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## Chan's "Evangelism in a skeptical world: how to make the unbelievable news about Jesus more believable" (book review)

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# Book Reviews

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Chan, S. (2018). *Evangelism in a skeptical world: how to make the unbelievable news about Jesus more believable*. Grand Rapids, MI: Zondervan. 288 pp. \$24.99. ISBN 9780310534679

Sam Chan's book, *Evangelism in a Skeptical World* is a thoughtful and practical guide to evangelism within the context of this postmodern world. He first details prevalent cultural assumptions and worldviews before moving on to discuss the concept of the Gospel and the definition of evangelism.

At both the start and the finish of this work, he also discusses ontology and epistemology, describing the factors that play into a person's belief or doubt. Throughout the course of the book, Chan presents many models and theories of evangelism that have been developed by other individuals or organizations. He also describes his own philosophy and practice of evangelism, wishing primarily to create a helpful resource rather than dictate one certain method. While he talks a bit about one-on-one street evangelism, his primary focus is on relational evangelism and Gospel-focused sermons. He sees a great deal of value in building foundational trust and common ground, inviting people into Gospel community, and listening to their story, all while sharing our own testimony and the Gospel narrative.

Chan shows how to craft a Gospel presentation appropriate for any particular situation or cultural context. He stresses the importance of contextualizing while presenting the Gospel, saying that one must be aware of the biblical context, his own context, and his audience's context. In many instances, he gives step by step guidance on how to use one framework to guide evangelism within several different contexts. Crafting the Gospel to be received by a specific audience requires creativity and storytelling skill. Chan lays out many strategies for identifying a culture's intrinsic redemptive analogies and existential cry, and using these facets of general revelation to share the special revelation of Christ.

While it is not strictly an academic text, the use and mention of specific theological terms, philosophies, theologians, and historical events may make it a more challenging read for those who are not already familiar with this field of study. Many footnotes fill the bottom of these pages, including citations, explanatory notes, and mentions of those people who particularly influenced or inspired Chan with ideas and concepts for this work. He is supported by a large volume of quotations

from other prominent theologians and scholars, as well as Scriptural references and examples. Each chapter's conclusion features a helpful recap of that section and includes resources for further reading. The appendix provides an overview of a key evangelism method. The accompanying DVD has lessons that reiterate and expand upon each book chapter.

Full to the brim with wisdom, strategies, charts and graphs, and examples, this book does not merely advise believers to storytell the Gospel, it beautifully exemplifies teaching through storytelling on every page.

**Reviewer**

Taylor Wilcox, Trinity International University