

## 10.4 Video Messaging

The video “Because of Him” is one that I cannot watch without goosebumps. It happens every single time and tears well in my eyes. The video has some profound emotional impact on me as an individual. I am not certain exactly what it is, but I firmly believe that the spirit speaks to my soul through music and imagery and not just any imagery, but people. I have been a people watcher my entire life. I may not remember the details or rapidly recall a name with a face, but I often see the little details that people miss even though I am watching from the distance. Images like in this video have always had an emotional impact with me because I see the unspoken details like those little details viewed in the distance.

This video combined both imagery with impactful music. It is music that almost begs for change on some level – any level. It asks us to be better and do better. The imagery is a wide range of image types which reaches a larger audience with there being at least one image that can touch the individual viewing. The representation of the historical events – single acts – that changed history pull at our heartstrings or touch pain points of something in our lives. I think this visual impact is stronger for those of us who can relate to multiple images in the historical chain. These are not little events, they are big events, and their impact had lasting impact on the lives who witnessed them, experienced them, or lived in them directly. This is the hook in the introduction of the video.

This is immediately followed by images of hope, images of hopeful people. These are people with ordinary characteristics combined with single impactful words that can also hit those pain

points in everyone who watches. The end of the video closes out reminding us of all the hope that is still ahead with more closeup images of ordinary people and then invites us to discover more.

To me, this video shows that ordinary people can do extraordinary things and even the imperfect people can rise above. It reminds me of the common theme I have found while working my way through all the scriptures this year in my personal readings. It is a theme of reassurance and hope. God uses the imperfect. He has throughout time. He uses the imperfect to do His tasks, not because they are extraordinary but because of their humility. Imperfect people are all God must work with here and it does not matter because Christ, a seemingly ordinary individual to us mere mortals, did extraordinary things and took care of the rest for us.