





★ macy's  
20 **THANKSGIVING DAY** 24  
**PARADE**





Value attribution error is a cognitive bias where individuals assign a specific value or significance to a person, object, or idea based on preconceived notions, context, or superficial characteristics rather than objective evaluation. This can lead to inaccurate judgments and decisions, as the value ascribed may not reflect the actual qualities or worth of the subject in question.



# ISAIAH

Revealing the Rescuer  
Seeing Jesus in Isaiah

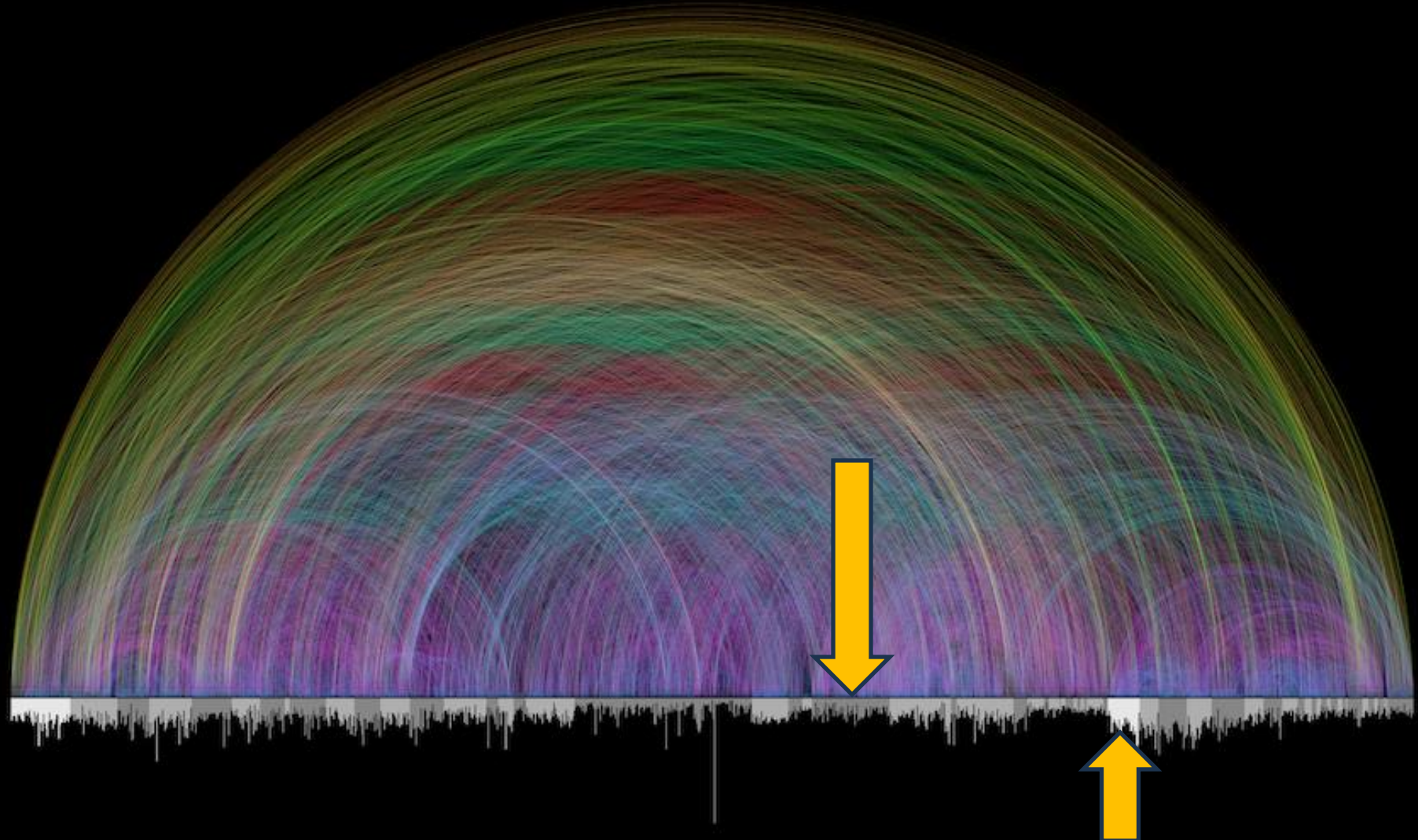
Isaiah



~700  
years



Jesus'  
ministry





## Psalm 119:89

Your word, LORD, is eternal;  
it stands firm in the heavens.



# ISAIAH

Revealing the Rescuer  
Seeing Jesus in Isaiah

1. Our value attribution error toward God
2. Our value attribution error toward ourselves
3. How can we learn to value what truly matters?

## Isaiah 44:6–8

<sup>6</sup> “This is what the LORD says — Israel’s King and Redeemer, the LORD Almighty: I am the first and I am the last; apart from me there is no God. <sup>7</sup> Who then is like me? Let him proclaim it. Let him declare and lay out before me what has happened since I established my ancient people, and what is yet to come — yes, let them foretell what will come. <sup>8</sup> Do not tremble, do not be afraid. Did I not proclaim this and foretell it long ago? You are my witnesses. Is there any God besides me? No, there is no other Rock; I know not one.”





## Isaiah 44:9-11

<sup>9</sup> All who make idols are nothing, and the things they treasure are worthless. Those who would speak up for them are blind; they are ignorant, to their own shame. <sup>10</sup> Who shapes a god and casts an idol, which can profit nothing? <sup>11</sup> People who do that will be put to shame; such craftsmen are only human beings. Let them all come together and take their stand; they will be brought down to terror and shame.

