A voice in the wilderness is an English idiom for someone who expresses an idea or opinion that is not popular or that the majority does not accept. It is derived from the biblical reference to John the Baptist's message to prepare the way for the coming of the Lord: "The voice of one crying in the wilderness: Prepare ye the way of the Lord, make straight in the desert a highway for our God. Every valley shall be exalted, and every mountain and hill shall be made low: and the rough places shall be plain, and the crooked places straight. And the glory of the Lord shall be revealed, and all flesh shall see it together." (Isaiah 40:3-5)

This phrase is often used metaphorically to describe individuals or groups that advocate for causes that are not widely accepted or popular at the time. It can refer to anyone who speaks out against the status quo, challenges conventional wisdom, or advocates for change, even if the idea is not immediately well-received or widely supported.

In a historical context, it might be applied to figures like John the Baptist, who called people to repentance and preparation for the coming of the Messiah. The phrase can also be used to describe the work of those who stand up for their beliefs in the face of opposition or adversity.

In a contemporary context, it might be used to describe someone who is advocating for environmental protection, social justice, or other important causes that face resistance or skepticism from the broader public. The phrase highlights the courage and persistence required to champion unpopular causes.

The metaphor of a voice in the wilderness underscores the isolation and potential loneliness that can come with expressing unconventional ideas or philosophies. Despite this, it is a sentiment that can inspire others, as it represents a commitment to speak truth and pursue important causes even when the road is rocky and the path is uncertain.