

## Essay from the bold pastor

### #153 - Digital Tattoo -

Miss Universe Thailand, Weluree Ditsayabut, 22, gave up the title this past June. The cause for her resignation was her radical political remarks she has made in the past on Facebook. Despite her public apology on TV, criticisms only increased. Ultimately, the situation took a toll on her family, leaving her no choice but to step down.

A similar story followed in June. Axelle Despiegelaere, 17, received a modeling offer from L'Oréal, a French beauty giant, after a photo of the attractive teen cheering for Belgium in a FIFA World Cup game went viral. The ordinary girl became a Cinderella overnight, and she had 200,000 likes on SNS at one point. However, some photos and remarks she posted on SNS in the past became a problem. Her blog got filled up with criticisms instantly. As in the case of Weluree, her apology didn't do much to settle the heat, and L'Oreal terminated her contract.

Other similar incidents include restaurants gone out of business because of photos their employees posted on SNS, revenge porn, someone scattering copies of some image from a high-rise building. These are all results of misusing "digital tattoo." Digital tattoo is almost impossible to erase and spreads at an incredible speed. It reflects the awfulness of our sins precisely. However, there is one way to erase digital tattoo completely and permanently.

*The blood of Jesus, his Son, purifies us from all sin.*

1 John 1:7

As this verse says, we can cleanse ourselves with the blood of Jesus who sacrificed himself on the cross for our sins. Those who have done so will be purified and receive an eternal life that will last even after your body is gone, the Bible says.

Digital tattoo holds a striking character, which is that people who misused it started doing so without thinking about the consequences. More than a few people come to church wanting something. Yet, there is rarely anyone who is aware that he/she is committing sins. Rather, they take coming to church lightly and thus don't understand the value of Jesus Christ who died for our sins. The digital tattoo controversy reminded me of the fact.

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