

Contempt for the Cool

April 22nd, 2012

Benji! Listen to your mother! You must have a contempt for the cool!

Momma Zornes to little bitty Ben Zornes

The Definition of Cool

excerpted from Chapter 9, The Secret Sauce, in the Bravehearted Gospel

Beware: This chapter contains the word “cool”. I have been warned by my younger constituency that such a word is only used by people that are wholly “uncool”, but as you will see in the upcoming pages of this book, being “uncool” might not be such a bad thing after all.

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Cool Christians - they seem to be everywhere nowadays. Yes, I realize that, according to the words of Christ and almost two thousand years of history, becoming a Christian has traditionally meant being rejected, persecuted, and despised, a life dead to this world and its applause – but there is quite a powerful host amongst the rank and file today that are laboring to change this definition. After all, it is a bit dour and unattractive, and since Christianity needs to try and keep up with the growing forces of Islam, it seems we need to give Jesus’ image a little make-over and pump a lot more mullah into the marketing and publicity

coffers of the church and a little less into the dead to sin and dead to this world department.

For the sake of our conversation, let's define coolness:

Coolness is the measurement of favor you curry from the world, society, and your peers and is the gradient of attraction that you hold in the eyes of those who value things of this earth.

In other words, Jesus wasn't cool.

But I've got some "ear-tingling" good news. Even though He wasn't, it now appears that *we can be*.

We all know the world can be cool, but it seems, according to recent discoveries, that the church can be cool too! And if you're wondering how you too can become a cool Christian, I'm going to give you everything you need to succeed in the corridors of modern-Christianity.

excerpted from *The Bravehearted Gospel*

Chapter Nine - The Secret Sauce

The Idea of Cool

Cool is a temperature between hot and cold; it is not ardent or zealous; not angry; not fond; not excited by passion of any kind; it is indifferent; not retaining heat or light. To cool means to become less hot; to lose heat; to lose the heat of excitement or passion; to become less ardent, angry, zealous, or affectionate; to become more moderate.

I know your works, that you are neither cold nor hot. I could wish you were cold or hot. So then, because you are lukewarm, and neither cold nor hot, I will vomit you out of My mouth.

Revelation 3:15-16

I know your works, that you are neither cold nor hot. I could wish you were cold or hot. So then, because you are **COOL**, and neither cold nor hot, I will vomit you out of My mouth.

Revelation 3:15-16

Because you are **COOL** . . . I will vomit you out of My mouth.

Revelation 3:16

There's Cool and There's Uncool

the amusing conjecture of a modern-day Christian leader

- Cool people marry cool people and uncool people marry uncool people.
- You might want to put a little distance between you and Ellerslie, I mean, I don't know much about them, but the feeling I get is that they are a whole bunch of uncool people - you know, homeschooler types.

The Importance of Cool in Christianity

Dear Barney,

Thank you so much for taking such wonderful care of our Ellerslie graduates a couple weeks ago. I appreciate your heart for the vulnerable and the weak, and commend your exhortation to the Body of Christ in the arena of adoption.

I'm the president of Ellerslie Training in Windsor, Colorado, the ministry that you counseled our Ellerslie graduates to separate from due to our overall lack of coolness. Don't worry, I can completely laugh at the description. For, I must admit, I notice it too. There definitely is a lack of that which is hip, socially-fashionable, and cool in our ministry.

We seem to share some very similar Christian passions as far as soul-winning, orphans, the vulnerable, adoption, etc., but I'm not so sure we are in full agreement on the issues of Christian coolness. Since I love a good discussion, I was wondering if you would mind sharing with me your basic philosophy on the importance of coolness in Christianity. I'm putting together my sermon for this upcoming Sunday and your input would be very interesting for me and for those in my college and congregation to meditate on.

I love to have a good laugh, and so please don't hold back in being as blunt and as straightforward as you want to be. Meanwhile, I won't hold back in being equally as blunt and forthright. Sounds fun, doesn't it?

Sincerely,
Eric Ludy

The Unspoken Rule

The Cool gather with the Cool; thus the Cool do not gather with the Uncool

The Fear of Being Found Uncool

paranoia of being found unattractive

My Attempts at Cool

My Terrible Dream

The Art of Branding

Convincing the world that you are part of the Cool culture, you understand the Cool, you drive the Cool, you smoke the Cool, you drink the Cool, you listen to the Cool, you spend your Friday nights at the Cool, and you know the language of the Cool.

A Corporate Turn-Around

A Study in the Re-Branding of the Volkswagen and the Scandinavian region

Is it Time for a Re-Branding of Jesus?

After all, He is not a part of the Cool culture - He doesn't talk Cool, doesn't look Cool, and doesn't live Cool.

The Brand of Jesus

Bearing the Stigma

I bear in my body the marks of the Lord Jesus.

Galatians 6:17

Stigma - Stē'g-mä

A mark pricked in or branded upon the body. To ancient oriental usage, slaves and soldiers bore the name or the stamp of their master or commander branded or pricked (cut) into their bodies to indicate what master or general they belonged to.

