

**Communications  
& Homiletics (CL2)**

**Memory (Preparing to Present)**  
**March 5, 2015**

**Ross Arnold, Winter 2015**  
**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 (how to speak)

Feb. 26 – **No Class**

Mar. 5 – Memory (preparing to present)

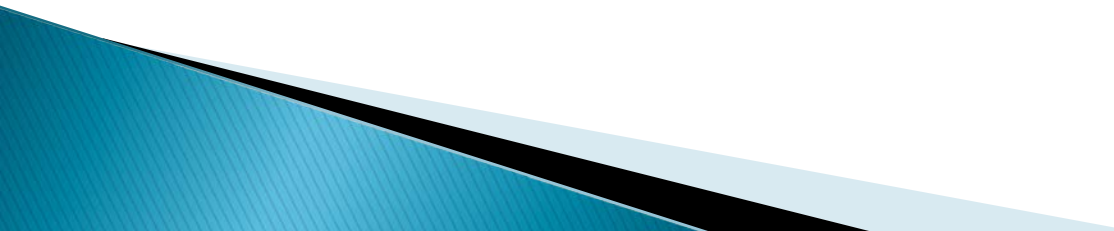
Mar. 12 – Delivery (the presentation)

Mar. 19 – Applying the Principles; Final Exam

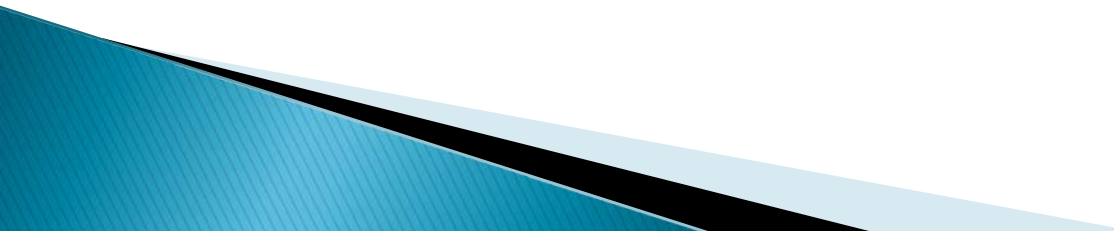
- **Rhetoric** – the use of language (logic + grammar) to instruct & persuade a listener or reader.
- **The Five Canons of Rhetoric** (per Aristotle)
  - **Invention** – evaluating your purpose and developing the argument or message. (What do you want or need to say, and why do you need to say it?)
  - **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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# ***Memoria*/Memory**

- The discipline of recalling the arguments of a discourse.
  - Memory was traditionally most related to “*Arrangement*,” as the structure of a presentation affected how well it could be recalled.
  - Rhetoricians insisted that *memoria* involved more than just rote memorization. It also required having command of a wide body of knowledge to permit improvisation, to answer questions, and to refute opposing arguments.
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# **Three Elements of the Canon of Memory**

- 1. Memorizing One's Speech**
  - 2. Making One's Speech Memorable**
  - 3. Keeping a Treasury of Rhetorical Folder**
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# Practical Approaches to *Memoria*

1. There are several distinct approaches to being prepared to speak:
    - Write out your sermon, then memorize it.
    - Write out your sermon, then take the full manuscript into the pulpit with you (*ideally with highlighting, underlining, etc.*).
    - Work from an outline of the sermon.
    - Know your topic so well you neither memorize, work from script or outline (but perhaps with a few notes on one page).
    - Wing it. (*not recommended*).
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# Practical Approaches to *Memoria*

There are Three Keys to *Memoria*:

1. **Saturation** – The real secret is to know (REALLY know) what you're going to say before you get up there!
  - Have you completely immersed yourself in the topic and the sermon?
  - What is your “summary sentence?” Until you're ready to give your sermon in ONE SENTENCE, you're not ready to give it.
  - What's your 90-second “elevator speech?”



# Practical Approaches to *Memoria*

There are Three Keys to *Memoria*:

1. **Saturation**
2. **Organization** – to have your sermon (and your thoughts) organized and structured so that your content and main points not only communicate well, but are easy to remember and follow.

*“The better the outline, the greater is the likelihood of its not being needed in the pulpit.”*

# Practical Approaches to *Memoria*

There are Three Keys to *Memoria*:

1. **Saturation**
2. **Organization**
3. **Memorization** – there is no escaping the need to remember (and that means *memorize*) key points and passages from your sermon.  
(Impression, Association, Repetition)

# Practical Approaches to *Memoria*

1. Forget what Socrates said – it's alright to use notes. Really. (*but without dependence on notes is much better*)
2. You have to find what works for YOU. Decide on your style. Are you a memorizer, a scribbled noter, an outliner, or a full-text person. Decide, and then go with it. (*Obviously reading your sermon is not a style, and is generally not acceptable.*)
3. Working from a ¼ outline of written notes is probably the best and easiest approach.

# Practical Approaches to *Memoria*

4. Outlining & Highlighting: What are your key CONCEPTS or THOUGHTS? (Use them as BOLD headers.)
  5. What are your key WORDS? (Write them in the margins.)
  6. Work your outline down to a minimum number of lines, and few pages.
  7. Spend 50% more time with the sermon outline than you think you need – but not all at once, and not all at the last minute.
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