Preaching and Persuasion: Strategies of Influence  
Fall, 2009  
Friday 1:15-4:15

Dr. Jeffrey Arthurs  
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jarthurs@gcts.edu

Office Hours:

Course Description

This course examines the theory and place of persuasion in communication, homiletics, and leadership. This course is designed to help students enhance their skills in expository preaching and leadership. Through reading, lecture, discussion, practice, and self-critique students will grow in the ability to analyze and adapt to various audiences so that they can effectively stand “between two worlds”—the world of the text and the audience. Students will analyze their own ethos, analyze a sermon, preach a persuasive sermon, and make persuasive presentation.

Course Relationship to the Curriculum

This course provides advanced training in preaching and leadership. It assumes knowledge of exegesis; the homiletical skills of organization and delivery; and advanced writing skills. The course applies rhetorical and communication theory to the actual practice of ministry with a view toward helping students lead and communicate well.

Course Objectives

Knowledge:
- Summarize how persuasion, preaching, and leadership intersect.
- Understand concepts of Aristotelian rhetorical criticism (ethos, pathos, logos, enthymeme).
- Synthesize Aristotelian theory with complementary concepts from modern communication theory (form, empathy, situation, Toulmin).
- Summarize arguments for and against persuasive preaching.

Skill:
- Begin to form an ethics of persuasion.
- Preach persuasive sermons designed to move, convince, and inspire.
- Counter objections audiences are likely to raise.
- Analyze your own ethos.
- Criticize the persuasive effectiveness of a published sermon.

Attitude:
- Increase reliance on the Lord while still acting as a faithful steward.
- Gain confidence in your ability to preach.
- Be encouraged by analysis of your ethos.
• Support your classmates.
• Feel humbled and yet expectant as you lead.

**Course Textbooks**


Course Reading Packet, on CAMS. Note: M. Div. students are not required to read the final section (Ethics). Th. M. students are required.

**Course Requirements**

**Attendance and Late Work:** Attendance required for all sessions. Consult with Dr. Arthurs if this is impossible. Note: *No late work will be accepted.* If you cannot turn in an assignment due to emergency, speak with me.

**Paper One:** Self-assessment of your own ethos. Use terms and categories from lectures and class readings and cite sources. Since ethos is audience specific, analyze your ethos with the main group you minister to. Be candid as you critique your strengths and weaknesses. Suggest concrete steps to enhance your ethos. 10 pp. max (12 pt. font, double spaced). See instructions/sample in CAMS.

**Paper Two:** Critique a sermon. Using one or more of the theories covered in class, critique a published sermon. Note: this assignment works best if you have both audio/video and a written transcript. Narrow your focus of inquiry so that you can shed light on some aspect of the sermon’s persuasion. 12 pp. max. (12 pt. font, double spaced). See instructions/sample in CAMS.

**Sermon One:** Evangelism/Apologetics. Preach an evangelistic sermon to a hypothetical audience of seekers. Be specific. Frame the message for that group. Choose a topic/issue which is part of a series called “We’re Sorry,” a series where your church apologizes for the wrongs done in the name of Christianity. E.g., we’re sorry for:
  • Giving the impression that we hate homosexuals.
  • Identifying our faith with partisan politics.
  • Being hypocrites.
  • Acting like we know everything.
  • Being judgmental.

This sermon will likely be a topical expository message (although that is not required). Your goal is to present a truthful and winsome apology and to move the listeners to respond to the gospel, not a caricature or perversion of the gospel. One-half page of notes permitted. Bring DVD-R (not RW). Time limit: ______.
Sermon Two: Convince. Develop and preach a sermon designed to *convince*. Move/change the audience’s minds. Your audience is this class. Use either textual or topical exposition. One-half page of notes permitted. Bring DVD-R (not RW). Time limit: ______. Sample topics:

- The sign gifts are still operational today.
- Christians should avoid debt.
- Divorce is never a biblical option.
- Women can serve as elders.
- Believers’ baptism.

Sermon Three: Inspire. Develop and preach a sermon designed to *cast vision and motivate response*. Your audience is your home church (or the type of church you will minister to in the future) at a vision casting banquet. Use some of the techniques from Dr. Arthurs’ lecture: “Leading from the Pulpit.” Use Monroe’s Motivated Sequence. Use either textual or topical exposition. One half page of notes is permitted. Bring DVD-R (not RW). Time limit: ______. Sample topics:

- Stewardship.
- Honor volunteers.
- Evangelism.

