



MATTI HELELÄ

# HOW DARE YOU, GOD?

SARCASTIC PROFILES  
AND CRITICAL PRAYERS

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Sarcastic Profiles and Critical Prayers

Dedicated to my youth-time friends in faith  
and to Jesus, our imaginary friend

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## Introduction

I decided to use **sarcasm** and **humor** to discuss Christianity and its holy scriptures. This approach makes it easier to give them the value that the products of imagination deserve.

Many teachings of the Bible contradict one another, and its numerous quite creepy passages are at odds with the values of the modern world. This book contains examples of hate speech, spiced with sarcasm, that flourishes in the sacred texts of Christians.

First, imaginary experts describe the divine brand quite bluntly, each from their own perspective.

Second, imaginary people introduce themselves and reveal their thoughts without any sugar-coating. The **Heroes of Faith** are struggling with their problems and trying to do their best to follow their god's will according to their own interpretations. The **Challengers of Faith** are wondering about god's intentions, and they eventually break free from the yoke of faith.

Third, the prayers are also divided into two groups. In both groups, people talk to god with hilarious boldness and radical conclusions. The **Faithful Fanatics** are trying, at least to some extent, to pray humbly, even though they do not always understand the purposes of their god. In contrast, the **Critical Doubters** present harsh criticism against god.

Because people have invented thousands of gods, I chose to use the word *god* as a common noun without a leading capital letter, except for headings or when starting a sentence. The same applies to the other words referring to deity, except for very specific names such as Jesus Christ. My direct Bible quotations, taken from the New King James Version and highlighted in Italics, naturally retain their original spelling.

## 1. Branding through Times of Change

### Divine Brand

Brenda Brander

Readers often ask me for examples of how a brand can be adapted to the spirit and environment of the time. Naturally, the brand identity needs to be updated so that the brand can live and succeed in the same time context with its target group. I will give you an interesting example that I have examined recently.

The brand strategy of the biblical god began in a manner very typical of that time, and the strategy was adapted to the prevailing social order. The core value was the praise and worship of a very narcissistic and jealous god. Conscientious adherence to his petty commands and prohibitions was of utmost importance.

Anger and intimidation were characteristic of god's communication. Central to god's policies were defeat and subjugation, as well as revenge and brutal genocide. Good things were promised to the obedient, who were also severely tested. Obviously, god needed drastic measures to find out how genuinely he was loved. How else would he have known?

God also called for ethnic cleansing because foreign nations were worshiping false gods. They should have known better. Everyone from baby to grandparent had to be killed – except for the virgins, whom god promised as a reward to the executioners of the genocide. This is how the Bible calls for action (Numbers 31:17–18):

*Now therefore, kill every male among the little ones, and kill every woman who has known a man intimately. But keep alive for yourselves all the young girls who have not known a man intimately.*



I use SARCASM and humor to discuss Christianity and the Bible. First, imaginary experts describe the divine brand, each from their own perspective.

Second, imaginary people introduce themselves and reveal their thoughts without any sugar-coating:

The HEROES OF FAITH are struggling with their problems and trying to do their best to follow their god's will according to their own interpretations.

The CHALLENGERS OF FAITH are wondering about god's intentions, and they eventually break free from the yoke of faith.

Third, the prayers are also divided into two groups. In each group, people talk to god with hilarious boldness and radical conclusions.

The FAITHFUL FANATICS are trying to pray humbly, even though they do not always understand the purposes of their god.

The CRITICAL DOUBTERS present harsh criticism against god.

FROM READERS:

"This is excellent, absolutely hilarious text. I read it nonstop and was howling with laughter alone here at night. Probably I woke up the neighbors. You have certainly surpassed yourself with this work."

"The book proceeds logically in content and structure. The work is like the growth story of a cautious questioner into a categorically arguing religious critic."

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