

Irrational Worldism

The ultimate goal of an advertisement is to sell a product, PR firms will tell you that they are seeking to go way beyond the cheap sell. Their mission is to create an emotional attachment to a product, a concept that is totally irrational, yet extremely effective. They don't just want you to like their product, they want you to identify with it. They want you to define yourself by it. They are looking to create loyal, life-long customers by creating an image, a lifestyle and even a philosophy around a product.

*Irrational Consumerism = The pre-occupation of society with the acquisition of consumer goods without the faculty of reason or deprived of reason.

[Miracle Whip will not tone it down - YouTube](#)

**Advertisement attempts to create an association between the product and being young, cool, hip and rebellious.

[Robin Hood Memories - YouTube](#)

Advertisement sells flour. If it was rational, it would have described the flour's above-average performance (which is true) or perhaps its advantageous cost per pound. It doesn't. It goes straight to the emotions. To effectively reach its audience, the ad does not talk about flour at all, but about loving one's children and "baking memories".

By refusing to bake muffins for your children, you are robbing them of happy, licking-batter-off-a-spoon memories. And since memories are all we have in life, you are robbing them of THEIR LIVES.

[Jif college mom - YouTube](#)

Through its advertisement, Jif is no longer a mass-produced jar of low-grade peanuts and sugar, but a symbol of maternal warmth in an otherwise cold, cruel world. Advertising replaces ignorance or indifference toward a product with a bunch of mushy feelings that have nothing to do with peanut butter

*It is **more** than just that great peanut taste, choosing Jif is a great way to show someone how much you care".*

The Vigilant Citizen

Products Satan's Selling... **Sin and Separation From God (Worldliness)**

- Satan's Marketing\Advertising Plan
 - Lust of the flesh
 - Lust of the eyes
 - Pride of life.

Separation From God

Matthew 6: 24

24 No man can serve two masters: for either he will hate the one, and love the other; or else he will hold to the one, and despise the other. Ye cannot serve God and mammon.

I John 2:15

15 Love not the world, neither the things *that are* in the world. If any man love the world, the love of the Father is not in him.

Sin

I John 2:16

16 For all that *is* in the world, the lust of the flesh, and the lust of the eyes, and the pride of life, is not of the Father, but is of the world.

World = 'kosmo', an order, a system, or an arrangement of things.

There is no such thing as a worldly Christian. You might as well talk about a heavenly devil." – Billy Sunday

Marketing\Advertising...LUST OF THE FLESH, LUST OF THE EYES, PRIDE

Genesis 3:6

6 And when the woman saw that the tree *was* good for food, and that it *was* pleasant to the eyes, and a tree to be desired to make *one* wise, she took of the fruit thereof, and did eat, and gave also unto her husband with her; and he did eat.

- Tree was good for food – LUST OF THE FLESH
- Pleasant to the eyes – LUST OF THE EYES
- Desired to make one wise – PRIDE OF LIFE

Eve makes An Irrational Choice (Irrational Consumer)

How unreasonable was the conduct of the primeval pair! Let us not forget that any sin is unreasonable, unaccountable, essentially mysterious. In fact, if it were wholly reasonable, it would no longer be sin. Only a moment before, the woman had declared that God had said, "Of the fruit of the tree in the midst of the garden, ye shall not eat." Yet she now sees, and her head is so full of it that she can think of nothing else, that the tree is good for food and pleasant to the eyes, - as if there were no other good and pleasant trees in the garden, and, as she fancies, desirable to make one wise, like God; as if there were no other way to this wisdom but an unlawful one, and no other likeness to God but a stolen likeness - and therefore

takes of the fruit and eats, and gives to her husband, and he eats! The present desire is without any necessity gratified by an act known to be wrong, at the risk of all the consequences of disobedience! Such is sin.

Barnes Notes On The Bible

II Samuel 11:2-4 (David's LUST OF THE FLESH)

2 And it came to pass in an eveningtide, that David arose from off his bed, and walked upon the roof of the king's house: and from the roof he saw a woman washing herself; and the woman *was* very beautiful to look upon.

3 And David sent and inquired after the woman. And *one* said, *Is* not this Bathsheba, the daughter of Eliam, the wife of Uriah the Hittite?

4 And David sent messengers, and took her; and she came in unto him, and he lay with her; for she was purified from her uncleanness: and she returned unto her house.

