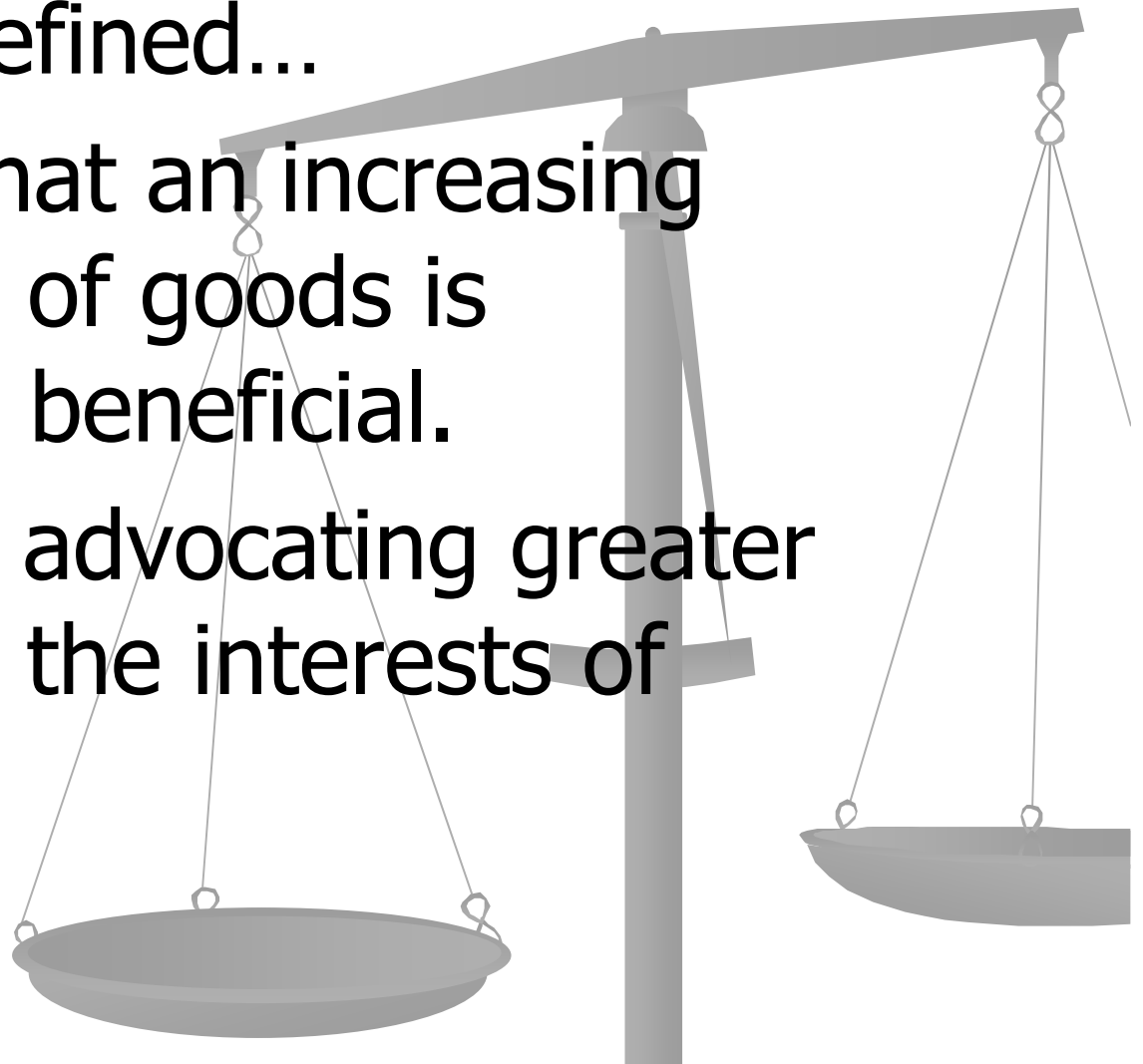


The Mooring Line of Consumerism

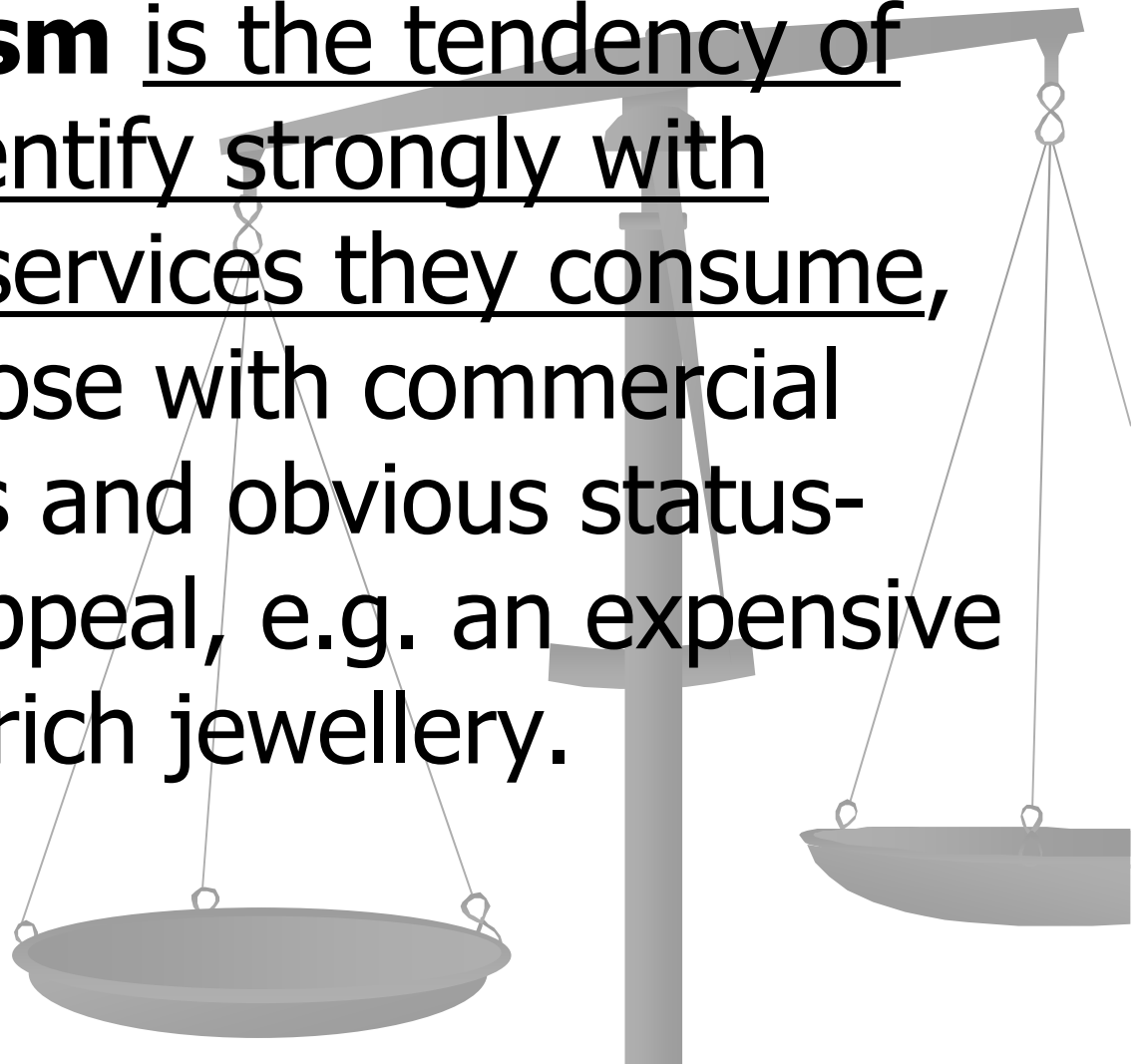
Consumerism defined...

1. The theory that an increasing consumption of goods is economically beneficial.
2. A movement advocating greater protection of the interests of consumers.



