

Abstract

CONTEXTUALISING THE EVANGELISM EXPLOSION PROGRAMME FOR THE WEST MALAYSIAN CHINESE

by

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This project is the contextualisation of the Evangelism Explosion Programme for the West Malaysian Chinese. It seeks to enhance the effectiveness of this programme by contextualising the Chinese culture and religious belief system. The programme is modified to make its presentation sensitive, tactful and culture-friendly to the local Chinese culture and religion. The researcher will assess the needs, world-views, values and reflect upon the historical, socio-culture, psychological make-up and ecclesiastical context of the Malaysian Chinese. He will build a strong biblical foundation in order to assure that recommendations and changes made to the E.E. programme are biblical and theologically sound.

Research questionnaires seek to obtain data on the following issues: (1) is the present E.E. programme suitable for the West Malaysian Chinese?; (2) identify components of the E.E. programme that needed changes; (3) is the programme culture-friendly to the Chinese culture and religion?; and (4) does it speaks to the felt needs of the Chinese? Empirical tools were also designed to facilitate the gathering of

quantitative data for corroborating qualitative data.

The research findings indicated that the present E.E. programme needed modification and contextualisation because it is not sensitive and tactful to the Chinese culture and religion. The programme is not meeting the felt needs of the Chinese and is western in orientation. The findings identified the strengths and weaknesses of the programme and the overall modification was to change the theme from Eternal Life to Abundant Life. Findings revealed that the felt needs of the West Malaysian Chinese are: (1) pragmatic, 'this worldly' and materialistic; (2) superstitious and polytheistic; (3) hunger for power and experiential encounter with God; (4) fear and loyalty to ancestors, gods and family as a major barrier for Malaysian Chinese to turn to Christ. Therefore, the diagnostic questions, testimony and Gospel content were modified to meet these felt needs and to the new theme.

The contextualised and modified E.E. programme is effective and need-oriented. The findings and pilot test checklist from the empirical tool in Appendix E (p.165) showed that the new and modified E.E. programme is tactful, sensitive and culture-friendly to the West Malaysian Chinese.

The conclusions of the programme evaluation research drew out the implications of the research findings; identified the different components of the programme that needed modification; modified the programme in a new, contextualised programme and offered some recommendations for further research. This contextualised and modified Evangelism Explosion Programme will help to demolish cultural and religious barriers for the propagation of the Gospel.