

Super Bowl Ads Illustrate Warring Worldviews

This year's Super Bowl ads provided an interesting glimpse at the wide variety of prevailing worldviews that resonate within the country in the present day. Two in particular, the Chrysler Group's Dodge "So God Made a Farmer" ad, and the Go Daddy "Perfect Match" ad, provide a sharp contrast between two worldviews that abound in American culture today.

So says author Alex McFarland, director of the Center for Christian Worldview and Apologetics at North Greenville University, and creator of Project 2026 and the Truth for a New Generation Conference.

While the Dodge ad played on the work ethic and core values of the Christian worldview, Go Daddy pandered to those who hold a more **postmodern worldview**. As McFarland sees it, the juxtaposition illustrates far more than what sells: it shows the dichotomy of worldviews in America today.

"The Dodge and Go Daddy ads, when set side-by-side, really say more than, 'We're trying to sell a product here.' They say a lot about prevailing worldview and culture. The fact that an ad featuring a well-known Christian lecturer and speaker could have as much of an impact as what was essentially soft porn on television that was censored by CBS, shows that there are two very distinct groups of Americans that these ads resonate with—and the worldview of each are at odds," says McFarland.

"If Americans do not realize that society prospers as a whole when the majority of people adhere to the hard work, personal responsibility, and ethics of the **Christian worldview** as illustrated by the Dodge commercial, they will end up seeking momentary thrills and pleasure that puts self above all else, and does not value others with whom we must coexist in

society.”