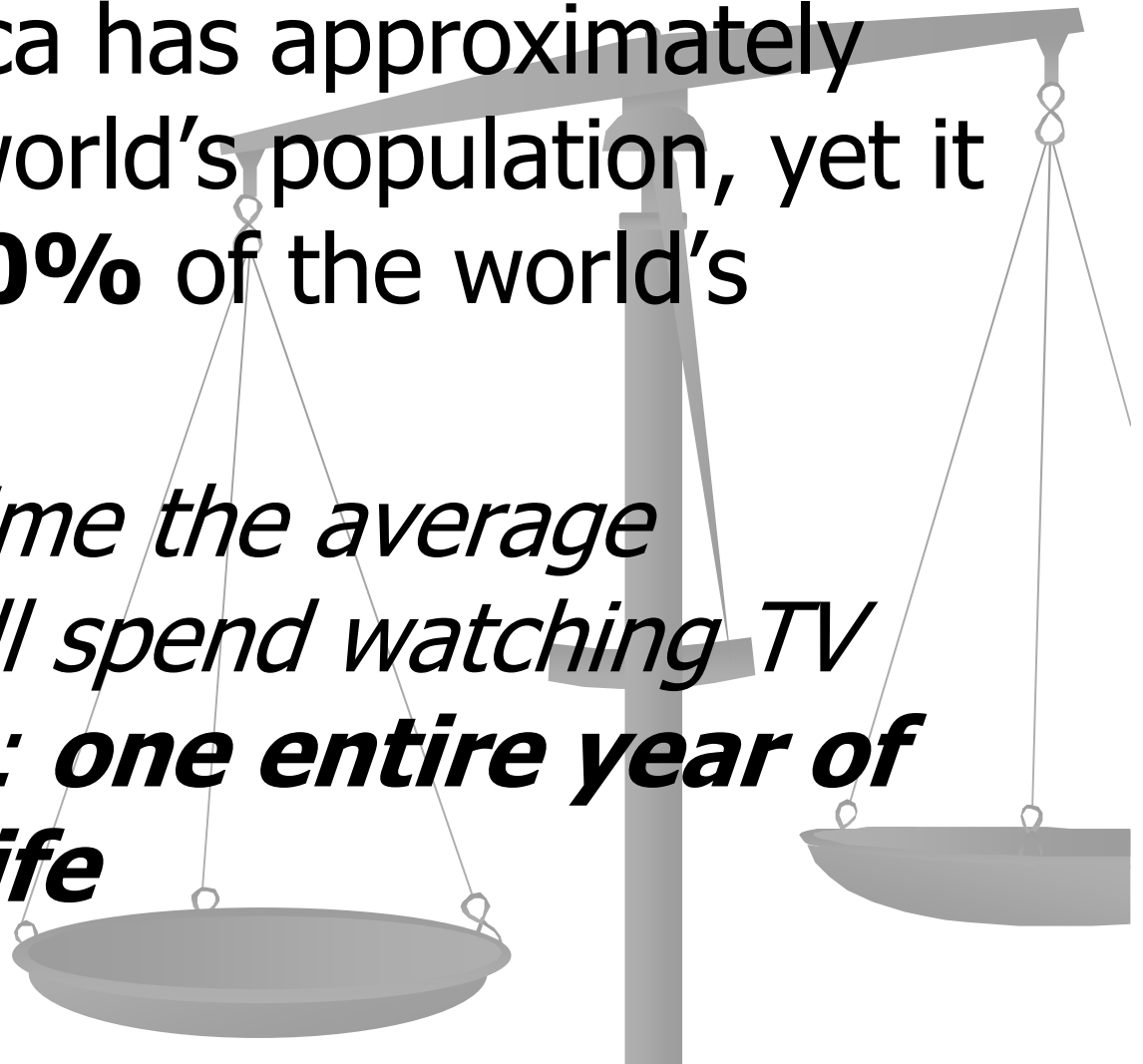
The Mooring Line of Consumerism

- **Consumerism** is the tendency of people to identify strongly with products or services they consume, especially those with commercial brand names and obvious status-enhancing appeal, e.g. an expensive automobile, rich jewellery.



The Mooring Line of Consumerism

- North America has approximately **5%** of the world's population, yet it consumes **30%** of the world's products
- *Amount of time the average American will spend watching TV commercials: **one entire year of his or her life***



