PR 722, Preaching, Persuasion, and Leadership
Fall, 2016
Monday 2:00-5:00

Dr. Jeffrey Arthurs
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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 preaching and leadership. Through reading, lecture, discussion, practice, observation, 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 listeners.

Course Relationship to the Curriculum
This course provides advanced training in preaching and leadership. It assumes knowledge of exegesis; the homiletical skills of exegetical and homiletical ideas, organization, and delivery; and advanced writing skills. The course applies rhetorical and communication theory to the practice of ministry to help students lead and communicate well.

Course Objectives
Knowledge:
- Summarize how persuasion, preaching, and leadership intersect.
- Understand concepts of Aristotelian rhetorical theory (ethos, pathos, logos).
- Synthesize Aristotelian theory with complementary concepts from modern communication theory (such as form, empathy, vivacity, presence, and Toulmin’s argumentation layout).
- Review Robinson’s three functional questions.
- Summarize arguments for and against persuasive preaching.

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

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


Note: you are not required to read the appendices.

Course Reading Packet, on Sakai. 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. *No late work will be accepted.* If you cannot turn in an assignment due to emergency, speak with me.

**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. A chart is included in this syllabus to help you keep track of your reading.

**Paper:** 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 Sakai.

**Sermon One:** Evangelism/Apologetics. Preach a topical, evangelistic sermon to a hypothetical audience of seekers. Be specific about who your listeners are. Frame the message for that group. Choose a topic/issue which is part of a series called “Myths About Christianity.” For example:

- To be a Christian you have to leave your brain at the door.
- Christians hate homosexuals.
- Christians are hypocrites.
- To be saved you have to be good/moral.
• Jesus was a good man but not divine.
• The Bible is full of mistakes.

As a topical sermon, this message will be like Paul’s address on Mars Hill. It is a theological, persuasive address. Your goal is to present a truthful and winsome apology and to move the listeners to respond to the true gospel, not a caricature or misunderstanding of the gospel they may have in mind. At the end of the sermon, give the listeners a way to respond to accept Christ.

One-half page of notes permitted. Time limit: _____ Three point penalty for every 30 seconds over.

At least 4 days before you preach, turn in a one page outline. Send to Arthurs as Word doc attachment. See sample in sakai.

• At top of page:
  o Audience.
  o Topic.
  o Big idea.
• Introduction (summarized).
• Conclusion (summarized; include a summary of how you will give people the chance to respond).
• Main points/moves.
• Use a different colored font to indicate what persuasive strategies you will use and why you have chosen them.

E.g. (from the intro): Story of trying to train my dog. [Uses pathos—humor—to promote identification with the audience. Creates warm atmosphere, necessary because the topic of this sermon is controversial.]

(from the first point): I. The Lord loves all people. [Use self-disclosure to make this point personal and vivid with “vivacity”; necessary because the statement “The Lord loves all people” is cliché for many listeners and will not have pathetic impact without vivacity.]

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. Time limit: ______. Three point penalty for every 30 seconds over.

Sample topics:
• The sign gifts are still operational today.
• Christians should avoid debt.
• Divorce is never a biblical option.
• Women can serve as elders.
• Baptism is for believers, not infants.

Sermon Three: Inspire. Develop and preach a sermon designed to cast vision and motivate volunteers to respond. 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. Time limit: ______. Three point penalty for every 30 seconds over. Sample topics:

- Tithe.
- Join the group going on a missions trip this summer.
- Help plant a church.
- Enroll in the evangelism initiative your church is starting.
- Join the group who will fast and pray.
- Honor volunteers and call others to volunteer.

Final Exam: two questions, 60 minutes.

1. Name and define the three divisions of classical oratory. Illustrate from public speaking contexts and preaching contexts.
2. Aristotle said that “ethos might be called the most effective means of persuasion.” Do you agree? Support your answer.
3. Name and define the four categories of ethos from Arthurs’ lecture. Illustrate with preaching contexts.
5. Name some rhetorical functions of humor. Illustrate.
6. State and illustrate the five parts of Monroe’s Motivated Sequence.
7. What is “vivacity”? Illustrate. Why is it necessary for preaching?
8. How does nonverbal communication (delivery) function in persuasion? Illustrate.
9. Name Robinson’s three “functional questions.” In what sense are they psychologically sequential?
10. What is “collaboration”? Why is it necessary in persuasion? Illustrate.

