SUCCESS BREEDS CONFUSION

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I think I'm blogging about the wrong stuff!
Category: Observations

Yesterday, as you might remember, I posted a few words on the prayer video which is not going to be shown in cinemas. This isn't the normal stuff I blog on, and I only decided to write about it because I believe that our response to these events can be informed by our approach to cross-cultural mission.

However, yesterday turned out to be the most successful day (by a long, long way) that this blog has had in over ten years. The moral of the story is that if I write about issues that hit the media and which bother the church in the UK, I'll probably get lots of hits. Who knows? I might even get an award or something.

It's all a bit discouraging. The temptation to go for fame and fortune is massive, but if I did that, there would be one less regular blog about cross-cultural mission and its importance to the church - and there aren't many to start with.

So, I'll bask in the transient glory of distorted blog stats for a few days; knowing they will return to normal when I get back to blogging about translation, contextualisation and the need to learn from the church around the world. I'll go back to fighting the long defeat, as I said a couple of months ago.