

Weekender

Luke Slide

Insidious

Do you know what this word means?

Awaiting a chance to entrap.
A slow negative cumulative effect.

It comes from the from the latin word for AMBUSH.

It means harmful in an almost imperceptible fashion.

And now- I will use it in a sentence

We'd still be drinking Crystal Pepsi were it not for Coca-Cola's *insidious* take-down using Tab Clear.

Here's how it happened.

Early 1993- Pepsi goes all in on a clear version of their cola. Called Crystal Pepsi. They Buy a Super Bowl spot featuring Van Halen singing "Right Now":

The Ad is full of messages about how people were tired of preservatives. And how "natural" was RIGHT NOW .very in...very chic...very demure.... Even though Crystal Pepsi had all the high fructose corn syrup that regular Pepsi had.

Silly consumers, stop reading the label

Point is- People equated "clear" as "healthy".

So Crystal Pepsi was actually doing pretty well in 1993- until Coca-Cola had a brilliant plan.

Tab Clear.

Almost no one wanted regular Tab- much less a colorless version of it. Tab was the first diet drink Coke ever created and it was discontinued in 2020- along with a lot of things- like sanity.

ANYWAY-

Tab Clear was a diet cola with a heavy aftertaste. And it SEEMED like completion of Crystal Pepsi- so grocery retailers placed them next to each other on the shelf. So tons of people made a decision NOT to drink Crystal Pepsi because they KNEW they hated TAB. Coca-cola wanted people to associate Crystal Pepsi with their worst product.

And it was on purpose.

“We would launch a Tab Clear product and position it right next to Crystal Pepsi, and we’d kill both in the process. It was a suicidal mission from day one. Pepsi spent an enormous amount of money on the brand and, regardless, we killed it. Both of them were dead within six months.”- Sergio Zyman, Coca-Cola Marketing Strategist in 1993

Insidious.

TITLE SLIDE-“Clearly Insidious: How Hypocrisy Kills Happiness”- Luke 11:27-36

Here’s what I’m wondering- How many of you today- how many of your friends or family- have rejected Jesus- have rejected the church- because you have only ever experienced an Insidious knock-off Christianity? A Tab-Clear version of Jesus.

...and some of you may be living a Tab Clear kind of life- being used unknowingly as a Satanic tool to make it easier for people to reject Jesus BECAUSE of your hypocrisy. Almost like you are being used to sabotage the real thing.

In Luke chapter 11, Jesus is going to start an attack on Insidious Hypocrisy that lasts for more than 30 verses- all the way into the next chapter. We’ll deal with the first 10 verses today that show you a way out of hypocrisy.

Luke 11:27-36

27 As he was saying these things, a woman from the crowd raised her voice and said to him, “Blessed is the womb that bore you and the one who nursed you! ”

28 He said, “Rather, blessed are those who hear the word of God and keep it.”

29 As the crowds were increasing, he began saying, “This generation is an evil generation. It demands a sign, but no sign will be given to it except the sign of Jonah. 30 For just as Jonah became a sign to the people of Nineveh, so also the Son of Man will be to this generation. 31 The queen of the south will rise up at the judgment with the men of this generation and condemn them, because she came from the ends of the earth to hear the wisdom of Solomon, and look — something greater than Solomon is here. 32 The men of Nineveh will stand up at the

judgment with this generation and condemn it, because they repented at Jonah's preaching, and look — something greater than Jonah is here.

33 "No one lights a lamp and puts it in the cellar or under a basket, but on a lampstand, so that those who come in may see its light. 34 Your eye is the lamp of the body. When your eye is healthy, your whole body is also full of light. But when it is bad, your body is also full of darkness. 35 Take care, then, that the light in you is not darkness. 36 If, therefore, your whole body is full of light, with no part of it in darkness, it will be entirely illuminated, as when a lamp shines its light on you."

1) Hypocrites say spiritual-sounding words. Happiness is hearing & keeping God's Word.

