shame
The Westminster Dictionary of Christian Theology	1983	●	●
Evangelical Dictionary of Theology	1984	●	●
Dictionary of Christian Theology	1985	●	●
Baker Theological Dictionary of the Bible	1996	●	●
New Dictionary of Biblical Theology, Exploring the Unity and Diversity of Scripture	2000	●	●
The Theological Wordbook: The 200 Most Important Theological Terms and Their Relevance for Today	2000	●	●
Global Dictionary of Theology	2008	●	●

## COMMUNICATING THE GOSPEL IN LIVING COLOR

If our cultural lens impacts our understanding of the gospel, it will also impact our communication of the gospel to various audiences.



WILL YOU BRING GOD'S PURE LIGHT

AS YOU UNDERSTAND THE COLORS OF CULTURE?

## CHRIST SAID THAT WE ARE THE LIGHT OF THE WORLD!

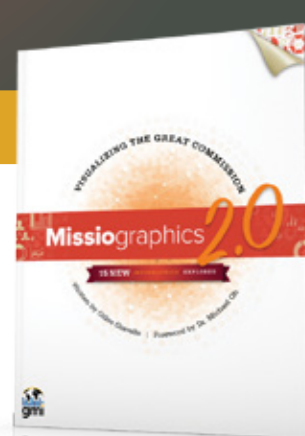
The more we learn and understand of other culture types, the better able we are to shine in a way that will be visible and understood.

Believers in each culture see God through their own color filter. Yet, when they interact and serve with believers from other cultures, the brilliant white light that combines all the colors will shine through in the form of God's redemptive love.

Sources listed at [www.missiographics.com/honor-shame](http://www.missiographics.com/honor-shame)

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