

CULTURE

LIE-SPOTTING

Your kids see and hear thousands of marketing messages every day. These messages exploit their anxieties and tempt their allegiances—not only to products and brands, but to ways of looking at and living their lives. This reality means we must train and disciple them into thinking Christianly about every ad they encounter. A great way to begin is to randomly choose ads and play a quick game of “Spot the Lie,” working to uncover the false promise(s) made by the ad.