Anything we look to more than we look to Christ for our sense of acceptability, joy, significance, hope, and security is by definition our god — something we adore, serve, and rely on with our whole life and heart. In general, idols can be good things (family, achievement, work and career, romance, talent, etc. — even gospel ministry) that we turn into ultimate things to give us the significance and joy we need.

TIMOTHY KELLER

*Photo by Nathan Troester*







## Isaiah 44:9-17

<sup>12</sup> The blacksmith takes a tool and works with it in the coals; he shapes an idol with hammers, he forges it with the might of his arm. He gets hungry and loses his strength; he drinks no water and grows faint. <sup>13</sup> The carpenter measures with a line and makes an outline with a marker; he roughs it out with chisels and marks it with compasses. He shapes it in human form, human form in all its glory, that it may dwell in a shrine. <sup>14</sup> He cut down cedars, or perhaps took a cypress or oak. He let it grow among the trees of the forest, or planted a pine, and the rain made it grow.

**Hallmark**



**Postmark**



**Tony Stark**





“There is a strange melancholy that haunts the inhabitants (of America). In the midst of abundance, the incomplete joys of this world will never satisfy the human heart.”

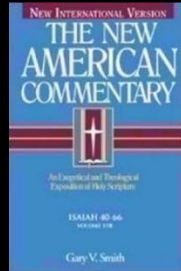
Alexis de Tocqueville

## Isaiah 44:9-17

<sup>15</sup> It is used as fuel for burning; some of it he takes and warms himself, he kindles a fire and bakes bread. But he also fashions a god and worships it; he makes an idol and bows down to it. <sup>16</sup> Half of the wood he burns in the fire; over it he prepares his meal, he roasts his meat and eats his fill. He also warms himself and says, “Ah! I am warm; I see the fire.” <sup>17</sup> From the rest he makes a god, his idol; he bows down to it and worships. He prays to it and says,  
“Save me! You are my god!”

He chooses to use one section of the tree for burning so he can keep warm and have a fire to bake some bread. In addition to this, he takes a different piece of wood and makes it into a god that he worships. He makes an idol then he bows down before it...How can one part of a tree be honored as a powerful supernatural power and another part of the same tree be treated as an inanimate object that deserves no honor at all? How does one know which part of the tree is worthless and which part is a god?

Gary Smith, *Isaiah 40-66*, vol. 15B, The New American Commentary (Nashville, TN: Broadman & Holman Publishers, 2009), 234.



## Isaiah 44:20

<sup>20</sup> Such a person feeds on ashes; a deluded heart misleads him; he cannot save himself, or say, “Is not this thing in my right hand a lie?”



“What else does this craving, and this helplessness, proclaim but that there was once inside people a true happiness, of which all that now remains is the empty print and trace?”

**Blaise Pascal**

French mathematician, physicist, inventor,  
philosopher, and Catholic writer



## Matthew 13:44-46

<sup>44</sup> “The kingdom of heaven is like treasure hidden in a field. When a man found it, he hid it again, and then in his joy went and sold all he had and bought that field.

<sup>45</sup> “Again, the kingdom of heaven is like a merchant looking for fine pearls. <sup>46</sup> When he found one of great value, he went away and sold everything he had and bought it.



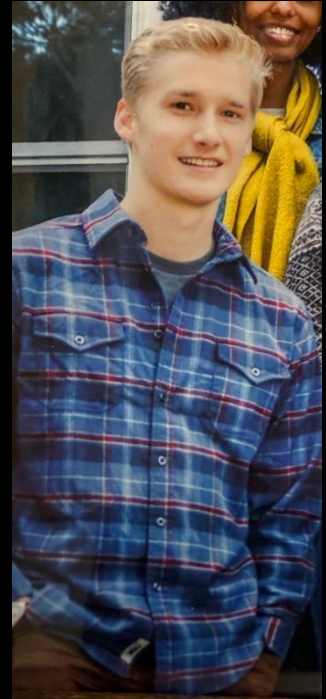
## Philippians 3:7-9

<sup>7</sup> But whatever gain I had, I counted as loss for the sake of Christ. <sup>8</sup> Indeed, I count everything as loss because of the surpassing worth of knowing Christ Jesus my Lord.

For his sake I have suffered the loss of all things and count them as rubbish, in order that I may gain Christ <sup>9</sup> and be found in him, not having a righteousness of my own that comes from the law, but that which comes through faith in Christ, the righteousness from God that depends on faith.

(On the cross), Jesus demonstrates with perfect clarity, his unrelenting devotion to rescue us from our unseen, always-present problem of sin and coldness to God.

Jesus does not wait for us to find a way to him; instead, he comes down from the mountain of heaven to pull us out of our fear, mourning, and disturbed thoughts — to place us in a choir of joy with thousands upon thousands of angels worshipping the only one worthy of endless song.



Davis Johnson  
Associate Pastor  
of Outreach &  
Development

## Revelation 5:4–6

<sup>4</sup> I wept and wept because no one was found who was worthy to open the scroll or look inside. <sup>5</sup> Then one of the elders said to me, “Do not weep! See, the Lion of the tribe of Judah, the Root of David, has triumphed. He is able to open the scroll and its seven seals.” <sup>6</sup> Then I saw a Lamb, looking as if it had been slain, standing at the center of the throne, encircled by the four living creatures and the elders...

<sup>9</sup> And they sang a new song, saying: “You are worthy to take the scroll and to open its seals, because you were slain, and with your blood you purchased for God persons from every tribe and language and people and nation.”

Have you ascribed ultimate value  
to God alone?