Discussion Groups: During the two reading weeks, meet with a small group from your class to discussion sermons. Each session should last 1½ hours.

- **First Reading Week:** Listen together to a sermon from a well-known preacher. Analyze how the preacher uses ethos and pathos. Pause the sermon a few times while listening to make comments, and after it is done probe areas like these:
  - How was the preacher’s delivery? How did it contribute to his/her ethos?
  - Did the preacher use self-disclosure? What was the effect?
  - How did the preacher arrange the sermon? Did he/she use something like Monroe’s Motivated Sequence? Was the arrangement psychologically effective?
  - Did the preacher use humor? What was the effect?
  - Did the preacher use fear appeals? What was the effect?

- **Second Reading Week:** Choose a 10 minute portion of one of your class sermons for the group to watch on video (bring the video with you).
  - Begin by critiquing yourself. Why did you choose this portion of the sermon? What were you pleased with? What would you do differently if you preached this again?
  - After your self-critique invite the other members to give you feedback.
  - Conclude by praying for one another’s homiletical development and faithfulness.
Elevation for Th. M. credit: “The ethics of persuasive preaching.” 8 pages max. (12 pt. font, double spaced). Answer these questions: What standard(s) of ethics should guide preaching? When does a sermon cross the line and become unethical? Illustrate briefly with examples. Cite sources from packet. Due

**Grading Percentages**

<table>
<thead>
<tr>
<th>Assignment</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>(20%)</td>
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<tr>
<td>Sermon One with outline</td>
<td>(20%)</td>
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<tr>
<td>Sermon Two</td>
<td>(20%)</td>
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<td>Sermon Three</td>
<td>(20%)</td>
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<tr>
<td>Final Exam</td>
<td>(10%)</td>
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</tbody>
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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. 12</td>
<td>Course Intro</td>
<td>Overview</td>
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<tr>
<td>Sept. 19</td>
<td>Ethos</td>
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<td>Sept. 26</td>
<td>Pathos</td>
<td>Intro Pathetic appeal of <em>arrangement</em></td>
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<td>Paper One: Self-Assessment of Ethos</td>
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<td>Oct. 3</td>
<td>Pathos</td>
<td>Pathetic appeal of <em>language</em></td>
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<td>Pathetic appeal of <em>nonverbal communication</em></td>
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<td>Oct. 10</td>
<td>Reading Week</td>
<td>Discussion groups.</td>
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<td>Oct. 17</td>
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<td>Sermon One: Evangelism/Apologetics</td>
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<td>Oct. 24</td>
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<td>Sermon One: Evangelism/Apologetics</td>
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<td>Oct. 31</td>
<td>Logos</td>
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<td>Nov. 7</td>
<td>Reading Week</td>
<td>Discussion Groups</td>
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<td>Nov. 14</td>
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<td>Sermon Two: Convince</td>
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<td>Nov. 21</td>
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<td>Sermon Two: Convince</td>
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<tr>
<td>Nov. 28</td>
<td>Vision Casting</td>
<td>Vision Casting (Time permitting) interview.</td>
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<td>Dec. 5</td>
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<td>Sermon Three: Vision Casting</td>
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<tr>
<td>Dec. 12</td>
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<td>Sermon Three: Vision Casting</td>
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<tr>
<td>Dec. 16</td>
<td>Not a class session</td>
<td>Th. M. papers due by 4:00 p.m.</td>
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<td>Final report due by 4:00 p.m.</td>
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<td>• Reading grade. Give yourself a numerical grade out of 100 points.</td>
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<td>• Did you meet with your small group 2x?</td>
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<td>• Did you watch yourself on video for all sermons?</td>
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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
- Effective reasoning (and avoidance of poor reasoning—see Sire)
- Answering objections

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
- Effective reasoning (and avoidance of poor reasoning—see Sire)
- Answering objections

______________________________________________________________________________

Overall Effectiveness
Sermon 3: Vision Casting

Name ___________________________ Time_______

Text/Topic __________________________ Grade_______

How does the preacher use Ethos?

• Good Will

• Good Character

• Good Knowledge

• Dynamism

How does the preacher use Pathos and the Motivated Sequence

• Attention
• Need
• Satisfaction
• Visualization
• Action

How does the preacher use Logos?

• Audience adaptation

• Effective reasoning (and avoidance of poor reasoning—see Sire)

• Answering objections

Overall Effectiveness