

SERMON: IMMANUEL: HIS PROPHETIC NAME

Isaiah 7:14

Matthew 1:22-23

Isaiah 7:14

Therefore the Lord Himself shall give you a sign; Behold, a virgin shall conceive, and bear a son, and shall call His name Immanuel.

Matthew 1:22-23

(22) Now all this was done, that it might be fulfilled which was spoken of the Lord by the prophet, saying, (23) Behold, a virgin shall be with child, and shall bring forth a Son, and they shall call His name Emmanuel, which being interpreted is, God with us.

Introduction

When I read these passages of Scripture, I am reminded of the importance of the selection of a name. Linguists and marketing experts are well aware of this fact. Corporations spend millions of dollars on research to select the right names for their goods and services. They bring in a team of linguists, psychologists, sociologists, and marketing experts, to provide advice and feedback. Names have denotations and connotations. Ideally, a name will uniquely identify an entity and imply some of its best characteristics. We say a picture is worth a thousand words, well, a name is a verbal picture. Even the names of traditional cartoon characters were well thought out. They were not selected capriciously. They all have alliteration: Mickey Mouse, Donald Duck, and Porky the Pig. There was a time when the first letter and the last letter of a corporation's name were the same. When printed, it provided a symmetrical appearance. Remember Kodak and Xerox. Names can attract you or offend you. Even, how the accented and unaccented syllables of a name blend together are very important. If not chosen properly, the syllables will not flow freely from the lips of the speaker. Here is a case in point about attaining smooth syllabication. Sam Walton initially wanted to call his empire of stores Walton Mart. His experts suggested he should shorten it to Walmart because the pronunciation of Walton Mart did not have a fluent rhythmical flow. (A "t" should be at the beginning or the end, not in the middle.) Upon hearing the suggestion, he became very angry and fired a bunch of the people who suggested the name change. He wanted it to include his full family name-after all, it was his company and his money. After a few days, he reconsidered the idea, rehired the individuals, and changed it to Walmart. He laid his ego aside, and listened to the experts, and the rest is history.

The right name can make what is otherwise repulsive very attractive. No one wants to live on a dead-end street, but will gladly live in a *cul de sac*. No one wants to eat spider

crabs, but will go to Red Lobster and feast on Alaskan king crabs. No one will eat raw fish, but will eat *sushi* and brag about your acquired taste. No one will eat snails, but *escargot* is considered an expensive delicacy. No one will eat hog guts, but we relish chitterlings- or should I say “chitlins.” So you see how important names are. I think I have adequately made my point-maybe too much.

Our Savior has many names and many titles. Sometimes the names and the titles merge. He has a personal name which we know as Jesus. Isaiah gave Him a prophetic name and Matthew made sure the prophetic connection is clearly understood.

These two passages of Scripture declare His prophetic name, “Immanuel” (Emmanuel). It is a derivative of three Hebrew words. “im” means with; “anu” which means us; and “el” means God. Combine the three, and you get the name Immanuel. They probably pronounced it: ee-maw-new-el. We will keep our anglicized pronunciation and let the scholars use the original pronunciation. The theological implications of this concatenated word are monumental. Let’s look at a few.

EXPOSITION

1. The Incarnation Is Fundamental To Our Faith.

2. God Is With Us.

3. God Became Like Us.

4. God Is For Us-Not Against Us.

5. God Will Never Leave Us.

6. In The End We Will Be With Him

7. Since He Is With Us, We Might As Well Go On And Praise Him!

Closing Thoughts

I refute the words of Martin Heidegger, the pessimistic, German philosopher. We are not alone in this big old universe. We are not like children lost in the woods with no one to rescue us. This is not what the Bible teaches. God is with us. The incarnation is a historical fact. It was predicted by Isaiah (Isaiah 7:14); it was proclaimed by Matthew and Luke (Matthew 1:23, Luke 1:26-35); it was prescribed by John (John 1:14); and it was preached by Paul (Galatians 4:4, 1st Timothy 3:16). God is with me right now by the presence of the Holy Spirit. Give God Glory! Give God All The Glory!

Related Scriptures**Isaiah 28:19-20****Matthew 28:19-20****Copyright © 2021 by James C. Ward****All Rights Reserved**