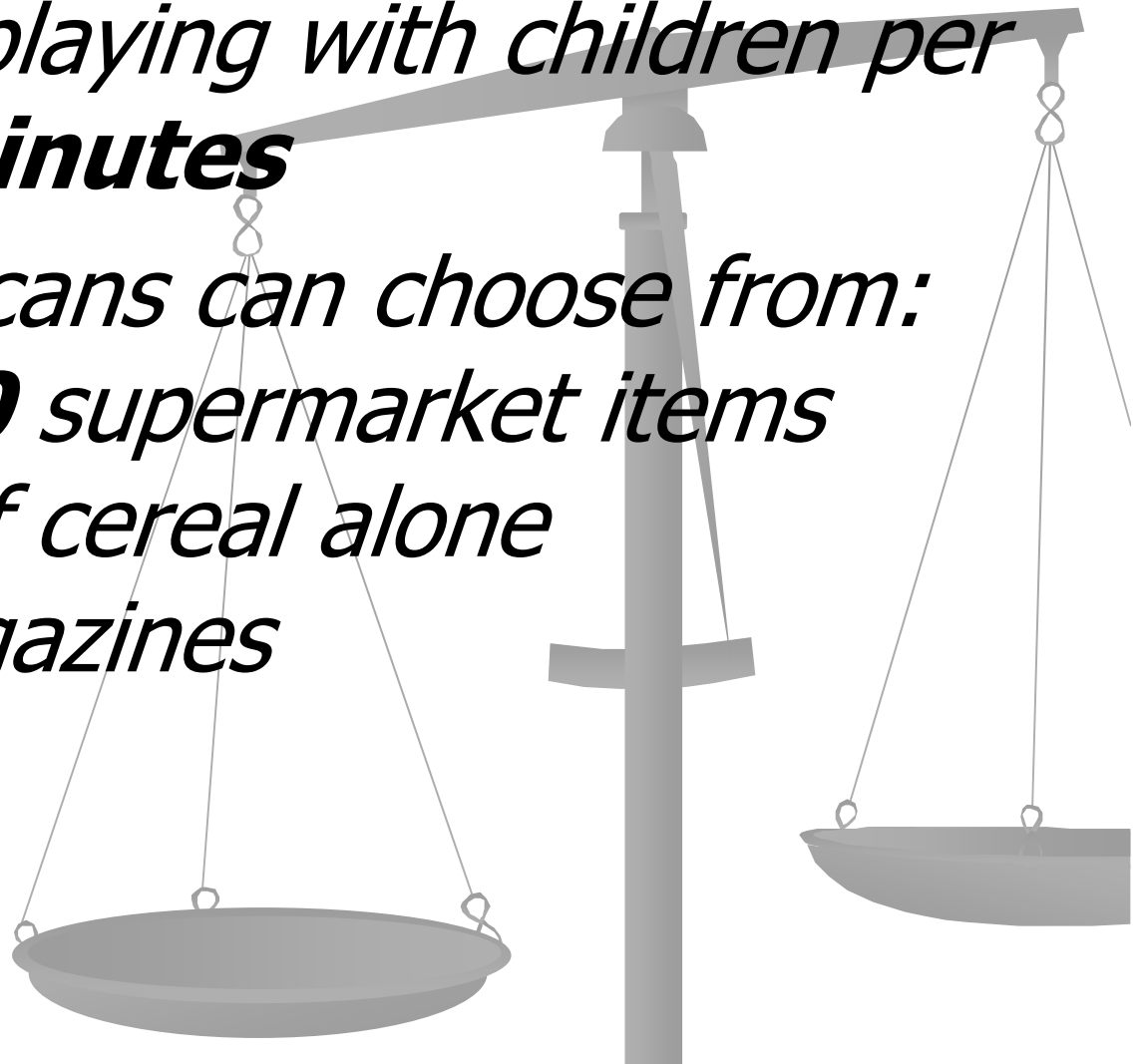
The Mooring Line of Consumerism

- *Percentage of American teenage girls who report store-hopping as favorite activity: **93%***
- *Average time spent shopping per week: **6 hours***



The Mooring Line of Consumerism

- *Time spent playing with children per week: **40 minutes***
- *North Americans can choose from:
over **25,000** supermarket items
