

**SEVENTH DAY ADVENTIST CHURCH
NYAMIRA WEST FIELD
COMMUNICATION DEPARTMENT
18TH JULY 2026 MEDIA SABBATH SERMON**

MEDIA MINISTRY: PROCLAIMING CHRIST TO THE WORLD

Theme: *Every Device for the Gospel*

Key Text: Matthew 24:14 – *"And this gospel of the kingdom will be preached in all the world as a witness to all the nations, and then the end will come."* (NKJV)

Introduction: A Generation Connected Like Never Before

Happy Sabbath, brothers and sisters.

Today we celebrate **Communication and Media Ministries Sabbath**, a day that reminds us that communication is not merely a department of the church—it is the heartbeat of mission. Every generation has had its tools for spreading God's message. Noah built an ark that preached righteousness for over a century. Moses wrote God's law on scrolls. The prophets proclaimed God's message publicly. The apostles wrote letters that continue to transform lives two thousand years later. The Reformers used the printing press to spread biblical truth across Europe.

Today, God has entrusted us with an unprecedented opportunity. Through smartphones, computers, radio, television, websites, podcasts, livestreams, and social media, the gospel can travel farther and faster than ever before. A sermon preached in a local church in Kenya can encourage someone in Brazil, inspire a family in Australia, or lead a seeker in Asia to study the Bible. Never before has one believer been able to reach so many people with a single message.

Yet technology alone cannot save souls. A camera does not preach; people do. A microphone does not witness; believers do. The purpose of media ministry is not popularity, entertainment, or collecting followers online. Its purpose is to lead people to Jesus Christ and prepare the world for His soon return.

Our theme today is **"Every Device for the Gospel."** God is asking us to dedicate every gift, every talent, and every communication platform to His mission.

Exposition of Matthew 24:14

Our key text declares:

"And this gospel of the kingdom will be preached in all the world as a witness to all the nations, and then the end will come."

This statement was part of Jesus' response to His disciples' questions about the destruction of Jerusalem and the signs of His second coming. Rather than encouraging speculation about dates, Jesus emphasized mission. Before the end comes, the gospel must reach the world.

Notice four important truths in this verse.

1. It Is "This Gospel"

Jesus did not speak of many gospels. He referred to **this gospel**—the everlasting good news of salvation through His life, death, resurrection, heavenly ministry, and soon return. The church has no authority to change this message to suit culture or popularity. Media ministry exists to proclaim the biblical gospel faithfully.

2. It Is the Gospel of the Kingdom

The kingdom of God transforms lives. It brings forgiveness, hope, and restoration. Every sermon, article, photograph, video, and livestream should point people toward the King of that kingdom—Jesus Christ.

3. It Will Be Preached to the Whole World

The Greek word translated "world" (*oikoumene*) refers to the inhabited world. God's concern is global. His love crosses every border, language, and culture. Today's digital communication allows the church to reach people who may never meet a missionary in person.

4. Then the End Will Come

Jesus connects worldwide gospel proclamation with His return. This does not mean that technology brings the Second Coming, but it reminds us that every faithful act of evangelism participates in God's mission. Every believer who shares the gospel is cooperating with heaven's work.

God Is the First Communicator

The Bible opens with communication.

"Then God said..." (Genesis 1).

Creation itself began with God's spoken word. Light appeared because God spoke. The heavens were formed because God communicated His will. His words were not empty sounds—they carried life and creative power.

Throughout Scripture, God continues to reveal Himself through communication. Hebrews 1:1–2 declares:

"God, who at various times and in various ways spoke in time past to the fathers by the prophets, has in these last days spoken to us by His Son."

Notice the progression. God communicated through prophets, dreams, visions, angels, written Scripture, and finally through Jesus Christ, the living Word.

Communication is therefore not a human invention. It is rooted in the character of God. Since humanity is created in God's image, we also have the privilege and responsibility of communicating truth, hope, and love.

This gives communication ministry a sacred purpose. Those who write church news, operate cameras, manage livestreams, design graphics, edit videos, or maintain church websites are not merely performing technical tasks—they are participating in God's work of revealing Himself to the world.

Jesus: The Master Communicator

Jesus never confined Himself to one method of ministry. He met people where they were.

He preached in synagogues, on hillsides, beside lakes, from fishing boats, in homes, and in busy marketplaces. He spoke to large crowds, but He also took time for individuals such as Nicodemus, the Samaritan woman, Zacchaeus, and Bartimaeus.