Elevation for Th. M credit: Present a 60 minute seminar on the ethics of persuasive preaching. Use lecture, visuals, discussion. Base your seminar on the readings in the Packet.

**Grading Percentages**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Reading Report</td>
<td>(10%)</td>
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<tr>
<td>Paper One</td>
<td>(10%)</td>
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<tr>
<td>Paper Two</td>
<td>(20%)</td>
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<tr>
<td>Sermon One</td>
<td>(20%)</td>
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<tr>
<td>Sermon Two</td>
<td>(20%)</td>
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<tr>
<td>Sermon Three</td>
<td>(20%)</td>
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# Course Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignments</th>
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<tbody>
<tr>
<td>Sept. 18</td>
<td>Course Intro</td>
<td>Overview</td>
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<tr>
<td>Sept. 25</td>
<td>Ethos</td>
<td>• Case Study: Ortberg, “Why Promiscuity?”</td>
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<td>Oct. 2</td>
<td>Pathos</td>
<td>Paper One: Self-Assessment of Ethos</td>
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<td></td>
<td>Pathos</td>
<td>Pathetic appeal of <em>arrangement</em>.</td>
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<td></td>
<td>Pathos</td>
<td>• Case Study: Ortberg, “Developing Compassionate Hearts.”</td>
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<td>Oct. 9</td>
<td>Pathos</td>
<td>Th. M. students: 60 minute seminar on the “Ethics of Persuasive Preaching.”</td>
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<td>Oct. 23</td>
<td>Logos</td>
<td>Sermon One: Evangelism/Apologetics</td>
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<td>Oct. 30</td>
<td>Logos</td>
<td>Preaching as argument</td>
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<td>Nov. 6</td>
<td>Logos</td>
<td>• Case Study, Wilkerson, “Beyond Will and Grace”</td>
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<td>Nov. 20</td>
<td>Case Studies Vision Casting:</td>
<td>Sermon Two: Convince</td>
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<td>• Hybels, “Firsts”</td>
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<td>• Stanley, “Together”</td>
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<td>Dec. 4</td>
<td>Sermon Three: Inspire</td>
<td>Sermon Three: Inspire</td>
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<td>Dec. 11</td>
<td>Sermon Three: Inspire</td>
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<td>Dec. 15</td>
<td>No Class</td>
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<td>Paper Two: Rhetorical Analysis of a Sermon.</td>
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<td>Reading Report due</td>
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Reading Report  
Preaching and Persuasion

Name _________________________________

Box: ________

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<thead>
<tr>
<th>Text</th>
<th>Pages Possible</th>
<th>Pages You Read</th>
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<tbody>
<tr>
<td><em>Preaching With Purpose</em></td>
<td>158</td>
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<tr>
<td><em>Made to Stick</em></td>
<td>290</td>
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<tr>
<td><em>Why Good Arguments Often Fail</em></td>
<td>185</td>
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<tr>
<td>Reading Packet</td>
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<td>+ “Ethics” for Th. M. students</td>
<td>40</td>
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<td>TOTAL</td>
<td>805 (M. Div.)</td>
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<td>845 (Th. M.)</td>
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How many class sessions did you attend of the 10 possible?

Did you (or will you) watch yourself on video for all three assignments?
Sermon 1: Evangelistic/Apologetics

Name ______________________________      Time______
Text/Topic __________________________           Grade_______

How does the preacher use Ethos?
  • Good Will
  • Good Character
  • Good Knowledge
  • Dynamism

______________________________________________________________________________

How does the preacher use Pathos?
  • Formal appeal
  • Language

______________________________________________________________________________

How does the preacher use Logos?
  • Audience adaptation (enthymeme)
  • Avoidance of poor reasoning (see Sire)

______________________________________________________________________________

Overall Effectiveness
Sermon 2: Convince

Name ______________________________      Time______
Text/Topic __________________________           Grade_______

How does the preacher use Ethos?

- Good Will
- Good Character
- Good Knowledge
- Dynamism

How does the preacher use Pathos?

- Formal appeal
- Language

How does the preacher use Logos?

- Audience adaptation (enthymeme)
- Avoidance of poor reasoning (see Sire)

Overall Effectiveness
Sermon 3: Inspire

Name ______________________________      Time______
Text/Topic __________________________           Grade_______

How does the preacher use Ethos?

- Good Will
- Good Character
- Good Knowledge
- Dynamism

How does the preacher use Pathos?

- Formal appeal
- Language

How does the preacher use Logos?

- Audience adaptation (enthmeme)
- Avoidance of poor reasoning (see Sire)

Overall Effectiveness