



**WHEN “HISMARK” IS CALLED  
“IMMANUEL”**

**Matthew 1:18-25**



## HALLMARK" VS "HISMARK"

"Hallmark" version is the fictional imagination that we allow to become more than entertainment. The "Hallmark" version is "heavenly." Only problem-- this ain't heaven! Hallmark can become the expectation for a meaningful Christmas, whether in cards or movies, its the air-brushed, perfect, romance, version that can end up breeding disappointment. Hallmark kept as entertainment is not a bad thing. Its only when we make "Hallmark" the expectation for real life that is problematic.



## “HISMARK” VS “HALLMARK”

- God decides my life story because his love and presence bring satisfaction and meaning. True and lasting satisfaction is found not in my circumstances (or even my love-connection) but in the living water and bread of life of Jesus Christ. When His “mark” is upon me, I have meaning and purpose even in the downturns of life. The Hallmark version may be heavenly – but Hismark is real, even in the valley of shadows.



## 1. WHY DOES JESUS HAVE TWO NAMES?

1. **“Jesus.”** Matt 1:21, 1:25; Luke 1:31, 2:21.
  - Literally, “Yahweh” saves.” 1:21
2. **“Immanuel.”** Isaiah 7:14, Matt 1:22-23.
  - Literally, “God with us.”



## 2. “IMMANUEL” HAS TWO PRIMARY MEANINGS:

- A. He lifts the burdens off my back; i.e., he “keeps me”; he defeats my enemies.
- King Ahaz: Isaiah 7:14,16 A sign will be given – a virgin shall conceive and bear... Before age [12], the land of the two kings you dread shall be deserted.
- B. He strengthens my back; i.e., his presence is my strength.



### **3. “IMMANUEL” – GOD STRENGTHENS MY BACK.**

- **Joseph – Went to sleep, broken; woke up, a man on a mission:**
  - 1. Faith in Mary destroyed. 1:18-19**
  - 2. Dreams shattered.**
  - 3. Confused.**
  - 4. Emasculated.**
  - 5. Broken.**



## A. JOSEPH WALKED WITH GOD.

How can “God be with me” if I am not “with him”?

A. Joseph

B. Ahaz. Isaiah 7:14,  
2 Kings 16





## B. MY FIRST STEP IS TO BE FREED FROM MY SINS.

- A. Matt 1:21:
- Jesus “saves”.
  - From our sins.
  - We must need saving!
- B. Luke 2:11:
- For all, a “Savior”





- Isa 53:5 But he was pierced for our transgressions; he was crushed for our iniquities; upon him was the chastisement that brought us peace, and with his wounds we are healed.
- Act 4:12 And there is salvation in no one else, for there is no other name under heaven given among men by which we must be saved.“
- Act 13:38 Let it be known to you therefore, brothers, that through this man forgiveness of sins is proclaimed to you,



## 4. WHY CALLED “IMMANUEL”?

Why not, Isaiah 9:6?

- Wonderful counselor
- Mighty God
- Everlasting Father
- Prince of Peace





HE WORKS WITH WHAT I  
HAVE NOT WHAT I DO NOT  
HAVE.

- **Isaiah 61:3** to grant to those who mourn in Zion-- to give them a beautiful headdress instead of ashes, the oil of gladness instead of mourning, the garment of praise instead of a faint spirit; that they may be called oaks of righteousness, the planting of the LORD, that he may be glorified. (ESV)



## WHAT COULD HAVE STOPPED JOSEPH?

1. Fear.
2. Unbelief (like Zachariah).
3. Anger at Mary (or at God).
4. Hopelessness, depression:
  1. I will never find another Mary.
  2. I will never succeed in life. Why try?





## 5. JOSEPH EXCHANGED HIS LIFE PURPOSES FOR GOD'S.

- Matt 1: 21 She will bear a son, and you shall call his name Jesus, for he will save his people from their sins.
  1. The plan.
  2. The purpose.
  3. Then God waited.