

Words Have Power

There is a marketing video made in the U.K. used by a number of businesses. The video is designed to make a point about the power of words. It shows a blind man sitting on the ground with a donation can nearby, at his side a cardboard sign which reads: 'I'm blind – please help'. Several people pass by. A few throw in a coin here and there.

Then a young woman comes by and picks up his sign. She takes out a marker and writes a new phrase on the other side of the sign and puts it back down. All of a sudden, coins are coming at the man from everywhere. The woman returns later and the man asks her, 'What did you do to my sign?' The woman responds with, 'I wrote the same – only different words.' His new sign read: 'it's a beautiful day and I can't see it.'

Words do have power. That is one of the reasons why Scripture refers to the use of the tongue. Words can be used to build up. Words can be used to tear down. The book of Proverbs recognizes the importance of words. It tells us: 'The one who guards his mouth preserves his life; the one who opens wide his lips comes to ruin.' [Prov. 13:3] We are also told: 'There is one who speaks rashly like the thrusts of the sword, but the tongue of the wise brings healing.' [Prov. 12:18]

Words can carry messages of love, healing and grace or they can be misused to convey thoughts of anger, hatred, and ridicule. The Apostle Paul told us to use our words for the purpose of edification [Eph. 4:29]. The ability to speak is a gift from God. God has entrusted us with the amazing power of the tongue. He wants us to use that instrument to be a blessing to those around us.