His communication was always intentional. He used stories that ordinary people understood. Farmers heard about seeds. Shepherds heard about sheep. Fishermen heard about nets. Families heard about lost sons and faithful fathers. Jesus connected eternal truth with everyday life.

The lesson is clear: while the message never changes, the methods may change to reach people effectively.

Today, many people spend hours on digital platforms. If we ignore those spaces, we leave millions without a Christian witness. The challenge is not to imitate worldly culture but to enter these spaces with biblical truth, grace, and integrity.

Illustration: The Printed Page That Changed a Life

Many years ago, a literature evangelist visited a home where the owner showed little interest in spiritual matters. Before leaving, the evangelist quietly left a Christian book. Months later, after a personal crisis, the owner picked up that forgotten book. As he read its pages, he encountered the message of Christ, requested Bible studies, and eventually gave his life to Jesus.

The literature evangelist never saw the immediate results of that visit, but God used a simple publication to change a life.

Today, the same principle applies. A shared sermon, a devotional post, a Bible study video, or a message of hope sent through a phone may reach someone at exactly the moment they need

God's grace. We may never know the full impact of our digital witness until we stand in God's kingdom.

Media ministry reminds us that seeds faithfully planted today can produce an eternal harvest tomorrow.

The Great Commission in the Digital Age

Before Jesus ascended to heaven, He gave His disciples a mission that still defines the church today:

"Go therefore and make disciples of all the nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, teaching them to observe all things that I have commanded you..." (Matthew 28:19–20).

The command begins with one simple word: **Go**.

For the first disciples, going meant walking dusty roads, sailing dangerous seas, and entering unfamiliar cities. Today, "going" may also include reaching people through websites, radio broadcasts, livestreams, podcasts, digital Bible studies, and social media. Technology does not replace personal evangelism, but it expands its reach. A Bible study shared online can be viewed by hundreds or even thousands of people around the world.

Notice that Jesus did not command us merely to attract audiences; He commanded us to **make disciples**. Media ministry succeeds not when videos receive many views, but when people are drawn into a saving relationship with Jesus Christ.

The Three Angels' Messages and Global Communication

The Seventh-day Adventist Church has a unique prophetic mission found in Revelation 14:6–12.

John writes:

"Then I saw another angel flying in the midst of heaven, having the everlasting gospel to preach to those who dwell on the earth—to every nation, tribe, tongue, and people." (Revelation 14:6).

The angel represents God's end-time people proclaiming the everlasting gospel to the entire world. Notice the universal scope of the message: **every nation, tribe, language, and people**.

Never before in history has fulfilling this mission been more achievable. Through digital technology, sermons can be translated, Bible studies downloaded, worship services livestreamed, and gospel literature distributed across continents in moments.

Media ministry is therefore not simply a modern convenience; it is one of the providential tools God has placed in the hands of His church to help proclaim His final message before Christ returns.

The Early Church: Using Every Available Means

The early Christians understood the importance of communication.

The apostles preached publicly in synagogues and marketplaces. They travelled extensively despite hardship. Most significantly, they wrote letters to churches facing challenges. These inspired letters became much of the New Testament.

Paul's epistles were, in many ways, the communication media of the first century. They instructed believers, corrected error, encouraged faith, and united scattered congregations.

If the apostles had ignored the communication methods available to them, many churches would have lacked guidance and encouragement. Likewise, the church today should wisely use every ethical means available to share God's truth.

Illustration: A Livestream That Reached Beyond the Church

A local congregation faithfully livestreamed its Sabbath services each week. Most assumed only members who were travelling watched the broadcasts.

Months later, the pastor received a message from someone living in another country. While searching online during a difficult season in life, this individual found one of the church's worship services. The biblical message led to regular viewing, Bible studies, baptism, and eventually fellowship with a local Seventh-day Adventist congregation.

No one in that church knew that a simple camera had become a missionary. The media team was not merely operating equipment—they were participating in heaven's work.

This reminds us that faithfulness often bears fruit we cannot immediately see.

Media Is a Tool, Not the Mission

Technology is morally neutral. A smartphone can spread gossip or the gospel. A camera can glorify sin or glorify Christ. Social media can divide people or build God's kingdom.

Therefore, Christian communicators must always remember that the **mission is greater than the medium**.