Consequences:

- An unwanted pregnancy
- The murder of a trusted friend
- A dead baby
- His daughter raped by his son
- One son murdered by another son
- A civil war led by one of his sons
- A son who imitates David's lack of self-control and it leads him and much of Israel away from God

Satan Advertised ` Pride And A Moment of Pleasure....David Bought Immorality and Adultery. (LUST OF THE FLESH)

The LUST OF THE FLESH will.....

- Take HUNGER and turn it into GLUTTONY
- Take THIRST and turn it into DRUNKENNESS
- Take SLEEP and turn it into LAZINESS
- Take SEX and turn it into ADULTRY

Satan Advertises and Markets the LUST OF THE EYES, What we buy is MATERIALISM

Matthew 19:16-22

16 And, behold, one came and said unto him, Good Master, what good thing shall I do, that I may have eternal life?

17 And he said unto him, Why callest thou me good? *there is* none good but one, *that is*, God: but if thou wilt enter into life, keep the commandments.

18 He saith unto him, Which? Jesus said, Thou shalt do no murder, Thou shalt not commit adultery, Thou shalt not steal, Thou shalt not bear false witness,

19 Honour thy father and *thy* mother: and, Thou shalt love thy neighbour as thyself.

20 The young man saith unto him, All these things have I kept from my youth up: what lack I yet?

21 Jesus said unto him, If thou wilt be perfect, go *and* sell that thou hast, and give to the poor, and thou shalt have treasure in heaven: and come *and* follow me.
22 But when the young man heard that saying, he went away sorrowful: for he had great possessions.

- Materialism is the belief that matter is all that exists. In this absolute sense, materialism makes no distinction between matter and mind. It holds that the mental faculty in man is but an extension of the physical.
- I am what I own
- A materialist is one who acts like man is only a physical, material being. By his actions, a materialist denies the existence of man's spiritual nature.
- Affluence, accumulation, occupied with things, consumer mentality, neglect spiritual things

Satan Advertises and Markets "The Good Life, Success," What We Buy Is The Breakup Of The Family

Historically, materialism gained strong support from the industrialization of the western world. With the beginning of the industrial age, men turned more intensively toward money making pursuits, and therefore tended to give decreasingly less attention to the spiritual welfare of their families.

Whereas fathers once worked with their wives and children in agriculture or other family businesses, they now began to leave their families every day for financial employment elsewhere. As they did, their spiritual influence in their families diminished. As men became more preoccupied with businesses, their materialistic greed produced numerous social ills, most of which related to the deterioration of families. One researcher has declared that "the most dominant cause for the . . . break up of the family . . . was the fact that the *men of America became almost completely preoccupied with money-making and building a great industrial culture.* As materialistic pursuits increased, consumer goods were produced in larger varieties and quantities. Advertising also stimulated the desires of society to want more and more. Men worked long hours to make enough money to fulfill the desires of their families. Being gone from home most of the daylight hours, men left the spiritual welfare of their families to wives and mothers. It follows that the influence of fathers began to wane, while that of mothers became, for most practical and spiritual purposes, the heads of their families. Fathers now spent very little time with their children. One study of "middle-class fathers of one-year old infants found that they spent an average of only 20 minutes a day with their babies. When a recording microphone was attached to each infant's chest, the data indicated that in terms of true, intimate interaction between father and child the average daily time together was *38 seconds.*

When the time came that men could not by themselves earn sufficient funds for family desires, then their wives also had to seek employment away from their children. While materialism is not the only reason American women have joined the labor force, it is surely the predominate one. Note the statistical increase of women in the work force over the last one hundred years. "In 1890, less than 5 percent of all American wives worked outside the home for wages and salaries. By 1940 this figure had increased to 17 percent, but the most dramatic increases followed World War II. In 1947, 20 percent, or one out of every five married women was employed in the labor force. The proportion rose to one in four (25 percent) by 1950, one in three (32 percent) by 1960, and one out of two (48 percent) by 1980."¹⁴ Two thirds of all wives are now in the labor force.

Materialism has thus contributed to removing men from the headship of their families. It has thrust the leadership of families upon women, (a role God did not intend for them to perform), and then it has burdened women with employment outside their homes and away from their husbands and children.

