Course Description
As a result of this course, the student should be able to analyze and adapt to audiences by preparing messages that are both biblical and relevant. Students will speak multiple times and be recorded on video. They will also analyze sermons, reflect on their own experience, and read.

Course Relationship to the Curriculum
Building on PR 601 and exegesis courses, this course helps students interpret Scripture for modern listeners. The focus is on audience analysis and adaptation.

Course Objectives
Performance:
- Analyze audiences.
- Prepare and deliver biblical messages that are both biblical and relevant.
  - Explain how to become a Christian to a particular audience.
  - Preach expository sermons which address specific needs.
- Form accurate exegetical ideas.
- Outline clearly.
- Become more skilled at speaking for the ear, esp. in using purposeful redundancy.
- Employ variety by experimenting with various sermon forms.
- Critique four sermons in small group discussion.
- Critique yourself and others in small group discussion.
- Memorize a passage of Scripture related to preaching.

Knowledge:
- Review Robinson’s ten stages of sermon preparation giving special attention to issues of exegetical idea, outlining, and relevance.
- Comprehend how to analyze and adapt to an audience.
- Reflect upon how God has used preaching in your spiritual growth.

Attitude:
- Value expository preaching.
- Gain confidence in your ability to bridge the gap between the text and a modern audience.
- Value the use of creativity in preaching.
- Depend on the Lord who uses his Word to transform hearts.

Course Textbooks
- “Reading packet,” available on CAMS.

**Attendance**
All lectures and exercises. Students are expected to be *on time*. If you cannot attend a session, or if you miss one because of emergency, please talk to me. This also applies to students taking the course pass/fail.

**Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Assignments Due</th>
<th>Lecture/Discussion</th>
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<tbody>
<tr>
<td>June 18 AM session</td>
<td></td>
<td>Intro to the course.</td>
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<tr>
<td></td>
<td></td>
<td>Review Exegetical Idea and Outlining</td>
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<tr>
<td>June 18 PM session</td>
<td><strong>Writing Due:</strong> Reflection paper #1.</td>
<td>Audience analysis and application.</td>
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<td>Sign up for “Explain How to . . .” (audience)</td>
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<tr>
<td>June 20 AM session</td>
<td><strong>Speaking Due:</strong> Explain how to become a Christian.</td>
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<td>Sign up for Sermon 1 (topic and text).</td>
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<tr>
<td>June 20 PM session</td>
<td><strong>Speaking Due:</strong> Explain how to become a Christian.</td>
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<tr>
<td>June 22 AM session</td>
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<td>Adapting to Listeners</td>
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<td>June 22 PM session</td>
<td><strong>Sermon Analysis Groups</strong></td>
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<tr>
<td>June 23</td>
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<td>Outline for Sermon 1 due by 5:00 p.m. today. (Not a class session).</td>
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<tr>
<td>June 25 AM session</td>
<td><strong>Speaking due:</strong> Sermon 1</td>
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<tr>
<td>June 25 PM session</td>
<td><strong>Speaking due:</strong> Sermon 1</td>
<td></td>
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<tr>
<td>June 27 AM session</td>
<td></td>
<td>Sign up for Sermon 2 (topic and text). Preaching with Variety</td>
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<tr>
<td>Date</td>
<td>Session</td>
<td>Event</td>
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<tr>
<td>June 27</td>
<td>PM session</td>
<td>Christ-Centered Preaching</td>
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<tr>
<td>June 29</td>
<td>Homiletic conversation groups: First sermon evaluation</td>
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</tr>
<tr>
<td>July 2</td>
<td>AM session</td>
<td>Open for private consultation on Sermon 2.</td>
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<tr>
<td>July 6</td>
<td>AM session</td>
<td>Speaking due: Sermon 2</td>
</tr>
<tr>
<td>July 6</td>
<td>PM session</td>
<td>Speaking due: Sermon 2</td>
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<tr>
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<td></td>
<td>Writing Due: Reflection paper #2.</td>
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<tr>
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<td></td>
<td>Reading due: Reading Report due by 4:00 p.m. (email, please)</td>
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</tbody>
</table>

**Grading:**

100-94 = A  
93-90 = A-  
89-87 = B+  
86-84 = B  
83-80 = B-  
e tc.