Paul gives an important principle in Philippians 4:8:

"Whatever things are true... noble... just... pure... lovely... of good report... meditate on these things."

Every article, photograph, video, podcast, announcement, and social media post should reflect these Christian values.

Before publishing anything, we should prayerfully ask:

- Is it true?
- Is it helpful?
- Does it honor Christ?
- Will it strengthen faith?
- Does it reflect Christian love?

These questions should guide every Adventist communicator.

Responsibilities of Adventist Media Workers

Those serving in communication ministry have a sacred trust.

First, protect biblical truth. Never sacrifice doctrine for popularity or entertainment. Our calling is faithfulness, not merely visibility.

Second, maintain integrity. Verify information before sharing it. False reports, even when unintentionally shared, damage credibility and dishonor Christ.

Third, promote unity. Communication should strengthen the body of Christ, not spread criticism, rumors, or unnecessary controversy.

Fourth, respect human dignity. Every photograph, interview, or testimony should be shared with compassion and appropriate consent, reflecting the value God places on every individual.

Finally, point people to Jesus. The purpose of communication is not to promote personalities but to exalt Christ.

Ellen G. White on Communication and Publishing

Long before the digital age, Ellen G. White recognized the power of communication in God's work.

She wrote:

"Publications must be multiplied, and scattered like the leaves of autumn." (*Colporteur Ministry*, p. 5).

This counsel emphasizes that God's truth should be widely distributed. While she referred specifically to printed literature, the principle naturally extends to today's digital publications, videos, podcasts, and online Bible resources.

She also observed:

"The press is a powerful means to move the minds and hearts of the people." (*Testimonies for the Church*, Vol. 4, p. 390).

Communication has always influenced hearts. The question is whether it will be used for truth or error.

Another encouraging statement reminds us:

"The work of publication is one means ordained of God for the carrying of the message of warning to the world." (*Colporteur Ministry*, p. 6).

Every faithful communicator becomes a partner in this divine mission.

Illustration: The Ripple Effect

Imagine dropping a small stone into a calm lake. At first, only a tiny splash appears. Soon, ripples spread farther and farther until they reach distant shores.

Our acts of communication often work the same way.

A single Bible verse shared on WhatsApp may encourage someone facing despair. A church newsletter may inspire a young person to volunteer in ministry. A testimony posted online may strengthen a struggling believer thousands of kilometers away.

We rarely see all the ripples our faithfulness creates. But God does.

Therefore, never underestimate the eternal value of one faithful message shared in Christ's name.

Challenges Facing Christian Media Today

As we embrace media ministry, we must also recognize its challenges. We live in an age of information overload where truth competes with misinformation, entertainment often overshadows substance, and speed can take precedence over accuracy.

Among the greatest challenges facing Christian communicators are:

- Fake news and misinformation
- Sensationalism in pursuit of popularity
- Online hostility and cyberbullying
- Digital addiction
- Copyright infringement and plagiarism
- Artificial intelligence used without wisdom or integrity
- The temptation to seek personal recognition instead of glorifying Christ

As disciples of Jesus, we are called to a higher standard. Our communication should reflect the character of Christ. Whether we are writing a news story, posting a photograph, editing a video, or sharing a testimony, we should ask, "**Will this draw people closer to Jesus?**"

Every Church Member Is a Communicator

Communication ministry is not limited to the Communication Department or media team. Every believer is a messenger of the gospel.

Some may never operate a camera, but they can share a Bible verse. Others may never preach a sermon, but they can invite a friend to watch a livestream. Some may write articles, others may pray for the media team, provide financial support, or encourage those serving behind the scenes.

Paul reminds us in **1 Corinthians 12** that the church is one body with many members. Every gift has value. Likewise, every believer has a role in proclaiming Christ.

You may be:

- A photographer who captures moments of worship.
- A writer who tells stories of God's faithfulness.
- A graphic designer who creates messages of hope.
- A video editor who helps present the gospel clearly.
- A musician whose songs are shared online.
- A young person who uses social media to encourage friends.
- A church member who simply shares a sermon link with someone searching for hope.

God can use every talent when it is surrendered to Him.

Illustration: The Boy with Five Loaves and Two Fish

In **John 6**, a young boy offered Jesus five loaves and two fish. Humanly speaking, his contribution seemed insignificant compared to the hungry crowd. Yet in Christ's hands, that small gift fed thousands.

