Links Players

In Need of More Logos

Remember Jesus Christ, risen from the dead, descendant of David, according to my gospel, for which I suffer hardship even to imprisonment as a criminal; but the word of God is not imprisoned. (2 Timothy 2:8-9, NASB)

Personally, I think many of the players on the professional tours have too many corporate logos on their shirts, hats, and bags. It diminishes which brand they actually promote.

Some of these guys have so many corporate logos on their person that they look like NASCAR drivers. We see logos on both sides of the chest, both sleeves, the collar, and the back of the neck, as well as on the front, side, and back of the hat and several spots on the golf bag.

We all know that none looked in the mirror after getting dressed and thought, "You know, this shirt could use a couple more logos." We know that the amount of money they are getting paid by the sponsor is worth it to them, even if it looks a little tacky.

You may be wondering where I am going with my thoughts about pro golfers and their many corporate logos; I have just developed a fascination with logos. Although the "logos" I am referring to is not a graphic design, it is a Greek word used by the New Testament authors.

Logos is translated into English as 'word, discourse, or reason'; however, it often has a much more powerful meaning when used in the Bible and other Greek contexts. It is where the word logic was derived, and the earliest known users used the term for a 'principle of order and knowledge.'

Aristotle applied the term to refer to "reasoned discourse" or "the argument" in rhetoric. Nonetheless, it became the name or title of Jesus Christ, and we should desire to understand it more fully.

The Apostle John opened his gospel, "In the beginning was the Word, and the Word was with God, and the Word was God. He was in the beginning with God. All things came into being through Him, and apart from Him, nothing came into being that has come into being. In Him was life, and the life was the Light of men" (John 1:1-4).

A few verses later, he writes, "And the Word became flesh, and dwelt among us, and we saw His glory, glory as of the only begotten from the Father, full of grace and truth. For the Law was given through Moses; grace and truth were realized through Jesus Christ" (John 1:14-17).

The Word of God (the title given to Christ when he returns in Revelation 19) is much more than words on pages in your Bible. The Word is the one thing that makes more sense than anything else. It is the source of life, light, grace, truth, reason, and rationality. The universe, morality, science, religion, and any other construct of man only make logical sense when you run them through the filter logos. According to scripture, Jesus made logos understandable to humanity because he revealed the character of God in an understandable way.

If you are struggling with something right now, I want to encourage you to run it through the thoughts and words of Jesus and those who testify of what he revealed to humanity. He is the source of all things true, good, moral, and right. Jesus, that makes sense!

Prayer: Father, reveal to me all of you, your son, and your spirit. I want to know you fully, completely, and intimately so that I may see the world through your lens.

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