All work is due on the day assigned. *Late work will receive maximum 50%,* although I will be happy to give you feedback, if you desire it. If you experience illness or emergency, please speak to me personally and these assignments will not be penalized. At the end of the semester borderline cases will be determined on the basis of class participation, but no grade will be raised more than 4 points.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percent of Report Card Grade</th>
<th>Points Possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading report.</td>
<td>10%</td>
<td>100</td>
</tr>
<tr>
<td>Explain how to become a Christian.</td>
<td>20%</td>
<td>200</td>
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<tr>
<td>Sermon 1</td>
<td>30%</td>
<td>300</td>
</tr>
<tr>
<td>Outline for Sermon 1</td>
<td>10%</td>
<td>100</td>
</tr>
<tr>
<td>Sermon 2</td>
<td>30%</td>
<td>300</td>
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</tbody>
</table>
Criteria for Grading Oral Assignments

<table>
<thead>
<tr>
<th></th>
<th>The “C: Presentation”</th>
<th>The “B” Presentation</th>
<th>The “A” Presentation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Central Idea</strong></td>
<td>Present.</td>
<td>. . . plus accurate, reinforced through repetition, restatement, and illustration.</td>
<td>. . . plus intriguing, memorable.</td>
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<tr>
<td><strong>Content</strong></td>
<td>Conforms to requirements, accurate exegesis.</td>
<td>. . . plus shows depth of research and audience analysis; interesting.</td>
<td>. . . plus keen insight; rivets involuntary attention; includes moving exhortation.</td>
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<tr>
<td><strong>Organization</strong></td>
<td>Intro and conclusion present; transitions present; drives home one central idea.</td>
<td>. . . plus transitions are crystal clear through use of repetition and restatement; main moves are logically linked; no “rabbit trails.”</td>
<td>. . . plus arrangement (whether inductive or deductive) is psychologically effective.</td>
</tr>
<tr>
<td><strong>Language</strong></td>
<td>Clear.</td>
<td>. . . plus appropriate to material and context.</td>
<td>. . . plus vivid and articulate.</td>
</tr>
<tr>
<td><strong>Delivery</strong></td>
<td>Does not distract.</td>
<td>. . . plus reinforces the verbal content.</td>
<td>. . . plus displays genuine passion.</td>
</tr>
</tbody>
</table>

**Description of Assignments**

**Reading:** Self-graded. Assign yourself a grade out of 100 points based on how much you read and how well you read. No grade may be higher than the percentage of pages read. Reading “well” is judged on your attention and comprehension. Inform Arthurs by email of your grade by the date in the syllabus.

Also include in your report: did you meet with your discussion group during both assigned times?

**Reflection Papers (2):** (Non graded assignment). Due as noted in schedule. Both papers are one page maximum (12 pt. font, double-spaced). Hard copy or e-copy. Due by beginning of class assigned.

- **Paper One, The Ministry of a Recent Sermon:** In the last few months have you heard a message which was particularly relevant to your life? Did God speak to you by encouraging, rebuking, reminding, or guiding you? The purpose of this paper is not merely to summarize the sermon but to reflect upon how it ministered to you.

- **Paper Two, The Blessing of Your Own Sermon:** As you prepare for your final sermon consider why you have chosen your topic and text. Has the preparation warmed your heart, enlightened your mind, or moved your will as you have studied? Do you have a burden to declare the message to others? How has God used your preparation in your own life?
**Homiletic conversation groups (2):** During two assigned class sessions, you will meet with a small group for discussion. Many pastors often find that small groups like these are a great help in their weekly ministry of preaching and teaching. This is an opportunity to cultivate an analytical mind and humble spirit. During each of the weeks you will meet for at least 1 ½ hrs. of directed conversation dealing with the topics below. These activities are not graded, but there is a 25 pt. penalty (each) for not doing them. Report if you did them on your reading report at the end of the semester.

- **June 22: Sermon Analysis:** Your group will choose a total of four sermons, one per preacher, from the list below. You may choose another preacher if you clear the choice with me before you watch.
  
  Andy Stanley  Rob Bell  
  Tim Keller  Joshua Harris  
  Mark Driscoll  Francis Chan  
  John Piper  Craig Oliver (Elizabeth Baptist Church, Atlanta)  
  Jeff Arthurs  Chuck Swindoll  
  Haddon Robinson  Kay Arthur  
  Nancy Ortberg  John MacArthur  
  Carolyn Custis James

Watch/listen to the sermons then meet with your small group to discuss them. Dig deep.

Not: “The preacher had good delivery. I liked it, and it was easy to listen to.”

But: “The preacher’s delivery was captivating because of her expert use of the pause. She used silence to rivet attention at two crucial points: x and y. Besides the expert use of silence, the preacher’s voice reinforced the content very well. When she described her childhood joys, her voice was lively and quick. When she expressed anger, I could hear it in her flat pitch and harsh tone.”

Not: “I couldn’t figure out the preacher’s big idea.”

But: “I was confused as I listened and am still confused as I try to state the preacher’s big idea. It seems that the preacher had two big ideas, x and y, but he did not demonstrate how they relate to each other or how they arise from the text. The intro ‘funneled’ nicely into x, but then the conclusion stated y.”

