**What You Should Know from CL2 – Communications & Homiletics**

Lakeside Institute of Theology

1. What are the **Seven Classic Liberal Arts**?
   1. *The Trivium*
      1. Logic (the mechanics of thought and analysis)
      2. Grammar (the mechanics of language)
      3. Rhetoric (the use of language to instruct and persuade a listener or reader)
   2. *The Quadrivium*
      1. Arithmetic (properties & operations of numbers)
      2. Geometry (properties of numbers in space)
      3. Music (numbers in time, expressed as sound)
      4. Astronomy (numbers in space and time, as manifested in celestial bodies)
2. What is the definition of “***rhetoric***?”
   1. The effective use of language (*logic + grammar*) to instruct & persuade a listener or reader.
3. What are the **Five Canons** of traditional rhetoric?
   1. **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?)*
   2. **Arrangement** – organizing the argument or message for best effect. (*How do I structure and organize my message to best communicate with this audience?*)
   3. **Style** – determining how best to present the argument or message. (*By what approach can I best communicate this message to this audience?*)
   4. **Memory** – learning and/or memorizing the argument or message. (*How can I be best prepared to effectively deliver this message to this audience?*)
   5. **Delivery** – the gestures, pronunciation, tone and pace used when presenting. (*In the most practical terms, how can I best present this message?*)
4. What are the **Three Types of Rhetorical Proof** that effect how listeners receive a message?
   1. **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)*
   2. **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.
   3. **Logos** – the use of reasoning, either inductive or deductive, to construct an argument.
5. What is “***communication***?”
   1. The purposeful activity of exchanging information and meaning across space and time by various means.
6. What is “***communication theory***?”
   1. The formal study of the technical process of human communication, including composing, sending, receiving and interpreting information and meaning.
7. What are the important aspects of communication, according to communication theory?
   1. **Source** – an information source that creates a message.
   2. **Sender/Transmitter/Speaker** – the once who initiates and encodes the signal transmission to another.
   3. **Message** – the content being communicated.
   4. **Channel** – the medium used to transmit the signal.
   5. **Receiver** – the one receiving and decoding the signal transmission.
   6. **Interference** – anything which prevents transmission of the message, and/or accurate correlation between the intended message and the received message.
8. What is ***homiletics***?
   1. *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.*
9. What is ***preaching***?
   1. 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.

1. What is ***teaching***?
   1. The act of providing instruction or direction, for the purpose of increasing people’s knowledge and understanding.
2. What is the best way to keep from boring a boring preacher or teacher?
   1. Don’t be a bored teacher or preacher. If you can’t do it with interest and energy, then perhaps you shouldn’t be doing it.
3. Why do we believe preaching is BOTH a calling from God, AND it can be taught?
   1. Preaching and teaching Scripture is a calling from God, but YOU decide whether you will fulfill that call well or poorly.
4. How and why is it appropriate for preachers to think of themselves as “special?”
   1. A preacher should never get into the pulpit without believing he or she has something to say that the people need, and that God wants them to hear. On that day, at that time, a preacher is NOT like everyone else.
5. How do we approach seeking God’s inspiration for preaching?
   1. A preacher must not wait until getting into the pulpit to receive God’s inspiration. God can and will inspire earlier in the week, if we’ll get to work.
6. What is one of the best ways to keep from preaching or teaching for too long?
   1. Don’t tell everything you know. This also gives you something from which you can answer questions later.
7. What is the first and most important step as you begin to prepare a sermon or teaching?
   1. You must pay attention – to the Scripture, to the Holy Spirit, to history, to the needs of your audience, to your environment, to literature other than Scripture and history, to experience, and to your imagination.
8. What great assurance must we always remember, especially when people do not respond as we hope, or when they disagree with us?
   1. Ultimately it is not up to us. Our job is to be faithful; the results are up to God.
9. What are the four aspects of godly “imagination” that can be used as a tool in preparing sermons and teachings?
   1. **Visualization.** Dramatic insertion of interesting and significant details which are commonly overlooked.
   2. **Supposition.** A hypothetical illustration may be as effective and helpful as a true incident.
   3. **Parables.** The favorite teaching device of Jesus, the parable is still useful.
   4. **Figures of Speech.** Similes, analogies, metaphors, personification, etc.
10. As part of the first, “invention” stage of preparing a sermon or teaching, what are the first steps you must take (or decisions you must make), after prayer?
    1. **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 …….. ?
    2. **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 …….. ?
    3. **What do you think they most need to hear?** A message that inspires, comforts, challenges, disciples, disciplines, encourages, exhorts, educates, motivates, energizes, or ……..
    4. **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.
    5. **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.
    6. **What does the text actually say and mean, and what questions do I need to ask to get at that meaning?**
11. What questions should you ask of a Scripture passage in order to more clearly understand the meaning of the text?
    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?
12. What are the elements of *structure* that may be used as a guide during the 2nd stage or “Arrangement” of a sermon or teaching?
    1. **Introduction (*exordium*) –**from the Latin meaning "to urge forward." Tell them why what is at stake and why this is important. (Opening arguments: *“tell them what you’re going to tell them...”)*
    2. **State the case (*narratio*) –** give the main argument, and all the relevant information *(“tell them…”)*
    3. **Outline the major points (*partitio*) –** name the issues in dispute and list the arguments to be used in the order they will appear.
    4. **The proof of the case (*confirmatio*) –** confirm or validate content in the *narratio* and *partitio*.
    5. **Refute possible opposing arguments (*confutatio)* –** anticipate that some people may disagree and address possible (or previous) arguments against your case.
    6. **The Conclusion (*peroratio*) –** sum up the arguments, and arouse sympathy for the case. *(“tell them what you told them…”)*

