

Communications – Part 2

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I. Problems of communication.

A. Audience observations:

1. The meaning of the words we use.
2. Honest evaluation.
 - a. Personal example: speaker's surgeon had to hurt him to help him.
 - b. A friend is one who will feed back reality to you and you will appreciate it.
3. Much of our communication assumes too much.
 - a. The best communicators of principles are those knew to them.
 - b. The hardest courses to teach of any courses are the introductory ones because they must relate to new people.
 - c. Every year that goes by we tend to get further from those that we are trying to communicate to at the ground level.
 - d. This problem calls for vicarious thinking—to hear things from the standpoint of someone who has heard it for the first time.
 - e. K.I.S.S.= Keep It Simple Stupid. It takes a real scholar to simplify things.
4. The problem of motivation.
 - a. Look most for infectious individuals.
 - b. We need both food and exercise to stay healthy—truth and application.
 - c. We need to give people the proper impression of Christianity as the society of the progressing rather than the perfect.
5. Lazy thinking.
 - a. Most of us do not think, we merely rearrange our prejudices.
 - b. Thinking is painful, but it is profitable.
 - c. If the average minister had to sell for a living they would starve to death; often times the minister is not successful because he is not used to working for the product.

6. Unsure what one wants to communicate.

a. A matter of objectives.

b. Every time you set an objective ask the question: what will have happened when I accomplish this objective? There must be a way of measuring it.

c. A mist in the pulpit is a fog in the pew.

7. Levels of ability—background, experience, knowledge, etc.

a. This forces you to be a tremendous student of the audience.

b. Personalized ministry is needed because often one group is overshot while the next is undershot.

c. Foundations must be established and built upon.

d. Separate groupings need to be established for individuals based upon background.

9. Lack of evaluation.

a. How to get feedback.

1) Use a good wife or husband who is willing to be honest.

2) Ask audience *what* they liked about the message, not just if they liked it.

3) Encourage students to take some notes, so that they will ask questions.

a) Your response to a student's question is far more important than your answer.

b) We do not have to have all the answers. Students will know that we do not know whether we attempt to answer the hard question or not.

b. Reasons we do not receive feedback.

1) There is too great a distance between us and our students.

2) People have the wrong attitude.

a) Personal example of pastor who promoted an event where only a few people showed up. His attitude was centered on the lack of attendance rather than the presence of a few.

10. “Beating around the bush.”

- a. Let the messages speak—do not waste time on introductions.
- b. The church is already suffering from boredom.

11. Things do not stay fresh.

- a. Need new illustrations.
- b. Need personal experiences.
- c. Need new study.

1) If you are not studying, you are going dead in the head.

2) You need new study for tomorrow.

3) Speaker has to ask God to get to him before he gets to his students in his study.

i. Material that is repeated can easily grow stale.

ii. We cannot afford to penalize students with our own self-centeredness.

12. Prejudice.

a. Public image: what people think you are, not what you are—right or wrong.

b. Before we communicate with people we must know the prejudices that encounter us.

c. Prejudices that people have against your ministry:

1) People think that you are overly pious.

2) Un-teachable.

3) Cultic group.

4) Legalistic.

5) Packaged thinking.

6) Isolationist.

7) Anti-church.

8) Anti-higher education.

9) Out of touch.

10) Out doing the work of the church.

d. Sometimes these images are wrong; sometimes we project them.

e. We break down prejudices by effectively doing the work of the ministry and by being aware of the prejudices.

B. Homework: Matthew 18:1-20, Acts 25:1-35, Ephesians 4:1-16, 1 Corinthians 12.

1. What are the biblical principles of working with people in group relations?

2. Look for the process more than the product.

Application questions

1. What things do you find yourself assuming in your communication that ought to be remedied?

2. What is the importance of evaluation? How can you implement evaluation of your communication in your own life and ministry?

3. How does prejudice undermine the ministry? What prejudices have you encountered concerning your own ministry? How can you effectively address this? Explain.