200 kinds of cereal alone
11,092 magazines*

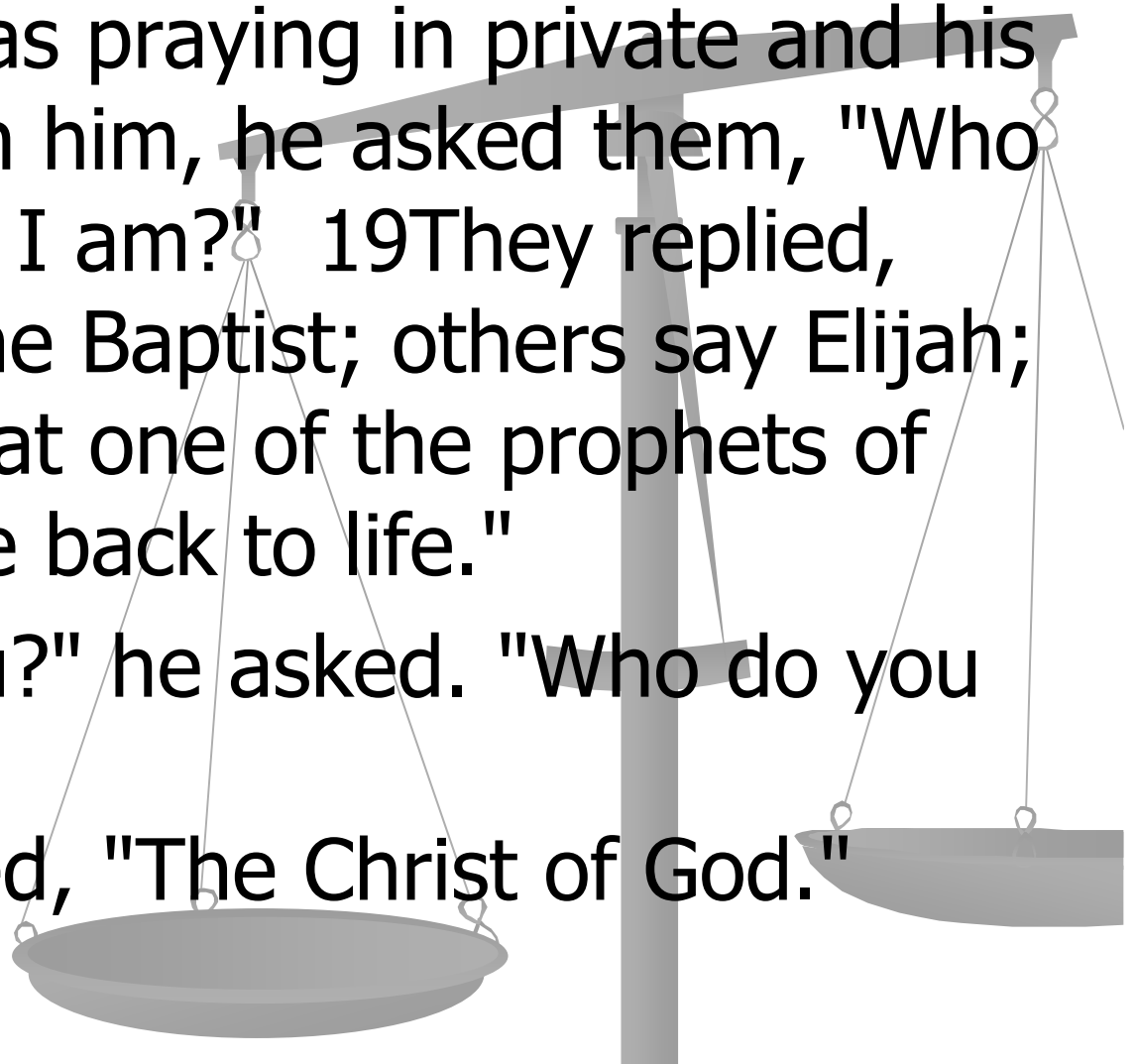


Luke 9:18-27

Once when Jesus was praying in private and his disciples were with him, he asked them, "Who do the crowds say I am?" 19 They replied, "Some say John the Baptist; others say Elijah; and still others, that one of the prophets of long ago has come back to life."

