

# Media Manipulation

by A.W. Tozer

---

*A.W. Tozer warns that Christians often come to Christ with preconceived notions about society, which can hinder their ability to fully integrate Christianity into their worldview.*

**Scripture:** Proverbs 4:23, Matthew 6:24, Romans 12:2, 2 Corinthians 10:5, Ephesians 4:14, Philippians 4:8, Colossians 2:8, James 1:22, 1 Peter 2:11, 1 John 2:15-17

**Topics:** "Media Influence", "Conformity vs. Transformation"

---

## Description

A.W. Tozer addresses the pervasive influence of advertising as a dominant force in shaping societal thought, often overshadowing the teachings of schools and churches. He emphasizes that while individuals may ignore parental and church guidance, they cannot escape the reach of advertisers, who have mastered the art of communication, even if it involves deception. Tozer critiques the tendency of Christians to conform to societal norms, suggesting that this mindset hinders their ability to fully embrace the transformative message of Christ. He calls for a reevaluation of these ingrained beliefs, urging believers to question societal standards rather than blindly adjust to them.

---

## Transcript

. . . advertising, at least in the United States, is the most powerful educational agent extant. Those who write the advertising copy probably do more to determine the way the average person thinks than the school and church combined.

The reasons for this are two. One is that men may flee from the admonitions of parents and the good counsel of the church, but where can anyone hide from the advertiser? He is as near to being ubiquitous as anything on earth except gravity.

The second reason the advertiser exercises such incredibly powerful influence is that he has learned to perfection the art of communication. He may be lying, and often is, but he does get his ideas across; and that is more than can be said for the school and the church.

The big problem with Christians is that they come to Christ with their minds already made up on one point, viz., to stay sane they must remain adjusted to society. This notion has been drilled into them from their playpen, and it never occurs to them to question it. There is a norm out there somewhere to which they must conform, and that norm is above criticism. Their success and happiness depend upon how well they adjust to it. And Christianity, though it may add something to it, must never disagree with the main idea.

---

Source: <https://sermonindex.net/speakers/aw-tozer/media-manipulation/>

# *Grow in Your Walk with Christ*

---

Listen and read messages that will stir your heart for Christ and point you to deeper repentance and devotion.

- 50,000+ Sermons from speakers past and present
- 3,900+ Classic Christian Books freely readable online
- 1,200+ Bible Translations and Commentaries
- Over 450k forum posts — Join our vibrant online Christian forum

**[www.sermonindex.net](http://www.sermonindex.net)**