



\*\*\* **Coca Cola Kinda' Love- Part 3**  
*“Oh Brother, Where Art Thou?”*

\*\*\* **Review of Part 1 and 2:**

For the Last few weeks we've been asking the question... “What Kind of Love is the Real Thing?”

\*\*\* ***Part 1 “The Real Thing”*** (1 Corinthians 13) - We talked about how Hollywood's version (and the world) tends to focus on the initial part of a relationship, or the attraction phase. This “love” is based on how the other makes us feel. We looked at 1 Corinthians 13 to find what Godly love looks like. We also found that the standard is so high that it is seemingly impossible for us on our own to love this way, and it is only through our abiding in Christ, or our staying connected to Jesus that this love is manifested in our lives.

\*\*\* ***Part 2 “Enduring Love”***- (Ephesians 5)

4 Greek words that all translate in our English language to the word “love.”

\*\*\* **Eros** (passion and feelings), **Storge** (familial love), **Phileo** (brotherly), **Agape** (God's Sacrificial)

**Focused on Ephesians 5...**

**25 Husbands, love your wives, just as Christ also loved the church and gave Himself up for her, 33 Nevertheless, each individual among you also is to love his own wife even as himself, and the wife must see to it that she respects her husband.**

In his book, Love and Respect, Emerson Eggerich noticed through experience and study that women are wired to love automatically and men lean more to being wired to respect. Men need respect as much as women need love and if each will give that to one another they will be in an energizing cycle that makes the relationship healthy.

**Today, however, we are going to concentrate on the concept of brotherly love in the final part of our series...Today's teaching is called,**

\*\*\* ***Coca Cola Kind of Love Part 3:***

**“Oh, Brother, Where Art Thou?”**



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**Background Story:** In 1971, Coca Cola launched it's brand new ad campaign "It's the Real Thing" along with a new hit song and commercial on a grassy hilltop... "I'd Like to Buy The World a Coke" had its origins on January 18, 1971, in a fog. **Bill Backer, the creative director on the Coca-Cola account** for McCann-Erickson, was traveling to London to join two other songwriters, Billy Davis and Roger Cook, to write and arrange several radio commercials for The Coca-Cola Company that would be recorded by the popular singing group the New Seekers. As the plane approached Great Britain, heavy fog at London's Heathrow Airport forced it to land instead at Shannon Airport, Ireland. The irate passengers were obliged to share rooms at the one hotel available in Shannon or to sleep at the airport. Tensions and tempers ran high. The next morning, as the passengers gathered in the airport coffee shop awaiting clearance to fly, Backer noticed that several who had been among the most irate were now laughing and sharing stories over bottles of Coke.

**-Quote:** *Bill Backer later said, ... I began to see a bottle of Coca-Cola as more than a drink. . "I began to see the familiar words, "Let's have a Coke," as . . . actually a subtle way of saying, "Let's keep each other company for a little while." And I knew they were being said all over the world as I sat there in Ireland. So that was the basic idea: to see Coke not as it was originally designed to be—a liquid refresher—but as a tiny bit of commonality between all peoples, a universally liked formula that would help to keep them company for a few minutes.*

-Then the song came...  
*"I'd like to build the world a home  
 And furnish it with love  
 Grow apple trees and honey bees  
 And snow-white turtle doves"*

**\*To the world of 1971...Coke was the real thing. Coke was what brought people together, Coca Cola was what made people get along...coke came to represent love and Peace... or at least that is what the ad execs wanted us to believe.**

**-But I must say that we are no closer to loving each other or achieving world peace now than we were in the 70's. As a matter of fact, this brotherly love message is as old as mankind himself and we are no closer to showing love to others. Nation continues to rises against nation, neighbor against neighbor. The picture is somewhat bleak.**

**-This is because the world does not know real, true love because it doesn't recognize the Source of love.**

***-The Bible says that God is love and that we cannot know true love apart from knowing Him.***

**And 1 John 3:16 gives us a very different picture of the "real thing" that the world and the ad execs at Coca Cola have defined, and it says this...**

### **\*\*\*1 John 3:16-24**

<sup>16</sup>We know love by this, that He laid down His life for us; and we ought to lay down our lives for the brethren.

<sup>17</sup>But whoever has the world's goods, and sees his brother in need and closes his heart against him, how does the love of God abide in him?

<sup>18</sup>Little children, let us not love with word or with tongue, but in deed and truth.

<sup>19</sup>We will know by this that we are of the truth, and will assure our heart before Him <sup>20</sup>in whatever our heart condemns us; for God is greater than our heart and knows all things.

<sup>21</sup>Beloved, if our heart does not condemn us, we have confidence before God;

<sup>22</sup>and whatever we ask we receive from Him, because we keep His commandments and do the things that are pleasing in His sight.

<sup>23</sup>This is His commandment, that we believe in the name of His Son Jesus Christ, and love one another, just as He commanded us.

<sup>24</sup>The one who keeps His commandments abides in Him, and He in him. We know by this that He abides in us, by the Spirit whom He has given us.

## **\*\*\*Real Love**

### **1. Doesn't Come Naturally**

**Commentary: Where did the concept of love come from? Did it come from man?**

**-If we were to buy in to the false notion that Brotherly love can be generated naturally from man without divine intervention, then we must also be the type that would believe in the evolution of man and adhere to humanistic beliefs and philosophies.**

**-If so, than we would be hypocritical to think that "Real Love" can happen this way. Evolutionists teach that man is an animal, who by cunning has evolved over other animals by the survival of the fittest, and now dominates all other animals for his own needs.**

-The world also believes that the driving force of man is to survive and thus to conquer and to symbolically “kill” and use everything and everyone in his environment to succeed. They even see it as a good thing. Right?