- **June 29: First Sermon Evaluation:** By now, everyone will have preached and watched the video of their first class sermon. Take some time to evaluate your own preaching and that of the rest of your group members. This will be a deeper analysis than the few minutes that you are afforded in class directly after your sermon. Be encouraging, and remember to speak the truth in love!
  
  o Choose a five minute portion of your own sermon for the group to watch on video (bring the e-copy).
  o Begin by critiquing yourself. What were you pleased with? What would you do differently if you preached this again?
o After your self-critique invite the other members to give you feedback. Possible points to discuss:
  ■ Try to think about why a particular approach worked well (or not so well!).
  ■ Did the form of the sermon relate the tone of the text? How could this be improved?
  ■ Was the sermon well adapted to the hypothetical audience?
  ■ Did the body language and use of voice help or hinder?
  ■ Think of your own topics—it’s a conversation! Remember to be encouraging.

o Conclude by praying for one another’s homiletical development and faithfulness.

**Oral Presentations (and written work for those presentations)**

**Explain How to Become a Christian.**

- Choose a particular audience from the list below, and adapt your presentation to that audience.
- Fill out the “Audience Analysis Worksheet” (see syllabus) as the first step in your preparation. Turn in your worksheet when you speak.
- Clearly explain how to become a Christian. At the end of your presentation, listeners should understand well enough to summarize the topic to someone else.
- You are not required to use a text from the Bible, although this is usually recommended. Adapt to the circumstances and audience. In all cases, you will present a simple and clear theology on how to be saved.
- Use any communication methods/ channels such as discussion, visuals, story, and lecture which help you achieve the goal. Note: if you plan to use visuals, it is imperative that you practice with them in the actual room before presenting.
- No notes.
- Time limit = 4 minutes. Three point penalty for every 30 seconds over. Note: this is a very rigorous time limit. You will have to be extremely efficient and simple to accomplish the goal within the time limit.
- See the samples on CAMS.

Note: for the best communication, and thus the best grade, strive for simplicity. Do not use jargon (or explain unfamiliar terms as needed), and do use restatement. Use brief forms of support such as analogies and examples.

**Audiences:**

- Public high school, Saugus, world religions class.
- Third grade public school, Hamilton, “exploring religions” unit in social studies.
- Retirement village (senior citizens), Beverly, weekly chapel.
- Rotary club (business people), North Shore, monthly meeting.
- Youth group, Unitarian church, predominantly Caucasian.
- Youth group, Roman Catholic church, predominantly Hispanic.
- Prison, minimum security, men.
- Prison, minimum security, women.
- Hospital staff, part of a lecture series on the work of chaplains.
- Funeral, non-believing uncle.
- Funeral, believing uncle.
- Harvard Univ., campus crusade monthly meeting.
- Coffee house, Boston, part of a Christian band’s performance.
- Harvard Univ., Korean student association.
- Salem softball league, pre-game chaplain’s speech.
- Women’s retreat, Mt. Zion Baptist Church, predominantly African American.

**Sermon 1:**
- From the list below, choose a problem or question faced by people you minister to, and choose a passage of Scripture which directly addresses that problem. Preach to that audience.
  *Note: You may choose another problem/text if you gain Dr. Arthurs’ approval first. You may also modify the suggested texts in the syllabus if you think they are not a thought unit.
  *Note: You may do topical exposition for this sermon, using multiple passages rather than just a single passage.

<table>
<thead>
<tr>
<th>Topic and Text(s)</th>
<th>Topic and (Texts)</th>
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<tbody>
<tr>
<td>Alcohol abuse Eph. 5:15-20 or topical</td>
<td>Conflict Matt. 18:15-20</td>
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<tr>
<td>Divorce Matt. 19:1-12</td>
<td>Worry Phil. 4:4-7</td>
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<td>1 Cor. 7:8-24</td>
<td>Psalm 23</td>
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<td>Malachi 2:12-16</td>
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<tr>
<td>Sexual immorality 1 Cor. 6:12-20</td>
<td>Suffering 2 Cor. 4:7-18</td>
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<td>2 Sam. 11</td>
<td>Job</td>
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<td>Habakkuk</td>
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<td>1 Peter 1:3-9</td>
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<tr>
<td>Death John 11</td>
<td>Love of Money 1 Tim. 6:6-10</td>
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<tr>
<td>1 Thess. 4:13-18</td>
<td>Eccles. 5:8-20</td>
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<td>Luke 12:13-21</td>
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<td>Matt. 6:19-24</td>
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<tr>
<td>Taming the Tongue Pure Speech Eph. 5:1-7</td>
<td>Selfishness/Feeling “Entitled” John 13:1-17</td>
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<tr>
<td>Complaining Phil. 2:12-18</td>
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<tr>
<td>Gossip Proverbs</td>
<td>Phil. 2:1-11</td>
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<tr>
<td>Flattery Proverbs</td>
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<tr>
<td>Talking too much Proverbs</td>
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</table>

- Sign up for topic and text(s) by date in syllabus.
- Preach to a hypothetical audience of people you currently minister to or are likely to minister to in the near future.
- Spend 10-15 mins. gaining feedforward from that group or from people who know them well.
- Time limit = 18 minutes. Three point penalty for every 30 seconds over.
• No notes.
• Watch yourself within one week following your sermon.