1. What are some creative strategies that can help make your sermon or teaching stronger?
   1. Tell the audience where you’re going and why it’s important.
   2. Use expert quotes to establish credibility.
   3. Give yourself permission to do something unusual or not ordinary, by telling them what you’re doing and why.
   4. Make judicious use of catch phrases to sum up major points.
   5. Surprise them by arguing – and then discounting – the other side.
   6. Use a modern and relevant example – something they all can understand and relate to – to illustrate a point.
   7. Use “quick lists” of point (*boom, boom, boom*…) to emphatically build the argument.
   8. Use humor – but only in a way that makes sense to the context.
   9. Challenge your audience to think about an important point, in a way that will cause them to agree with you.
2. What are the key elements of “style – or how you speak your sermon or teaching?
   1. **Correctness –** sometimes called “purity,” means that words used should be current to popular language usage, and used according to rules of proper grammar.
   2. **Clearness –** the use of words in their ordinary, everyday and understood sense.
   3. **Appropriateness –** to use words, and to use them in a way, that is fitting to a given situation. This includes the use of words in particular ways for emphasis in the course of a presentation.
   4. **Ornament –** the use of language in unusual or extraordinary ways, especially by the use of figures of speech, figures of thought and tropes.
3. What are ten very practical ways to communicate well?
   1. Use common points (things you and the audience share) to build rapport.
   2. Draw illustrations from things that are commonly understood – including movies, stories, songs, books.
   3. Use a *“We”* focus – especially when talking about negatives.
   4. Avoid huge generalizations. *(“No one,” “Everyone,” “Always”)*
   5. Use quotes for credibility.
   6. Use rhetorical questions to engage your audience.
   7. Tell a third-person story.
   8. Repeat the key message, especially at the end.
   9. Signal that you’re closing (and then CLOSE!).
   10. Leave the audience with one key take-away message.