One of the lines that came up on the screen during that Pepsi Clear Super Bowl commercial was "Right now, artificial doesn't feel right."

In the video- there is a glamorous woman Woman pretending to be happy sitting in a convertible in front of the Hollywood sign- then it zooms out and she's trapped in a snow globe

Pepsi's message was- the Hollywood lifestyle- acting- glamour- makeup- its all superficial. Ultimately- that kind of fake superficiality just traps you. Like a person in a snow globe. Apparently- drinking Pepsi Clear was a way to rebel against looking happy...and actually be happy. Which obviously didn't work...but the basic idea is solid. Jesus' prescription is a little better.

v 27-28

Notice this verse starts with "As he was saying these things"- what things?

The Pharisees had accused Jesus of driving out demons with the power of the devil. In other words- they thought Jesus was Tab Clear. An insidious devil disguised as an angel of light. They were going after Jesus' credibility. Associating him with darkness.

So- this woman from the crowd- seizes her opportunity "Your mother is blessed!"

This word "blessed" means "happy, or fortunate"

So she is saying- "Your mom must be so proud! Your mom is so fortunate to have a son like you!"

You might think Jesus' response would be "THANK YOU! FINALLY!" But notice what his response is..

He says- Lady- the real fortunate ones are those that listen to what God says- and then do it!

Here's what's going on. Jesus sees through this lady's spiritual sounding words- and says- "I'm not interested in how spiritual you can sound as compared to the Pharisees- what I'm interested in is whether you are hearing what I'm saying and taking it seriously."

SPIRITUAL LANGUAGE

Have you learned spiritual language- you know worship song lyrics- but you don't know the Word of God?

You haven't really picked up living out faith in Christ...just learned how to talk Christian-ese.

This is how spiritual abuse happens- people talk spiritually and use their authority... sometimes even their familiarity with the Bible- and use it to abuse and take advantage of people. But see- Jesus sees right through it- and says- Stop giving the lip service. And actually DO what the Word says. Live it. Hear it...and do it.

When you live a life where you talk all spiritual- and salt and pepper your language with positive spiritual sounding things- but don't really read the Bible and seek to conform your life to Jesus- you are a prime candidate to be used by Satan as Tab Clear. To be put on a shelf in the church- just to keep people from trying the real thing.

Additionally- this scripture is very similar to something that happened earlier in Luke

Luke 8:19-21

19 Then his mother and brothers came to him, but they could not meet with him because of the crowd. 20 He was told, "Your mother and your brothers are standing outside, wanting to see you."

21 But he replied to them, "My mother and my brothers are those who hear and do the word of God."

No special relationships.

Back to 1)

Jesus is saying- Its not proximity- its not being my brothers or my mother- its not you being AROUND me or merely ASSOCIATED with me that I'm interested in. Its you submitting your life to God's Word.

Happiness doesn't come from being around church or around Jesus- it comes from hearing and observing- taking in. Thats what faith is.

Genesis 2:15

15 The Lord God took the man and placed him in the garden of Eden to work it and watch over it.

Cultivate and KEEP. Watch over in Genesis 2:15

watch over. (same word in Greek OT)

Hear and Watch over.

Cultivate- let the WORD of God cultivate something in you.

James 1:21b-22 (Start at "Humbly receive")

Humbly receive the implanted word, which is able to save your souls.

22 But be doers of the word and not hearers only, deceiving yourselves.

1 Timothy 4:15-16

Practice these things; be committed to them, so that your progress may be evident to all. 16 Pay close attention to your life and your teaching; persevere in these things, for in doing this you will save both yourself and your hearers.

In other words- the concern is not only for your life- but for the life of others.

2) Hypocrites always demand a sign. Happiness is always ready to repent.

"Right now, someone got a taste of the future."

Thats what a sign is...a taste of the future.