Media ministry works the same way. One photograph, one article, one livestream, one testimony, or one encouraging message may seem small. But when placed in the hands of Jesus, it can reach hearts you may never meet and bear fruit for eternity.

The miracle was not in the size of the gift but in the One who used it.

Practical Ways to Support Media Ministry

Every member can participate in digital evangelism by:

- Sharing sermons and Bible studies with friends.
- Inviting family members to watch church livestreams.

- Enrolling people in Voice of Prophecy Bible lessons.
- Supporting communication ministries financially.
- Volunteering as photographers, writers, presenters, editors, or camera operators.
- Sharing Scripture and words of encouragement on social media.
- Praying regularly for pastors, media teams, and evangelistic outreach.

No contribution is too small when offered to God.

The Church's Mission Has Not Changed

Methods have changed throughout history, but the mission remains the same.

- ✓ The apostles walked from city to city.
- ✓ The Reformers used the printing press.
- ✓ Missionaries established publishing houses, radio stations, and television ministries.
- ✓ Today, God has added websites, podcasts, smartphones, livestreams, and digital platforms to the church's toolbox.

These tools are not ends in themselves. They exist to fulfill Christ's command:

"Go into all the world and preach the gospel to every creature." (Mark 16:15)

Every generation has been entrusted with opportunities unique to its time. Ours is the privilege—and responsibility—of using digital communication wisely and faithfully to proclaim the everlasting gospel.

A Vision for the Future

- ✓ Imagine every Seventh-day Adventist church becoming a center of digital evangelism.
- ✓ Imagine every member intentionally using social media to share hope instead of negativity.
- ✓ Imagine every church website welcoming seekers with biblical resources.
- ✓ Imagine every livestream reaching someone who is lonely, discouraged, or searching for truth.
- ✓ Imagine every smartphone becoming a missionary device.
- ✓ Imagine every communication volunteer recognizing that they are not merely operating equipment but serving as ambassadors for Christ.

This vision is not beyond our reach. It begins with ordinary believers making an extraordinary commitment to place their gifts in God's hands.

Final Appeal

As we conclude, let us remember the words of Jesus:

"And this gospel of the kingdom will be preached in all the world as a witness to all the nations, and then the end will come." (Matthew 24:14)

The gospel must still be preached.

The world must still hear.

Christ is still calling workers.

- ✓ Perhaps today God is calling someone to become involved in Communication and Media Ministries.
- ✓ Perhaps He is calling a young person to use their creativity for His glory.
- ✓ Perhaps He is calling a professional to dedicate their technical skills to His service.
- ✓ Perhaps He is calling every one of us to become more intentional in sharing His message.

Today I invite you to make a commitment before God.

- ✓ Will you dedicate your voice to Christ?
- ✓ Will you dedicate your phone to Christ?
- ✓ Will you dedicate your camera to Christ?
- ✓ Will you dedicate your keyboard, your computer, your creativity, and your social media presence to Christ?
- ✓ Will you allow every message you share to reflect His love and truth?

Remember, someone may never enter this church building—but they may read your post, watch your video, listen to your testimony, or receive your message. Through your faithfulness, God may lead them to eternal life.

One day, in God's kingdom, you may meet someone who says, "I found Jesus because you shared His message."

What greater reward could there be?

Let us leave this place determined that every click, every post, every photograph, every article, every broadcast, and every conversation will point people to Jesus Christ and prepare the world for His soon return.

"Even so, come, Lord Jesus." (Revelation 22:20)

Amen.

Closing Prayer

Our gracious Father in heaven,

Thank You for entrusting Your church with the sacred privilege of communicating the everlasting gospel. Thank You for every gift, every talent, and every opportunity to make Christ known.

Consecrate our voices, our hands, our cameras, our computers, and every digital platform we use. Give us wisdom to communicate truth with integrity, compassion, and excellence. Protect us from pride, misinformation, and anything that would distract from Your mission.

Bless every pastor, writer, photographer, videographer, editor, designer, broadcaster, and volunteer serving in Communication and Media Ministries. May their work bring hope to the discouraged, truth to those seeking You, and salvation to many hearts.

Prepare us to be faithful witnesses until the day when faith becomes sight and we welcome our soon-coming King.

We ask all this in the precious name of Jesus Christ, our Lord and Savior.

Amen.