



Jesus Jingles

OVERVIEW

The young people turn famous commercial slogans into advertisements for God. This strategy draws on the participants' knowledge of media and their creativity with language.

Suggested Time

About 15 minutes

Group Size

This strategy can be done with any size group, divided into small groups of no more than eight.

Materials Needed

- ☀️ newsprint, one sheet for each small group
- ☀️ markers
- ☀️ 8½-by-11-inch sheets of scrap paper, one for each person
- ☀️ pens or pencils
- ☀️ small prizes (optional)

PROCEDURE

1. If your group is larger than eight, form smaller groups. Give each small group a sheet of newsprint and some markers, and give each person a sheet of scrap paper and a pen or a pencil. Choose a leader for each group. You may want to look at “Fifty Ways to Choose a Leader” on pages 48–50 for ideas.

2. Ask the young people to name some popular commercial slogans or songs that they hear on television or the radio. After a few volunteers have offered suggestions, tell the young teens that their job is to brainstorm as many commercial slogans as they can. Then they must figure out how they can make the slogans be advertisements for Jesus. In some cases no change will be necessary—as, for example, with the Toyota slogan “Oh, what a feeling!” Other slogans will need just a slight change—for example, the answer to the question, “How do you spell relief?” might become, “*J-E-S-U-S.*”

Explain that if the young people want to begin by brainstorming slogans individually, they can do so on the scrap paper. Eventually they must list on their team’s newsprint as many Jesus jingles as they can. Also tell them that the team with the most jingles at the end of the allotted time is the winner.

3. Allow a minimum of 10 minutes for the groups to brainstorm slogans and rewrite them. Then ask a spokesperson for each group to present his or her group’s results, or do so yourself.

You may want to award a small prize for the longest list, the most creative jingle, the most diverse products represented, and so forth.

4. Lead a discussion around these or similar questions:



Why do companies advertise?

What is your favorite commercial? your least favorite?

What is something that you have purchased because you saw it advertised in a magazine or on television? Was it all that the ad said it would be?

What can people do to get the word out about Jesus so that everyone wants to be a part of his message?

5. Close the activity by emphasizing the effect of advertising in our society and the need to look at commercials and ads critically. Also point out the need to let other people know about Jesus in every way possible, so that they can share in the gift of faith.

ALTERNATIVE APPROACHES

- ☉ Instead of telling the participants to change the slogans into advertisements for God, have them change the slogans into advertisements for your parish, school, or youth group.
- ☉ Direct each group to choose one commercial to plan and act out for the rest of the group.
- ☉ Follow this team-building exercise with a discussion of the effect of media on young people.

SCRIPTURAL CONNECTIONS

- ☉ John 20:16–18 (Mary Magdalene announces Jesus' Resurrection.)
- ☉ John 17:6–8 (Jesus gave us the word. Now it is ours to spread.)
- ☉ Matt: 10:5–8 (The work of a disciple is to spread the Good News.)
- ☉ Isa. 61:1–2 (We are anointed to bring good news to the world.)
- ☉ Ps. 89:1–5 (Proclaim God's faithfulness.)

NOTES

Use the space below to jot notes and reminders for the next time you use this strategy.