God Gives Contentment

I Timothy 6:6-11

6 But godliness with contentment is great gain.

7 For we brought nothing into *this* world, *and it is* certain we can carry nothing out.

8 And having food and raiment let us be therewith content.

9 But they that will be rich fall into temptation and a snare, and *into* many foolish and hurtful lusts, which drown men in destruction and perdition.

10 For the love of money is the root of all evil: which while some coveted after, they have erred from the faith, and pierced themselves through with many sorrows.

11 But thou, O man of God, flee these things; and follow after righteousness, godliness, faith, love, patience, meekness.

Satan Advertises and Markets Humbleness and Humility as Weaknesses, What we buy is PRIDE.

The PRIDE OF LIFE puts on a big show for other people. Satan sells us the temporal and we lose our focus on the Eternal.

We spend money we do not have, to buy things we do not need, to impress people we do not like – Will Rogers

God Gives A Humble Spirit

Luke 18: 9-14

9 And he spake this parable unto certain which trusted in themselves that they were righteous, and despised others:

10 Two men went up into the temple to pray; the one a Pharisee, and the other a publican.

11 The Pharisee stood and prayed thus with himself, God, I thank thee, that I am not as other men *are*, extortioners, unjust, adulterers, or even as this publican.

12 I fast twice in the week, I give tithes of all that I possess.

13 And the publican, standing afar off, would not lift up so much as *his* eyes unto heaven, but smote upon his breast, saying, God be merciful to me a sinner.

14 I tell you, this man went down to his house justified *rather* than the other: for every one that exalteth himself shall be abased; and he that humbleth himself shall be exalted.

Proverbs 8:13

13 The fear of the LORD *is* to hate evil: pride, and arrogancy, and the evil way, and the froward mouth, do I hate.

Proverbs 16:5

5 Every one that is proud in heart is an abomination to the LORD: though hand join in hand, he shall not be unpunished

How Do We Defeat Irrational Worldism?

(1) Love God Exclusively

Matthew 22:37

37 Jesus said unto him, Thou shalt love the Lord thy God with all thy heart, and with all thy soul, and with all thy mind.

I John 2:15, 17

15 Love not the world, neither the things *that are* in the world. If any man love the world, the love of the Father is not in him.

17 And the world passeth away, and the lust thereof: but he that doeth the will of God abideth for ever.

(2) Learn The Lesson Continually....That This World Will Pass Away

I John 2: 17

17 And the world passeth away, and the lust thereof: but he that doeth the will of God abideth for ever.

The temporal world cannot permanently satisfy anyone because it is not lasting. This temporal world cries out...LOOK AT ME, TRY ME, BUY ME, WATCH ME, EXPERIENCE ME, WEAR ME, TASTE ME, DRIVE ME, FLY ME. (Satan's Advertising) The things of this world will never satisfy because they are temporal.

Matthew 6:20

20 But lay up for yourselves treasures in heaven, where neither moth nor rust doth corrupt, and where thieves do not break through nor steal:

The Great Holiness preacher Buddy Robinson once went to New York and was shown the sites by some of his friends. Upon getting back to his motel room he got down on his knees and prayed *Thank you Lord for letting me see New York, and most of all I thank you that I didn't see anything that I wanted.*

(3) Live A Spiritual Life

I John 2:17

17 And the world passeth away, and the lust thereof: but he that doeth the will of God abideth for ever

Romans 12:1-2

1 I beseech you therefore, brethren, by the mercies of God, that ye present your bodies a living sacrifice, holy, acceptable unto God, *which is* your reasonable service.
2 And be not conformed to this world: but be ye transformed by the renewing of your mind, that ye may prove what *is* that good, and acceptable, and perfect, will of God.

Galatians 5:22-25

22 But the fruit of the Spirit is love, joy, peace, longsuffering, gentleness, goodness, faith,
23 Meekness, temperance: against such there is no law.
24 And they that are Christ's have crucified the flesh with the affections and lusts.
25 If we live in the Spirit, let us also walk in the Spirit.

TOMBSTONE OF D.L.MOODY – “he that doeth the will of God abideth for ever.”

What Is God Selling? Nothing, He is Giving It Away

Romans 6:23

23 For the wages of sin *is* death; but the gift of God *is* eternal life through Jesus Christ our Lord.

Gift=*charisma, a gift of grace, a free gift*

Only one life twill soon be past
Only what's done for Jesus will last