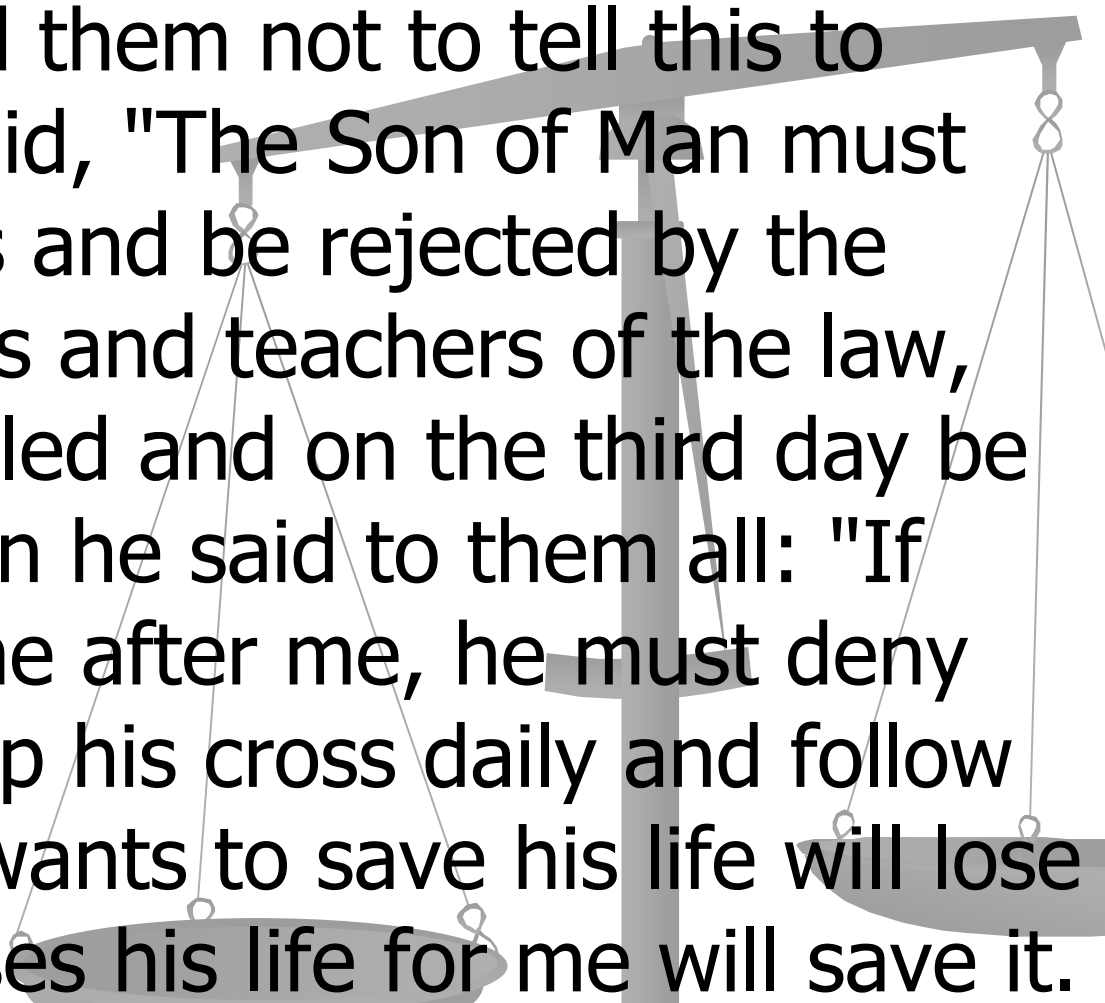
"But what about you?" he asked. "Who do you say I am?"

Peter answered, "The Christ of God."



