

WELCOME TO PREACHING, PERSUASION, AND LEADERSHIP

Introduction and Overview

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WHAT WILL THIS CLASS DO FOR YOU?

- Increase skill in preaching.
- Increase skill in leadership/communication.

PREACHING AND THE “BREAKOUT CHURCH”

Thom Rainer, founding dean of the Billy Graham School of Missions, Evangelism, and Church Growth (Southern Seminary):

“It is hard to overestimate how important the centrality of preaching was in these breakout churches. It is just so powerful that it stares you right in the face.”

“An Interview with Thom Rainer,” *Preaching*.

WHAT WILL THIS CLASS DO FOR YOU?

- Increase skill in preaching.
- Increase skill in leadership/communication.
- Increase ability to discern others' persuasion.

OVERVIEW

Unit	Focus	Assignment
Ethos	The speaker's reputation.	Paper 1: Self-assessment.
Pathos	Emotion, values.	Sermon 1: Evangelism (goal: change action).
Logos	Logic, collaboration, faulty reasoning.	Sermon 2: Convince (goal: change thinking). OR Paper 2 (Rhetorical Criticism of a Sermon)
Leadership	Leadership, vision casting.	
Ethics	Ethics.	Th.M. Paper

2 CORINTHIANS 5:10-11

For we must all appear before the judgment seat of God, so that each one may receive what is due for what he has done in the body, whether good or evil. Therefore, knowing the fear of the Lord, we persuade others.

DEFINE “PERSUASION”

- Groups of 3-4.
- Leader/secretary = person who preached most recently.
- 5 minutes.
- Leader comes to keyboard to type your group's definition.

CLASS DEFINITIONS

- Group 1:
- Group 2:

DEFINING “PERSUASION”

- “Persuasion is a complex, continuing, interactive **process** in which a sender and receiver are linked by symbols, verbal and nonverbal, through which the persuader attempts to influence the persuadee to adopt a change in a given attitude or behavior because the persuadee has had his perceptions enlarged or changed” (O’Donnell and Kable, 9)
- “The use of verbal and nonverbal symbols to create meanings in a situation of mutual influence, in which the original goals of the participants are to effect changes in the beliefs, attitudes, values, or behaviors of the other participants. Persuasion is a type of **communication** in which at least one of the participants has a desire to change the other person” (Lulofs, 5)

DEFINING “PERSUASION”

- “A **communication process** by which the persuader seeks through the use of verbal and nonverbal symbols to affect an audience’s perceptions and thus to bring about desired changes in ways of thinking, feeling, and/or acting” (Stewart, Smith, and Denton, 14)
- “The **process** of preparing and delivering verbal and nonverbal messages to autonomous individuals in order to alter or strengthen their attitudes, beliefs, or behaviors” (Woodward and Denton, 20)
- “Persuasion is the **process** of inducing auditors, through the use of facts, logic, rationalization, or emotional appeal, to change their minds and attitudes, deepen existing feelings, or proceed to actions in which they would otherwise not engage” (Oliver, 8)

COMMON FEATURES IN DEFINITIONS OF PERSUASION

- Use of symbols (verbal and nonverbal)
- Process
- Intentional
- Non-coercive

COERCION..... PERSUASION

View of Audience:

- Relationships consist of controlling or being controlled

Strategies:

- Deception, physical harm, blackmail, threats, subliminal communication

Low degree of freedom

View of Audience:

- Relationships consist of trust and respect

Strategies:

- Reasoning, arguing, bargaining, confronting, exhorting, pleading

High degree of freedom

THE FAR SIDE

By GARY LARSON



"Hey, bucko... I'm *through* begging."

COMMON FEATURES IN DEFINITIONS OF PERSUASION

- Use of symbols (verbal and nonverbal)
- Process
- Intentional
- Non-coercive
- Changes beliefs, attitude/value, behavior

PERSUASION

Deals with an issue of	Fact (Apologetic)	Value	Policy
Purpose of speech	Persuade	Inspire	Actuate
Seeks to change	Thinking	Feeling	Action
Classical division	Forensic (issues of the <i>past</i> argued in <i>law</i> court to establish <i>guilt</i> or <i>innocence</i>)	Epideictic (issues of the <i>present</i> argued at <i>ceremonial</i> occasions to <i>reinforce existing</i> feelings)	Deliberative (issues of the <i>future</i> argued in the <i>assembly</i> to determine <i>courses of action</i>)

**SHOULD WE THINK OF PREACHING
AS A FORM OF PERSUASION?**

**Consider the nature of
Scripture. . .**

*All Scripture is given by inspiration of
God and is profitable for:*

DOCTRINE: what is right

REPROOF: what is not right

CORRECTION: how to get right

INSTRUCTION IN RIGHTEOUSNESS:
how to stay right

THE BIBLE AND PERSUASION

Bernard Ramm: “Holy Scripture is not a theoretical book of theological abstraction, but a book that intends to have a mighty influence on the lives of its readers.”

