

What Is a Christian Response to Woke Capitalism?

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A reader recently sent me an email with this question, *“Why is corporate America falling in line with woke culture, and what is the Biblical perspective for Christian business owners?”*

Wow, talk about a hot topic!

To answer the question, let me first say it is my belief those in corporate America who support the current form of the woke movement are doing so because they want to *appear* to do so. As you will see in the examples that follow, their support lies on a hypocritical foundation.

Second, you need to understand that the woke movement has spread far beyond corporate America; it has infiltrated our culture.

And third, the current form of the woke movement is based on a secular worldview, which is antithetical to a Christian worldview.

Getting Woke

If you’re anything like me, you’ve heard the term “woke” bandied about with increasing frequency during the last year. But maybe, like me, you aren’t sure what it means to be “woke.”

As I looked around for answers to the question, I found the woke movement has spread over the past few years. It took root and found willing supporters in liberal academia who spread the message of being woke down through our high schools and eventually to kindergartens. The woke movement spread to the C-Suite of our major corporations, the highest levels of our government, and even into our religious institutions.

As I researched, I found the woke movement wasn’t always the way we see it today. In fact, it started quite differently.

A Little Woke History

The woke movement traces its roots to 1860. The term “wide awake” described a movement started and promoted by the Republican party objecting to the spread of slavery. Over time, the phrase “wide awake” described someone aware of social issues and particularly racial issues.

In 1938, a song by Black American folk singer-songwriter Huddie Ledbetter warned Black Americans of racially motivated threats saying, *“I advise everybody, be a little careful when they go along through there—best **stay woke**, keep their eyes open.”*

From the 40s and into the 1950s, *woke* came to mean ‘well-informed’ or ‘aware,’ especially regarding political or cultural issues.

Reframing the Meaning of Woke

A shift in the meaning and intention of the woke movement occurred early in the 21st century as liberal progressives appropriated the term and redefined the movement.

Following the death of Michael Brown in 2014, leaders who claim to be trained Marxists in the Black Lives Matter movement used the term “woke” in support of critical race theory. Critical race theory divides everyone into two groups, the oppressor or the oppressed, and seeks to divide people along racial lines. Members of the left-wing group, Antifa, also adopted the woke term in their support of Marxist ideology.

What began as a movement focused on the civil rights of black Americans in the 1940s, the woke movement has been co-opted by Marxist progressives. The proponents of the woke movement seek division by focusing on all manner of identity-based social justice causes like gender, trans vs. “cis” gender status, sexual orientation, and of course, race. If you agree with their positions, you are considered “woke,” but if not, you aren’t.

The Woke Divide Widens

The ideological division has been growing since 2014 and came to a head throughout 2020 as the country remained shut down due to the COVID pandemic.

Examples of the impact of the woke movement exist in government, business, schools, and churches. New examples are popping up every day, but here is a sampling of the most egregious examples from the past few months.

Disney, Netflix, Warner Media, NBC Universal, AMC, CBS, Sony, and Viacom

In May of 2019, executives from Disney, Netflix, Warner Media, NBC Universal, AMC, CBS, Sony, and Viacom all threatened to close their production facilities in Georgia if the state enacted a bill banning abortion when the fetal heartbeat can be heard.

This is a clear example of blackmail for political purposes. The media companies’ stance against Georgia is hypocritical since all these companies do business in countries where human rights are limited or non-existent.

Urban Terrorism

Since 2020, major cities like Minneapolis, Los Angeles, Seattle, Portland, and others endured weeks of protests from woke leftists railing against the status quo. Some cities like Portland and Seattle had entire areas of the city taken over by protestors. Wanting to appear “woke” and sympathetic to

the protestor's cause, mayors and governors told the police to step aside and let the protestors destroy billions of dollars' worth of personal property.