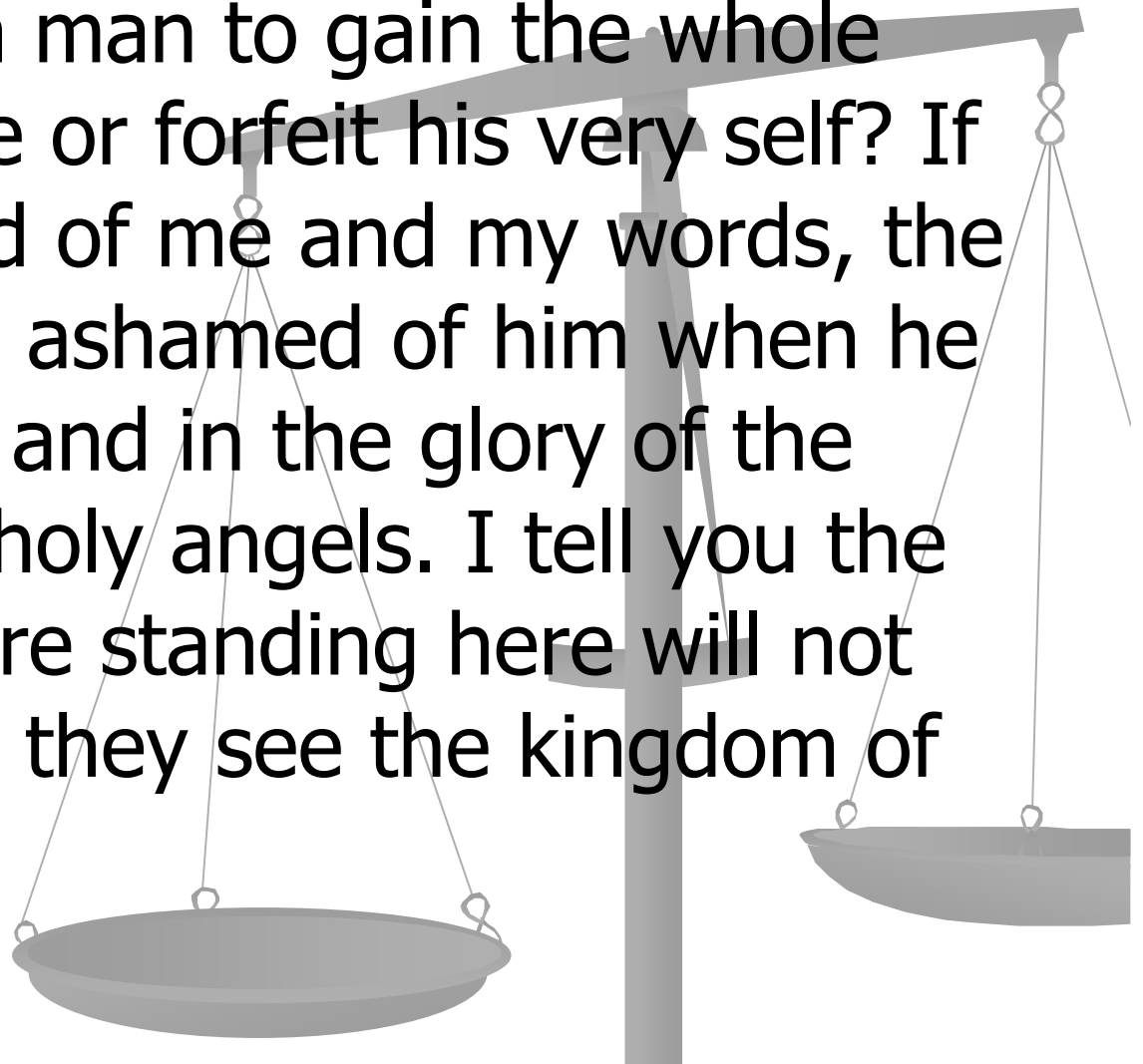
Luke 9:18-27

Jesus strictly warned them not to tell this to anyone. And he said, "The Son of Man must suffer many things and be rejected by the elders, chief priests and teachers of the law, and he must be killed and on the third day be raised to life." Then he said to them all: "If anyone would come after me, he must deny himself and take up his cross daily and follow me. For whoever wants to save his life will lose it, but whoever loses his life for me will save it."



