

**Communications
& Homiletics (CL2)**

Invention (Finding the Meaning)

February 5, 2015

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Lakeside institute of Theology**



Communications & Homiletics (CL2)

Jan. 29 – Introduction to Rhetoric

Feb. 5 – Invention (finding the meaning)

Feb. 12 – Arrangement (organizing)


Feb. 19 – Style (answering real questions)

Feb. 26 – Memory (preparing to present)

Mar. 5 – Delivery (the presentation)

Mar. 12 – The Act of Preaching and Teaching

Mar. 19 – Applying the Principles; Final Exam

- **Homiletics** – the application of the general principles of Rhetoric to the specific department of public preaching.
or, The composition and delivery of a sermon or other religious discourse.
 - **Preaching** – the act of delivering religious truth, or giving religious or moral instruction or exhortation, for the purpose of touching people’s hearts and changing lives.
 - **Teaching** – the act of providing instruction or direction, for the purpose of increasing people’s knowledge and understanding.
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➤ Can Christian preaching and teaching be taught (or learned), or is it entirely a gift of the Holy Spirit?

So God has appointed some in the church [*for His own use*]: first apostles (*special messengers*); second prophets (*inspired preachers and expounders*); third teachers; then wonder-workers; then those with ability to heal the sick; helpers; administrators; [*speakers in*] different (unknown) tongues. 1 Corinthians 12:28 (*Amplified Bible*)

When it comes to preaching and teaching, what is the difference in a gift and a skill?

- **Rhetoric** – the use of language (logic + grammar) to instruct & persuade a listener or reader.
- **The Five Canons of Rhetoric** (per Aristotle)
 - **Invention** – evaluating your purpose and developing the argument or message. (What do you want or need to say, and why do you need to say it?)
 - **Arrangement** – organizing the argument or message for best effect. (How do I structure and organize my message to best communicate with *this* audience?)
 - **Style** – determining how best to present the argument or message. (By what approach can I best communicate *this* message to *this* audience?)
 - **Memory** – learning and/or memorizing the argument or message. (How can I be best prepared to effectively deliver this message to this audience?)
 - **Delivery** – the gestures, pronunciation, tone and pace used when presenting. (In the most practical terms, how can I best present this message?)

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The most important thing...

...in preparing a talk (*as in all of life*) is paying attention!

Perhaps there is no property in which men are more distinguished from each other, than in the various degrees in which they possess the faculty of observation. The great herd of mankind pass their lives in listless inattention and indifference to what is going on around them ... while those who are destined to distinction have a lynx-eyed vigilance that nothing can escape.

William Wirt, 1828

Paying attention to...

- 1. Scripture.** The Bible is the great inexhaustible reservoir of Christian truth. The daily reading of it will ensure the preacher an unfailing supply of sermons.
 - 2. History.** Familiarity with the history of the kingdoms and empires of biblical times will add immeasurably to an understanding of the Scriptures.
 - 3. Literature other than Scripture and History.** A balanced program of reading in biography, poetry, fiction, archaeology, the arts and sciences, and other general reading.
 - 4. Experience.** Preaching at its best is the sharing of profound personal experience. Effective testimony in the pulpit requires a background of experience in constant process of renewal.
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Paying attention


5. Imagination. Imagination can make an otherwise dull sermon come alive, by bringing hidden realities into view, setting familiar facts in fresh relationships, seeing resemblances and implications which escape the casual observer.

- **Visualization.** Dramatic insertion of interesting and significant details which are commonly overlooked.
- **Supposition.** A hypothetical illustration may be as effective and helpful as a true incident.
- **Parables.** The favorite teaching device of Jesus, the parable is still useful.
- **Figures of Speech.** Similes, analogies, metaphors, personification, etc.

The First Step (after prayer)...

- **What are you being called upon to do?**
 - Is it a sermon, a homily, a meditation, a teaching, a devotional, a class, a course, a lecture, an introduction, a eulogy, a toast, a continuing series, or ?

 - **For whom are you being asked to do it?**
 - A congregation, a Sunday School class, a Bible Study group, a community group, a civic club, an academic class, a group of friends, a group of strangers, mourners, wedding guests, or ?

 - **What do you think they most need to hear?**
 - A message that inspires, comforts, challenges, disciplines, disciplines, encourages, exhorts, educates, motivates, energizes, or ?
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The First Step (after prayer)...

- **What generally do you think you should (*feel called to*) say to them?**
 - Make sure you are being honest with who the audience is and what they need.
- **What text will best communicate, or can form the basis of what you want to say?**
 - Make sure you are being honest with the text, letting it speak, and not just looking for a place to debut your latest cool thoughts and ideas.
- **What does the text actually say and mean, and what questions do I need to ask to get at that meaning? (incl. context)**

Biblical Interpretation Process

1. Who wrote/spoke the passage and who was it addressed to?
2. What does the passage say?
3. Are there any words in the passage that need to be examined?
4. What is the immediate context?
5. What is the broader context in the chapter and book?
6. What are the related verses to the passage's subject, and how do they affect the understanding of this passage?
7. What is the historical and cultural background?
8. What can I conclude about the passage?
9. Do my conclusions agree or disagree with related areas of scripture and others who have studied the passage?
10. What have I learned and what must I apply to my life?

“90% of how well the talk will go is determined before the speaker steps on the platform.” Somers White

“It takes one hour of preparation for each minute of presentation time.” Wayne Burgraff

“What is conceived well is expressed clearly.”
Nicolas Boileau-Despréaux

“Speakers who talk about what life has taught them never fail to keep the attention of their listeners.”
Dale Carnegie

“There are three things to aim at in public speaking: first, to get into your subject, then to get your subject into yourself, and lastly, to get your subject into the heart of your audience.” Alexander Gregg



- **Rhetoric** – the use of language (grammar + logic) to instruct & persuade a listener or reader.
- **The Three Types of Rhetoric Proof** (per Aristotle)
- **Ethos** – how the character and credibility of a speaker can influence an audience to consider him or her to be believable. (*intelligent, moral, presentable, of good reputation, trustworthy*)
- **Pathos** – the use of emotional appeals to alter the audience's judgment through metaphor, amplification, storytelling, or presenting the topic in a way that evokes strong emotions in the audience.
- **Logos** – the use of reasoning, either inductive or deductive, to construct an argument.