

# God is love: This is no joke

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*What's the gospel in seven words? We asked theologians, pastors and others both to answer this question and to expand on this in a few sentences. To see all the responses together as they're posted, bookmark [this page](#). Add your own version [here](#). --Ed.*

God is love: This is no joke.

We use flippancy and irony (see above) to shield ourselves from feeling. We relegate love to the realm of the romantic and sentimental, and dismiss it. But gospel love brings us to our senses. The love epitomized in Jesus Christ is serious and demanding, merciful and not judgmental. It is life-giving and self-sacrificing. It is love that sees and tells the truth, whatever the cost. In Jesus we find the love of God.