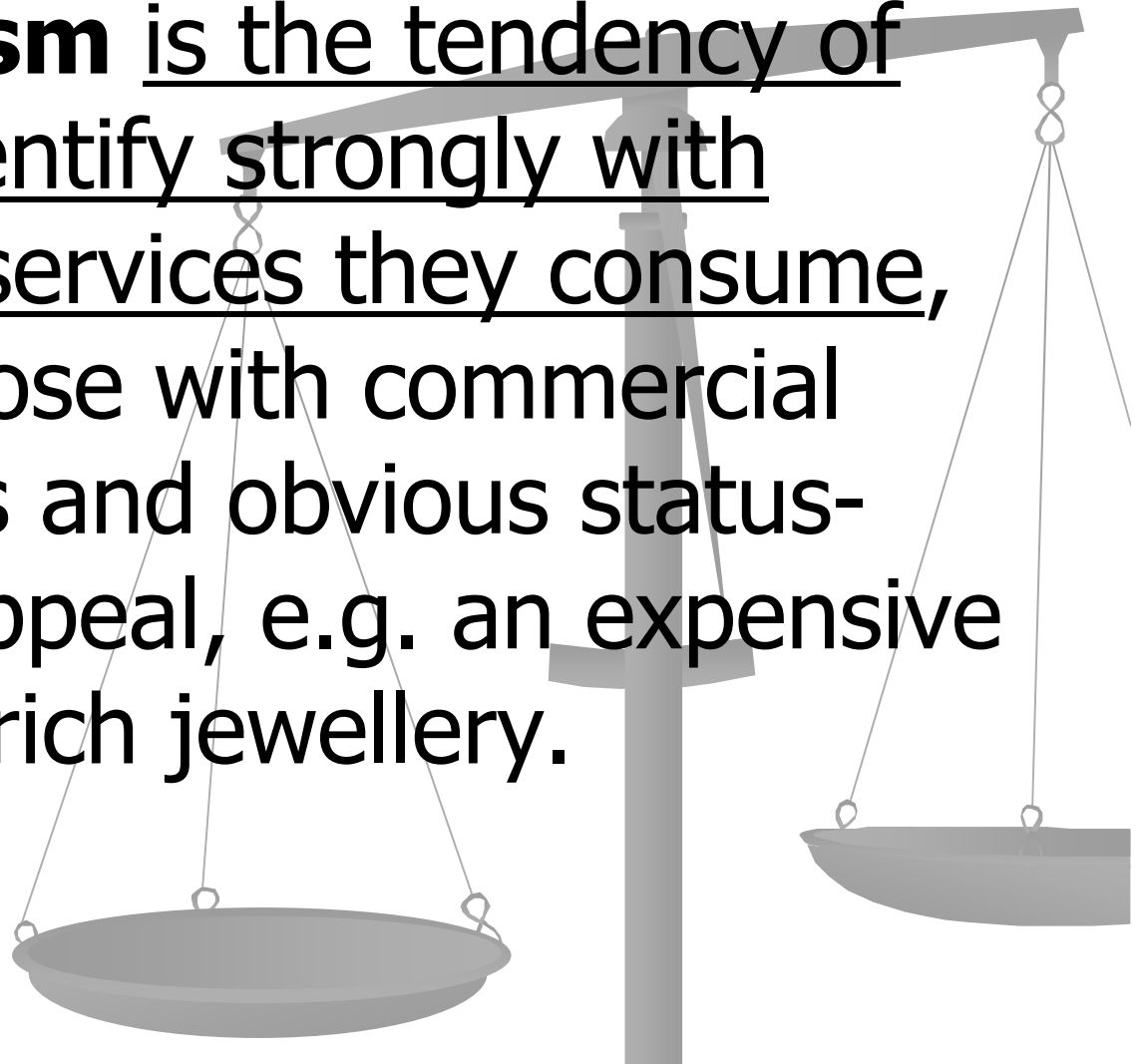
Luke 9:18-27

What good is it for a man to gain the whole world, and yet lose or forfeit his very self? If anyone is ashamed of me and my words, the Son of Man will be ashamed of him when he comes in his glory and in the glory of the Father and of the holy angels. I tell you the truth, some who are standing here will not taste death before they see the kingdom of God."



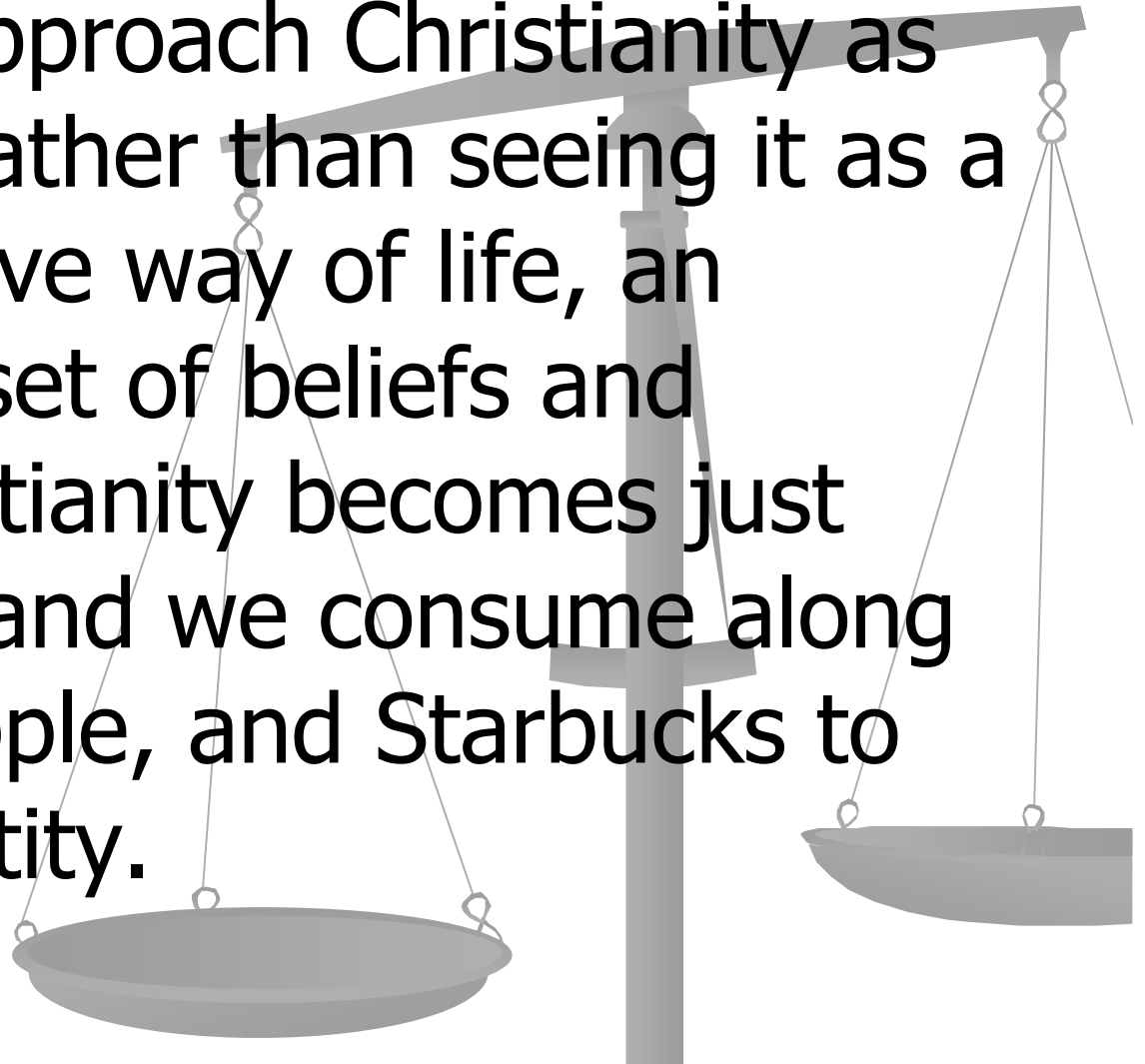
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The Mooring Line of Consumerism