Would you not say that man's ideas are very selfish?

**So the concept of love did not come from man did it? It came from God!**

-Let's Go back to our passage and I'll show you what I mean

\*\*\*God's “Love” (noun)...Vss. 16& 17

agapē-*affection or benevolence; a love feast, charitably*

\*\*\*How We are to “Love” (verb) Vss.18 & 23

agapao- *to love (in a social or moral sense)*

**Commentary:** Obvious difference between Agape and agapao is that one is the noun and one the verb, but there are differences in the way the two are defined here. God's love (agape/noun) is defined as charitable and a love feast. While “Agapao” the way of loving attributed to us in this passage is defined as “loving in a social and moral sense”.

**Bottom Line.**...we can't love “as” “like” or even similarly to the way God loves. We have to be obedient to let God love through us!

## \*\*\***2. Real Love is Unselfish (vs 16)**

V16 “*We know love by this, that He laid down His life for us; and we ought to lay down our lives for the brethren*”.

**Commentary :** on the word “Life/Lives” in vs. 16. here

\*\*\*psuchē

*breath, (by implication) spirit, heart, mind, soul*

**Commentary:** Here, we see that both Jesus' life and our Lives are used similarly and come from the same root word. Why???

Because Jesus walked the earth as a man and the “life” He laid down for us, was full of thoughts, feelings, breath of body, and will just as ours is. The ultimate act of love was when our Lord humbled Himself and took the form of a man, come to earth to suffer and die and thereby take the sins of the world onto Himself. He have His life for you and me. He loved us that much to do for us what we could not do for ourselves, or contrary to what people want to think, we could not do for others in our own strength.

**Sometimes, it's easier to say that we would "die" for someone than to actually "live" for someone...meaning to prefer them, give, help, and encourage them even when it's inconvenient.**

-We can't do it ourselves because we have a sin nature which is inherently selfish. Let me give you an example...

**Ex) Pink Sparkle Powder Dispenser that Tess and I are fighting over. Taking back and forth from each other.**

**This is how we know what love is: can be correctly translated this way. God gives us the definition of what love is. Unselfishly sacrifices for the other person. The root of love is unselfishness! That is foundation; a foundation given of God not of man.**

**-Christ, our God set the example, therefore we who claim to be of God, should show forth the character of God, that is of unselfishness to others.**

### **\*\*\*3. Real Love is Meeting Other's Needs (vss. 17 & 18)**

*Vss. 17 & 18 "But whoever has the world's goods, and sees his brother in need and closes his heart against him, how does the love of God abide in him? Little children, let us not love with word or with tongue, but in deed and truth."*

**If God has given you the ability to meet the needs of someone else, and you refuse to help that person John asked the question, "How can the love of God dwell in the person?"**

**Commentary: V18 John says let us love in action (deed) and in truth. The point John is stressing is that if we have the love of God in us, then it WILL be manifested or seen in our actions.**

**Ex) Ever met people who love to talk about what the "church" ought to do? There is a need presented to them and they first think of going to their pastor or a leader to tell them about the need instead of being the answer to the need.**

**-You cannot serve God without serving others. You can read you Bible every day, pray without ceasing, live a holy life, praise God with your lips all day long and it will be totally worthless if you do not serve others. God is not honored in vain sacrifice and ritual worship. He is honored when His child loves Him enough to love others and meet their needs. Many complain they cannot witness claiming they do not know how. The problem is often they have not earned the right to witness to someone because they refuse to truly love them and seek to help them.**

**-People know true love when they see it and they also know when someone is going through the motions with truly caring for their soul.**

- It is a unpopular view in the world's eyes that all I have is the Lord's, but it is the truth. We studied this a few weeks ago when Pastor Jim did the Plugged into Finances sermon.

If what I have is the Lord's then if He says give it to someone else, then I am to happily give it. That means our very lives, our time, with nothing held back.

**-This kind of love is going to take a lot of faith.** And we know that biblical love is based in faith. In fact biblical love is the result that true faith produces. We cannot please God apart from faith. True faith molds the believer into the vessel that God can use, a vessel dedicated to serving **the Lord**.

**\*\*\*James 2:20 says, “*But are you willing to recognize, you foolish fellow, that faith without works is useless?*”**

### **Conclusion:**

**Loving our brother is not an option for a Christian because the Lord Jesus makes it a command. This is not a love based on feelings or emotion. It does not require much to love those that love us. AS a matter of fact, the very test of Godly love is when someone is really unlovable!**

**Ex) People who are toppers. Puce not plum. Herringbone not Houndstooth.**

**-It is an act of our will and if we lack the will, we can tap into God’s love.**

### **\*\*\*Practical Brotherly L.O.V.E. Challenge:**

**\*\*\*L**isten to them...

**\*\*\*Q**uey when a need is presented...

**\*\*\*V**alue them above yourself...

**\*\*\*E**ncourage them.

Goal for Easter Sunday (April 24<sup>th</sup>) is 160 in attendance; 30 more than last year. In the mean time we are asking you to L.O.V.E. someone or some people that God leads across your path and then invite them to hear about Jesus at Easter.