1. What, besides rote memorization, was traditionally understood as involved in the *memoria* stage of good rhetorical preparation?
   1. Having command of a wide body of knowledge to permit improvisation, to answer questions, and to refute opposing arguments
2. What are the Three Elements of the Canon of Memory in rhetoric?
   1. Memorizing One's Speech
   2. Making One's Speech Memorable
   3. Keeping a Treasury of Rhetorical Folder
3. What are the five distinct approaches to being prepared to preach?
   1. Write out your sermon, then memorize it.
   2. Write out your sermon, then take the full manuscript into the pulpit with you (*ideally with highlighting, underlining, etc*.).
   3. Work from an outline of the sermon.
   4. Know your topic so well you neither memorize, nor work from script or outline (but perhaps with a few notes on one page).
   5. Wing it. (*not recommended*).
4. In preparing to preach, what is meant by ***Saturation***?
   1. Have completely immersed oneself in the topic and the sermon, so that a preacher REALLY knows what he or she going to say before getting in a pulpit.
5. What are two quick tests to determine whether a preacher has sufficiently saturated himself or herself in the sermon and so is ready to preach?
   1. Do you know your “summary sentence?” Until you’re ready to give your sermon in ONE SENTENCE, you’re not ready to give it.
   2. Do you know your 90-second “elevator speech” of the sermon.
6. In preparing to preach, what is meant by ***Organization***?
   1. Have a sermon (and your thoughts) organized and structured so that you 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.”)*
7. In preparing to preach, what is meant by ***Memorization***?
   1. Fact that there is always a need to remember (and that means *memorize*) at least key points and passages from your sermon.
8. What are three key steps in effective memorization?
   1. Impression – being thoroughly familiar with the sermon as a whole.
   2. Association – making mental links between major sermon points, and between major sermon points and other memory “anchors.”
   3. Repetition – to review and review, especially by writing out the sermon again, listening to it recorded, etc.
9. What is the key to deciding what approach one will take in preparing to preach?
   1. A preacher must decide what process (full script memorization, working from full manuscript, outline or brief notes) works for him or her, and then be consistent in working and perfecting that approach.
10. When using an outline, what is the best approximate proportion of outline to written text of a sermon?
    1. A one-quarter outline (where the outline is ¼ as long as a written text of the sermon) is probably best and easiest to manage.
11. What can help keep the preacher on track, whether using a manuscript or an outline?
    1. Highlighting and underlining key words and concepts (but not TOO much).
    2. Using key concepts and thoughts as headers.
    3. Writing key words in the margins.
12. How much time is generally needed to effectively prepare to deliver a sermon?
    1. As much as one hour for each minute of speaking.
    2. Perhaps 50% more time than you might think you need.
13. What are the two most common mistakes in preparing to preach?
    1. Doing all the preparation in one sitting (it’s much more effective if spread out over multiple sessions on multiple days).
    2. Doing all the preparation at the last minute.
14. In what two ways has ***pronuntiatio*/presentation** changed in modern times, as opposed to classical rhetoric?
    1. Presentation now tends to be *over-emphasized* (style over content), as in popular media; OR,
    2. Presentation now tends to be *under-emphasized* (delivery of accurate content without regard to style), as in many sermons.
15. What is the goal of a good presentation style?
    1. Finding a balance, in which good content is accurately delivered, but good presentation is acknowledged as being critical to the message being well-received, remembered and persuasive.

1. What is meant by ***elocution***?
   1. Proper pronunciation, grammar, style and tone in speaking.
2. What is meant by ***actio***?
   1. The proper use of voice and gestures in oratory.
3. What practical concerns must be considered when presenting a sermon or discourse?
   1. People must find you acceptable (*ethos*), so:
      1. Dignity (dress, stance, posture, gestures)
      2. Warmth
      3. *Appropriate* humor
   2. People must be able to hear you
      1. Projection
      2. Technical setup (dealing with problems)
   3. People must be able to understand you
      1. Enunciation (no faults)
      2. Correct pronunciation (no “bad words”)
      3. Pace and Pitch (phrasing, emphasis)
   4. People must believe you (*logos & pathos*)
      1. Authenticity (eye contact, facial expressions)
      2. Transparency
4. What principles should be followed in order to be well-rehearsed and ready to make an effective presentation?
   1. Rehearse your delivery.
   2. Practice out loud (listen to yourself)
   3. Record your message and listen to it.
   4. Practice at normal speed (pause for reactions)
   5. Practice at double speed.
   6. Practice at half speed.
   7. Practice mentally – go through your talk in your mind, thinking about *what* you will say and *how* you will say it.
   8. Practice in chunks – break the talk down into sections and rehearse these.
   9. Practice in front of a live audience.
5. What are some practical approaches to doing well in sermon delivery?
   1. Be confident (nothing makes up for lack of self-confidence).
   2. Be well-rested.
   3. Don’t have a full stomach (it will slow you down).
   4. Look the part.
   5. Stand behind the podium – don’t lean on it.
   6. Arrive early (familiarity, setup, testing, practice, prayer).
   7. Before the sermon, sit in all four corners of the room.
   8. Visualize yourself speaking.
   9. Use deep breathing if you are nervous.
   10. Realize that it won’t be perfect.