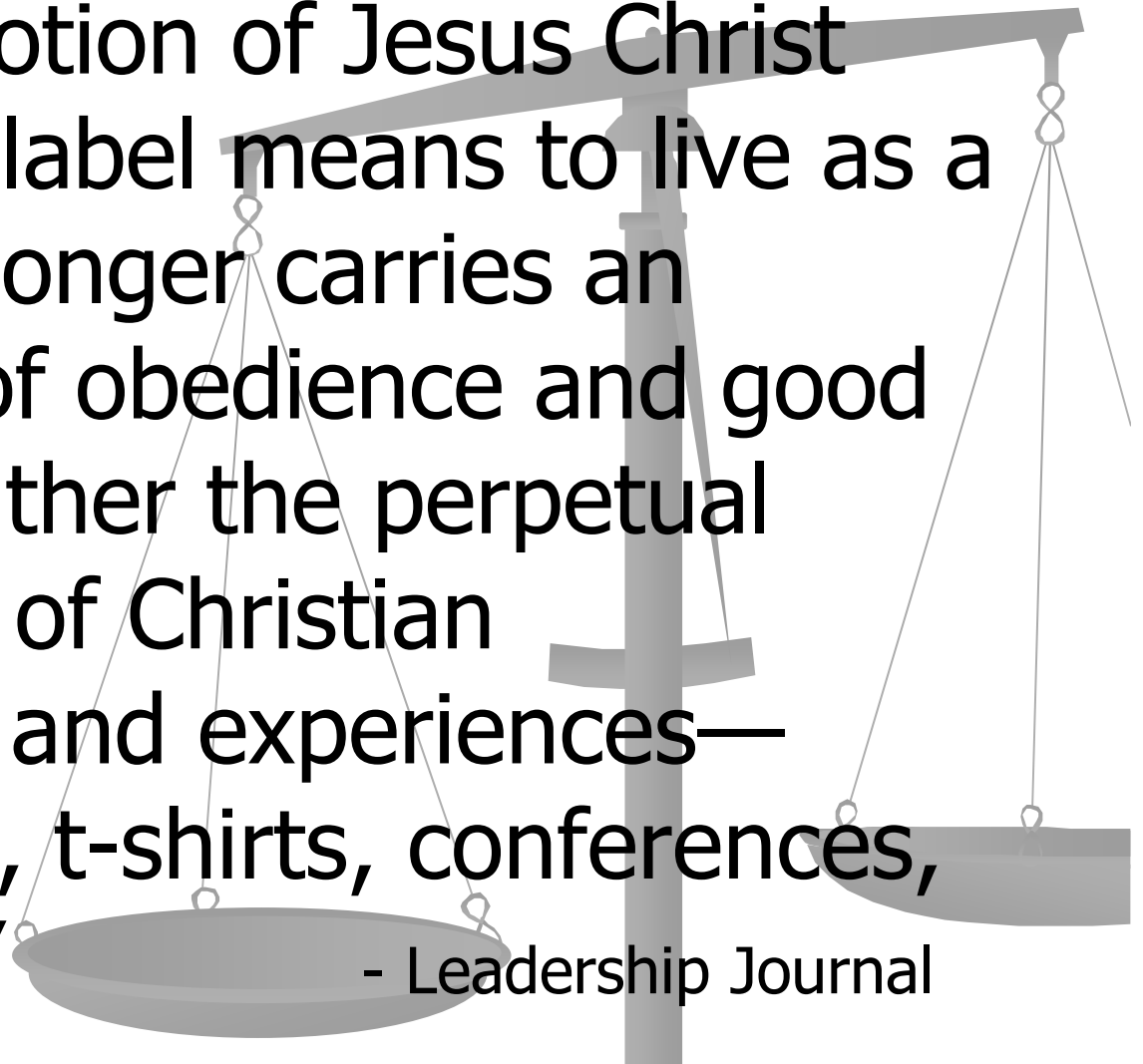
- “When we approach Christianity as consumers rather than seeing it as a comprehensive way of life, an interpretive set of beliefs and values, Christianity becomes just one more brand we consume along with Gap, Apple, and Starbucks to express identity.



The Mooring Line of Consumerism

- And the demotion of Jesus Christ from Lord to label means to live as a Christian no longer carries an expectation of obedience and good works, but rather the perpetual consumption of Christian merchandise and experiences—music, books, t-shirts, conferences, and jewelry.”

- Leadership Journal



The Mooring Line of Consumerism

- Christian consumerism results when our individual desire is the principle that governs why we do what we do in our faith and in the church.