MLB, Delta, Coke, Merck & Co, American Express, Cisco, Microsoft, & Others

In early April 2021, Stacey Abrams, a voting rights activist in Georgia, blatantly lied about the recently passed Georgia Voter Integrity law's details and impact. President Biden picked up on Abram's news release, expressing his disapproval of the bill, saying the bill was a "blatant attack on the Constitution" and "Jim Crow in the 21st Century."

Not to be outdone, executives from Delta, Coke, Merck & Co, American Express, Cisco, Microsoft, & several other companies publicly condemned the bill. They all echoed the comments of Biden and Abrams nearly verbatim.

Major League Baseball commissioner Rob Manfred also condemned the bill. To punish Georgia, Manfred announced the All-Star Game would be moved from Atlanta and given to Denver. Losing the All-Star game is estimated to cost Georgia over \$100 million.

The problem with all this political and corporate posturing is it is based on false information. Had they taken the time to read the bill, they would know it makes it easier to vote, not harder. The law Georgia adopted is similar to laws in existence in nearly half of the country.

California Coed Prisons

California Governor Gavin Newsom signed SB-132 into law effective January 1, 2021. SB-132 requires the California Department of Corrections to allow inmates to choose the facility where they prefer to serve their sentences based on their self-identified sexual preference. So far, 261 men have requested a transfer to women's prison facilities.

A Department of Corrections spokesman says the bill will "improve safety, help prevent sexual abuse and create a more respectful environment for the incarcerated transgender, non-binary and intersex community." Maybe, but what about the women being forced to serve their sentences next to violent, predatory males. What could go wrong? Local prison officials say they anticipate the need to set up maternity wards to care for the women who become pregnant after the male inmates arrive.

California Students to Pray to Aztec Gods

In March 2021, the California Department of Education issued curriculum guidance for all schools to include an "Ethnic Studies" class. Based on Marxist Critical Race Theory, in one exercise, the curriculum calls for students to chant to Aztec gods for human sacrifice and cannibalism.

Meanwhile, another exercise openly calls for genocide against white Christians.

These are just a few examples of the woke movement in action I found when I researched the topic. As I said before, the progressive Marxists have spread their cancerous version of the woke movement into politics, business, schools, and churches.

Update Disney Snow White

Since I first wrote this article, there have been new examples of continued harassment by the “woke” crowd almost daily. This example stood out, so I had to add this story about Disney’s release of Snow White.

It seems a crowd of woke protestors is going after Disney because the prince kisses Snow White! If you remember the story, Snow White is presumed dead after being poisoned by the evil queen. As she is laying in her glass coffin, the prince bends over and kisses her saying goodbye to his true love. The woke crowd is up in arms because Snow White did not give her consent to the kiss. It will be interesting to see if Disney caves and rewrites the ending to Snow White.

What is The Christian Response?

I hope from these few examples you agree that the woke movement in its current form is based on a secular worldview inspired by Marxism; it is ***not*** a Christian worldview.

A Christian worldview is defined by unity in Christ. Christian values regarding sexual morality, gender identity, race, work, property, economics, liberty, family, law and order, education, and culture all directly oppose the woke movement.

So, what can you and I do, given this secular attack on our culture?

First, and always most important, when dealing with a difficult situation, come to the Lord in prayer! Pray (1 Thessalonians 5:16-18)!

Second, seek His wisdom (James 1:5).

Third, be prepared to give an answer for the hope that lies within you (1 Peter 3:15).

Dr. Rex M. Rogers published an article in August 2020 that provides six suggestions for how Christians should prepare for and respond to the woke movement.

1. Be informed about the issues,
2. Be able to apply your Christian worldview to these issues,
3. Be humble in speaking the truth in love, with gentleness and respect,
4. Be forgiving as Christ forgave us,
5. Be aware that suffering, harassment, possibly persecution could come your way for what you believe,
6. Be confident and strong in the Lord, for He is Sovereign.

Edmond Burke wrote in part, *“The only thing necessary for the triumph of evil is for good men to do nothing.”*

Evil surrounds us in this fallen world. Christian leaders, we cannot afford to be good men and women who do nothing!