**Outline for Sermon 1:** Due by date in syllabus. See sample in CAMS. Three pages max. Include:

- Your audience.
- Your text (just the reference).
- Exegetical idea (subject and complement).
- Homiletical idea.
- Purpose—state in three brief phrases what you want the listeners to Think, Feel, and Do as a result of your sermon.
- Skeletal outline:
  - Main points/moves. No outline points beyond the level of capital letters.
  - Complete sentence.
  - One sentence per point.
  - Indicate what portion of the text each point covers.
- Write out transitions word for word. Use *italics*. I suggest using rhetorical questions and restatement.
- Indicate at least one issue of relevance per point—things that need to be explained, proved, or applied—and briefly suggest what kind of support material you will use how you will do that (SEATS). Mark these with a double **asterisk.**
- Write out intro and conclusion word for word.

**Sermon 2:**

- Choose your text by date in syllabus.
- Preach a relevant expository sermon to *your classmates*. Do not create a hypothetical audience.
- Employ at least two methods of variety covered in class.
- Time limit = 18 minutes. Three point penalty for every 30 seconds over.
  - Note: If you choose to read your Scripture before the sermon starts, the clock will start after this.
- Limited notes permitted: ½ page. See sample in CAMS.
- Watch yourself within one week following your sermon.

<table>
<thead>
<tr>
<th>James 1</th>
<th>James 2</th>
<th>James 3</th>
<th>James 4</th>
<th>James 5</th>
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</table>
Audience Adaptation Worksheet
For use with “Explain How to Become a Christian” assignment
PR 602, Arthurs

1. Briefly summarize the demographics of your audience:
   
   Age
   Gender
   Race
   Nationality
   Educational level
   Socio-economic standing
   Special interests/membership

2. Estimate audience’s knowledge of your topic with a mark on the line. Describe briefly on other side.
   
   None     Partial     Expert

3. Estimate audience attitude toward your topic and mark on the line. Describe briefly on other side.
   
   Hostile     Neutral     Favorable

4. Estimate audience attitude toward you and mark on the line. Describe briefly on other side.
   
   Hostile     Neutral     Favorable

5. Spiritual condition of audience (circle terms that apply). Explain briefly on other side.
   
   Conscious unbeliever (e.g. genuine skeptic, member of cult, etc.)
   Nominal Christian (e.g. can be churched or unchurched, assent to basic doctrine, but no living relationship with God).
   Awakened sinner (e.g. seeker, convicted but not repented, not understanding gospel).
   Apostate (e.g. repudiated faith without regret).
   New believer (e.g. may have doubts, misunderstanding, questions, overzealous).
   Immature believer (e.g. not growing, undisciplined, contentious, proud)
   Mature believer (e.g. progressing in faith, able to teach others, responsive to Word).

6. Communication strategies and adaptations you will make. Describe briefly on other side.
Evaluation Sheet: How to Become a Christian
PR 602, Arthurs

Name: ________________________________     Time: ______
Box: ________________         Grade: ______

Is there evidence of audience adaptation?

______________________________________________________________________________

Is the teaching clear?

______________________________________________________________________________

Does the delivery reinforce the content?

______________________________________________________________________________
# Evaluation Sheet: Sermon 1
## PR 602, Arthurs

| Name: ________________________________ | Time: _____ |
| Box: _____________ | Grade: _____ |

### Intro
- Gain Attention
- Surface Need
- Introduce Idea

---

### Exegesis and Theology

---

### Relevance
- Adapted to the audience
- Application

---

### Central Idea
- Clear
- Repeated

---

### Arrangement
- Clear/logical
- Transitions

---

### Conclusion
- Summarize
- Reinforce

---

### Language and Delivery
## Evaluation Sheet: Sermon 2
### PR 602, Arthurs

| Name: ________________________________ | Time: ______ |
| Box: _____________ | Grade: ______ |

### Intro
- Gain Attention
- Surface Need
- Introduce Idea

### Exegesis and Theology

### Relevance
- Adapted to the audience
- Application

### Central Idea
- Clear
- Repeated

### Arrangement
- Clear/logical
- Transitions

### Preaching With Variety

### Conclusion
- Summarize
- Reinforce

### Language and Delivery