The Brand of Jesus

The Brand of "Uncool"

The Foolish Things

But **God hath chosen the foolish things** of the world to confound the wise . . . **That no flesh should glory in His presence.**

1 Corinthians 1:27,29

We are **fools** for Christ's sake . . .

1 Corinthians 4:10a

- Christ Crucified (a stumbling block, foolishness)
- The Gospel (the foolishness of God)
- The Things of the Spirit of God (they are foolishness to natural man)
- Preaching (foolishness)
- The Preacher (weak, contemptible, unskilled - a.k.a. foolish)

Paul - his bodily presence is weak, and his speech contemptible.

2 Corinthians 10:10

The All-Important Refusal

Saying “No” to the Cool

By faith Moses, when he was come to years, **refused** to be called the son of Pharaoh's daughter; Choosing rather to suffer affliction with the people of God, than to enjoy the pleasures of sin for a season; Esteeming the reproach of Christ greater riches than the treasures in Egypt: for he had respect unto the recompense of the reward.

Hebrews 11:24-26

Aparneomai - ä-pär-ne'-o-mī

To deny; to refuse; to disregard; to reject; to forgo

By faith Moses, when he was come to years, **refused** to be called the son of Pharaoh's daughter; Choosing rather to suffer affliction with the people of God, than to enjoy the pleasures of sin for a season;

Esteeming the reproach of Christ greater riches than the treasures in Egypt: for he had respect unto the recompense of the reward.

Hebrews 11:24-26

You Must Refuse Something

Will it be Jesus or will it be Self?

Peter said to Him, "Even if I have to die with You, I will not **deny** You!" And so said all the disciples . . . And Peter remembered the word of Jesus who had said to him, "Before the rooster crows, you will **deny** Me three times." So he went out and wept bitterly.

Matthew 26:35,75

But you **denied** the Holy One and the Just, and desired a murderer to be granted unto you.

Acts 3:14

And he said to them all, If any man will come after me, **let him deny himself**, and take up his cross daily, and follow me. For whosoever will save his life shall lose it: but whosoever will lose his life for my sake, the same shall save it.

Luke 9:23-24

The Dying

It's more than just a refusal of riches, it's a very real death.

Whosoever will lose his life for my sake, the same shall save it.

Luke 9:24

And whosoever doth not bear his cross, and come after me, cannot be my disciple.

Luke 14:27

Are you Dead as a Doornail?

Old Marley was as dead as a door-nail.

Mind! I don't mean to say that I know, of my own knowledge, what there is particularly dead about a door-nail. I might have been inclined, myself, to regard a coffin-nail as the deadest piece of ironmongery in the trade. But the wisdom of our ancestors is in the simile; and my unhallowed hands shall not disturb it, or the Country's done for. You will therefore permit me to repeat, emphatically, that Marley was as dead as a door-nail.

Charles Dickens

The Christmas Carol

Chapter One

- Can Self still be offended?
- Can Self still be tempted?
- Can Self still be Self-absorbed?

Remember Moses?

By faith Moses, when he was come to years, refused to be called the son of Pharaoh's daughter; Choosing rather to suffer affliction with the people of God, than to enjoy the pleasures of sin for a season; Esteeming the reproach of Christ greater riches than the treasures in Egypt: for he had respect unto the recompense of the reward.

Hebrews 11:24-26

Why Would Anyone Forsake the Treasures in Egypt?

What could possibly lure someone to exchange earthly comforts for affliction?

Esteeming the reproach of Christ greater riches than the treasures in Egypt . . .

Hebrews 11:26a

The Dying to Egyptian Treasure

- Any college, Eric
- if the Doctor thing doesn't work out
- Eric, if you leave college, you forsake your future
- even the author dream

The Dying to Sin's Satisfaction

- Never again
- Not even a taste
- Not even a glance
- Not even a hint

The Dying to Self-Importance

- To become a true Christian means to exit the corridors of mainstream influence. It means that my opinion is now an “extreme” position and not a “common” view. It means I’m now one of those “crazies” with a narrow, biased, prejudiced perspective.
- It means the world no longer caters to me, to win my vote, to please my palette, and to make me feel at home in this world. I’m suddenly the lowly minority with ever-decreasing clout in the world’s schematic. From politics, to movie producing, to music selection for background music in coffee shops - my view is considered fringe.

The Dying to the Cool Persona

- I need to give up the swagger and the deep, bassy voice.
- The girls won’t find me attractive.
- The guys won’t consider me part of the brotherhood anymore.
- People may think that I’m one of those . . . homeschooler types.

The Dying to the Somedays

- marriage: the single perspective
- marriage: the already-married perspective
- children: the single perspective
- children: the married and not-yet-had-children perspective
- children: the already have children perspective
- all the other grand possibilities life boasts

The Dying to Tomorrow

- What if there is no goodbye season?
- What if there is no forewarning?
- What if there are still things unsaid and undone?

The Dying to Fantastical Final Breaths

- What if there is no time for a great moving speech?

- What if I die in a concentration camp and my body is unceremoniously thrown into a garbage pile?

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Esteeming the reproach of Christ greater riches than the treasures in Egypt . . .

Hebrews 11:26a