Think about what a sign does- It points to something. Its not the real thing- it tells you about what direction to find the real thing. Or what the real thing looks like.

Imagine going on vacation and to the beach. And instead of actually going to the beach- you get to a sign that says "Beach- 100 miles ahead." And you see the word

“Beach” - pull the car over- get out all the stuff...and lay out there. But you never go all the way.

Watch what Jesus says about signs.

v 29

This evil generation demands a sign- but you have had enough signs. You’ve been shown the direction to go.

You don’t need more signs- because the ones that God gave you before weren’t good enough for you.

MIRACLES- not just a display of power- a sign of the Kingdom that is coming... and that he is the King to bring it.

But they just want more signs...without ever moving toward him in faith.

So what’s the sign of Jonah?

v 30-32

Briefly explain Jonah & Solomon

Main point of correlation- Nineveh & Queen of the South are gentiles that recognized the sign and repented - in the case of Nineveh- the other Queen of the south recognized the wisdom of God and traveled a long distance to be close to it.

Back to 2)

Hypocrites don’t move- keep asking God to do something else.

Meanwhile- those that recognize Jesus are ready to change direction and go the distance.

Persevere.

Talk about repentance. Spiritual sounding people- or people always talking about God’s sign to them often are just justifying their life choices. Figuring out a way to keep doing what they are doing.

Jesus call is to see the sign- and move to the real thing- HIM.

3) The difference in hypocrisy and happiness- has everything to do with what you see when you look at Jesus.

Ultimately- the downfall of Crystal Pepsi- at least the part that Tab Clear played in it- is that Crystal Pepsi was judged not on the basis of its own merits and taste...but on that of a cheap knock off.

I don't want you to see a cheap knock off of Jesus. I don't want you to see a Tab Clear version of Xianity placed on the shelf next to ACTUAL Xianity by Satan.

2 Cor 11:13-14

For such people are false apostles, deceitful workers, disguising themselves as apostles of Christ. 14 And no wonder! For Satan disguises himself as an angel of light.

v 33

33 "No one lights a lamp and puts it in the cellar or under a basket, but on a lampstand, so that those who come in may see its light.

This is Jesus "I am the light of the world.

John 8:12

12 Jesus spoke to them again: "I am the light of the world. Anyone who follows me will never walk in the darkness but will have the light of life."

The key is- looking at Jesus- for who he says he is. Not at people that merely CLAIM to represent him. Look to who Jesus says represents him. Its not people that just talk spiritually- its those who are putting off the light that Jesus does. You won't ever really know that until you hear Jesus for yourself. READ BIBLE. HE IS THE WORD. You have to taste the Crystal Pepsi without judging it by the Tab Clear.

v 34-36

34 Your eye is the lamp of the body. When your eye is healthy, your whole body is also full of light. But when it is bad, your body is also full of darkness.

35 Take care, then, that the light in you is not darkness. 36 If, therefore, your whole body is full of light, with no part of it in darkness, it will be entirely illuminated, as when a lamp shines its light on you.

Basically- if what you put in is evil- that will control you.

Verse 35- LOOK- WATCH OUT- SEE!

that the LIGHT is not DARKNESS- Take stock of yourself! Is darkness in you masquerading as light- Don't point the finger at hypocrites outside of you- YOU MIGHT BE ONE!

What are you looking at?

John 12:32 & 35-36a

As for me, if I am lifted up from the earth I will draw all people to myself.” ...Jesus answered, “The light will be with you only a little longer. Walk while you have the light so that darkness doesn’t overtake you. The one who walks in darkness doesn’t know where he’s going. 36 While you have the light, believe in the light so that you may become children of light.”

Address- hypocrisy- invite to altar for repentance.

Blessedness- happiness- comes to those who stop demanding a sign and repent. Those who leave behind their spiritual sounding Christianese and go to Jesus for real salvation ready to follow him wherever he leads.

Those who put their trust in Jesus will not be disappointed.

PRAYER TEAM