

Christian Leaders: Is it Time to Cool the Hype?

At different times in history, and for various reasons, Christian leaders have fallen victims to hype.

The dictionary defines “hype” as “extravagant promotion.” In other words—it’s usually a lie, even if our purpose is noble.

Today, we’re in another massive “hype cycle.” How many times have you heard about some Christian book, teaching series, conference, or media program that it would “impact this generation,” “change the world,” or “shake nations?” I believe one of the single biggest reasons the secular culture marginalizes Christianity is the hype factor.

Remember that this generation is the most marketed to, pitched, branded, and advertised generation in history. They can smell a con a mile away. Do you really believe they’re buying into the fact that your latest sermon is going to “change a generation” or “shake the nations?”

Doubtful.

How about this idea: What if we start re-building our credibility with a little realism? What if the world starts to realize that what we say is true? That how we describe our lives, ministries, churches, and impact is honest?

Who knows? *They might even start believing what we’re teaching.*

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