

## For Immediate Release

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### WHAT IS PREACHING?

## Popular ‘Working Preacher’ and Teacher Shares a Renewed Vision for the Time-Honored Christian Tradition

Preaching has been a staple of Christian practice since Jesus’ first followers emulated his teaching ministry. And despite the fact that preaching remains a prominent feature of religious services attended by millions of people each week, being told that you are “preaching at” a friend is not encouragement to continue. In a world increasingly skeptical about whether Christian preaching can spark faith, hope, and a sense of purpose in human hearts, author David Lose encourages today’s preachers that they can meet their world with a relevant message.

*Preaching at the Crossroads* presents a new way to think about the relationship of Christian preaching to the world listeners inhabit. Rather than identifying common criticisms (preaching is boring, or doesn’t connect to real life) and telling readers how to fix them (incorporate stories, multimedia, or more robust “application”), Lose argues that the central modernist claims about preaching fail not only to do justice to the biblical witness but also to connect to listeners in a postmodern culture. Rhetorical expertise might make a message perceived as pointless more enjoyable to listen to, but it won’t change a person’s life.

*Preaching at the Crossroads* is both a cultural analysis directed toward the task of preaching and an analysis of the state of preaching directed toward communicating within today’s North American culture. Lose explores the cultural shifts he has witnessed combined with the latest homiletical scholarship and reflects on how these birthed new visions in his own ministry and teaching. *Preaching at the Crossroads* sets a foundation for approaching the mysterious and often trying ministry of preaching with renewed enthusiasm and noticeable connections to living the life of faith today.

**David J. Lose** holds The Marbury E. Anderson Chair in Biblical Preaching at Luther Seminary, where he also serves as the Director of the Center for Biblical Preaching. He led the team that created WorkingPreacher.org, a popular website of resources and inspiration for preachers worldwide, and he contributes frequently to it and other preaching sites. He is the author of *Making Sense of the Cross* (2011), *Making Sense of the Christian Faith* (2010), *Making Sense of Scripture* (2009), and *Confessing Jesus Christ: Preaching in a Postmodern World* (2003). He speaks widely in the United States and abroad on preaching, Christian faith in a postmodern world, and biblical interpretation.

### *Preaching at the Crossroads: How the World—and Our Preaching—Is Changing*

by David J. Lose

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