

Matthew 12:16

Authorized King James Version (KJV)

And charged them that they should not make him known:

Analysis

'And charged them that they should not make him known.' Despite healing multitudes, Jesus commands silence about His identity and works—repeated throughout Matthew (8:4, 9:30, 12:16, 16:20, 17:9). The verb 'charged' (ἐπετίμησεν/epetimēsen) means strongly warned, ordered strictly. Why silence? Multiple reasons:

1. Avoid premature political confrontation—crowds wanted political messiah; Jesus's kingdom wasn't earthly (John 6:15, 18:36)
2. Prevent heightened Pharisaic opposition before appointed time
3. Focus on ministry rather than fame
4. Fulfill prophetic pattern (v.17-21 quotes Isaiah 42:1-4—servant who doesn't cry out in streets).

Reformed theology sees this as 'messianic secret'—Jesus revealed identity progressively, to proper people, at proper time. Truth requires not just proclamation but receptivity. The command also demonstrates Jesus's humility: He didn't seek publicity, self-promotion, or popular acclaim. His mission was Father's will, not personal glory. This contrasts sharply with contemporary ministry culture obsessed with platform-building and self-promotion.

Historical Context

In first-century Palestine under Roman occupation, messianic claims provoked violent Roman response. Multiple messianic movements had arisen and been crushed (Acts 5:36-37, Josephus records others). Jesus's miracles and teaching

generated messianic speculation—crowds repeatedly tried making Him king (John 6:15). Such movements threatened Roman order, inviting military response that would destroy Jesus's ministry prematurely and harm the people. Strategic silence protected both Jesus's mission and the people from Roman reprisal. Additionally, popular messianic expectations were nationalist and political—they wanted deliverer from Rome, not Savior from sin. Premature public messianic claim would attract wrong followers for wrong reasons. Only after teaching, demonstrating kingdom values, and clarifying mission could Jesus accept messianic title (Matthew 16:16-20, 26:63-64). Mark's Gospel particularly emphasizes messianic secret, with repeated commands to silence. The strategy worked: Jesus's ministry continued until He chose to precipitate final confrontation through triumphal entry and temple cleansing (Matthew 21).

Related Passages

John 15:13 — Greatest form of love

1 Corinthians 13:4 — Characteristics of love

Study Questions

1. What does Jesus's strategic control of publicity teach about ministry priorities and methods?
2. How do you balance sharing gospel boldly with wisdom about when, where, and how to proclaim truth?
3. What dangers arise from ministry focused on platform-building and self-promotion rather than faithful obedience?

Interlinear Text

καὶ ἐπετίμησεν αὐτὸν ἵνα μὴ φανερὸν αὐτὸν
And **charged** **him** G2443 G3361 **known** **him**
G2532 G2008 G846 G5318 G846

ποιήσωσιν
make
G4160

Additional Cross-References

Matthew 17:9 (Parallel theme): And as they came down from the mountain, Jesus charged them, saying, Tell the vision to no man, until the Son of man be risen again from the dead.

Matthew 9:30 (Parallel theme): And their eyes were opened; and Jesus straitly charged them, saying, See that no man know it.

Matthew 8:4 (Parallel theme): And Jesus saith unto him, See thou tell no man; but go thy way, shew thyself to the priest, and offer the gift that Moses commanded, for a testimony unto them.

Mark 7:36 (Parallel theme): And he charged them that they should tell no man: but the more he charged them, so much the more a great deal they published it;