Protestant Biblical Interpretation, 3d ed. (Grand Rapids: Baker, 1985), 113.

Dale Patrick & Allen Scult: “The Bible’s main form of exposition, the narrative, is most appropriately characterized as primary rhetoric, its primary objective being to persuade its audience.”

Rhetoric and Biblical Interpretation (Sheffield: Almond, 1990), 29.

THE BIBLE AND PERSUASION

John Sailhammer: “A text is . . . an embodiment of an author’s intention, that is, a strategy designed to carry out that intention.”

Introduction to Old Testament Theology (Grand Rapids: Baker, 1995), 46-47.

C. S. Lewis: “The Bible is so remorselessly and continuously sacred that it does not invite, it excludes or repels, the merely aesthetic approach.”

“They Asked for a Paper: The Literary Influence of the Authorized Version,” in Amos Wilder, *Early Christian Rhetoric* (Cambridge: Harvard U P, 1971), xx.

SHOULD WE THINK OF PREACHING
AS A FORM OF PERSUASION?

Consider the example of
biblical preachers . . .

Πείθω (*Persuade*)

Note: see the exhaustive word study of this term in Overstreet,
Persuasive Preaching

Acts 13:43

Paul and Barnabas *urged* them to continue in the grace of God.

Acts 18:4

Paul reasoned, "trying to *persuade* Jews and Greeks."

Acts 19:8

Paul argued *persuasively* about the kingdom of God."

Acts 26:28

Agrippa asked Paul, "Do you think in such a short time you can *persuade* me?"

2 Corinthians 5:11

Paul said, "Since we know what it is to fear God, we *persuade* men."

Audience Adaptation in the Sermons of Paul

	Acts 13:16-41	Acts 14:14-18	Acts 17:22-31
Audience	Synagogue, God-fearers	Spontaneous, pagan	Areopagus, educated pagans
Purpose	To persuade that Christ is the Savior. Forgiveness of sins is possible through him.	To keep the people from worshipping Paul and Barnabas.	To persuade that there is one true God. Repent from idol worship.
Authority	History, Scripture, John the Baptist, current events	General revelation	General revelation, pagan poet
Common Ground	Assumes the doctrine of God; labors Christ and the resurrection.	Assumes little. Labors the doctrine of God but ignores Christ	Assume theism. Labors the doctrine of God with goal of the res.
Final Appeal	Forgiveness of sins is granted through Christ, not the Law.	God alone is worthy of worship.	Repent from idol worship.

Jay Adams, *Audience Adaptation in the Sermons and Speeches of Paul.*

AUDIENCE ADAPTATION IN PETER'S SERMON (ACTS 2:14-39)

- Uses direct address and titles (14, 22, 29)
- Starts with their situation (15)
- Uses their experience and presuppositions (14, 22, 29)
- Answers their objections about the crucifixion (22ff.)
- Uses their motives such as fear/hope (36-39)

SHOULD WE THINK OF PREACHING
AS A FORM OF PERSUASION?

Consider the example of
outstanding preachers . . .

AUGUSTINE

FROM *ON CHRISTIAN DOCTRINE*, BOOK 4

Now, the art of rhetoric, being available for the enforcement of either truth or falsehood, who will dare to say that truth in the person of its defenders is to take its stand unarmed against falsehood?

For example: that those who are trying to persuade men concerning *falsehood* are to introduce their subject so as to put their hearers in a pleasant, attentive, and teachable frame of mind, while the defenders of the *truth* shall be ignorant of that art?

AUGUSTINE

FROM *ON CHRISTIAN DOCTRINE*, BOOK 4

That the former are to declare their *falsehoods* briefly, clearly and plausibly, while the latter shall declare the truth in such a way that it is tedious to listen to, hard to understand, and even harder to believe?

That the former, while imbuing the minds of their hearers with *error* are towers of speech to awe, to melt, enliven, and to arouse men, while the latter shall be sluggish, frozen, and somber?

Who is such a fool to think this wisdom?

We must present God's truth
adapted to every man so that
God's grace will adapt man to it.

Spurgeon, *Lectures to My Students*

You must attract the fish to the hook, and if they do not come you should blame the fisherman and not the fish.

- Spurgeon, *Lectures To My Students*

I've noticed that whenever I go fishing the fish don't automatically jump into my boat or throw themselves up onto the shore for me. Their culture (underwater) is very different from mine (air). It takes intentional effort on my part to make contact with fish. Somehow, I must figure out how to get the bait right in front of their nose in their culture.

Rick Warren, *The Purpose-Driven Church* (Grand Rapids: Zondervan, 1995), 196.

Preaching is a “kind of speaking aimed at both **mind** and **heart**, and seeking unashamedly to change the way people think and **live**. So it is always an attempt at persuasion.”

J. I Packer, cited in “Preaching with a Pastor’s Heart,” *Preach the Word* (Wheaton: Crossway, 2007), 137.

CASE STUDY (TIME PERMITTING)

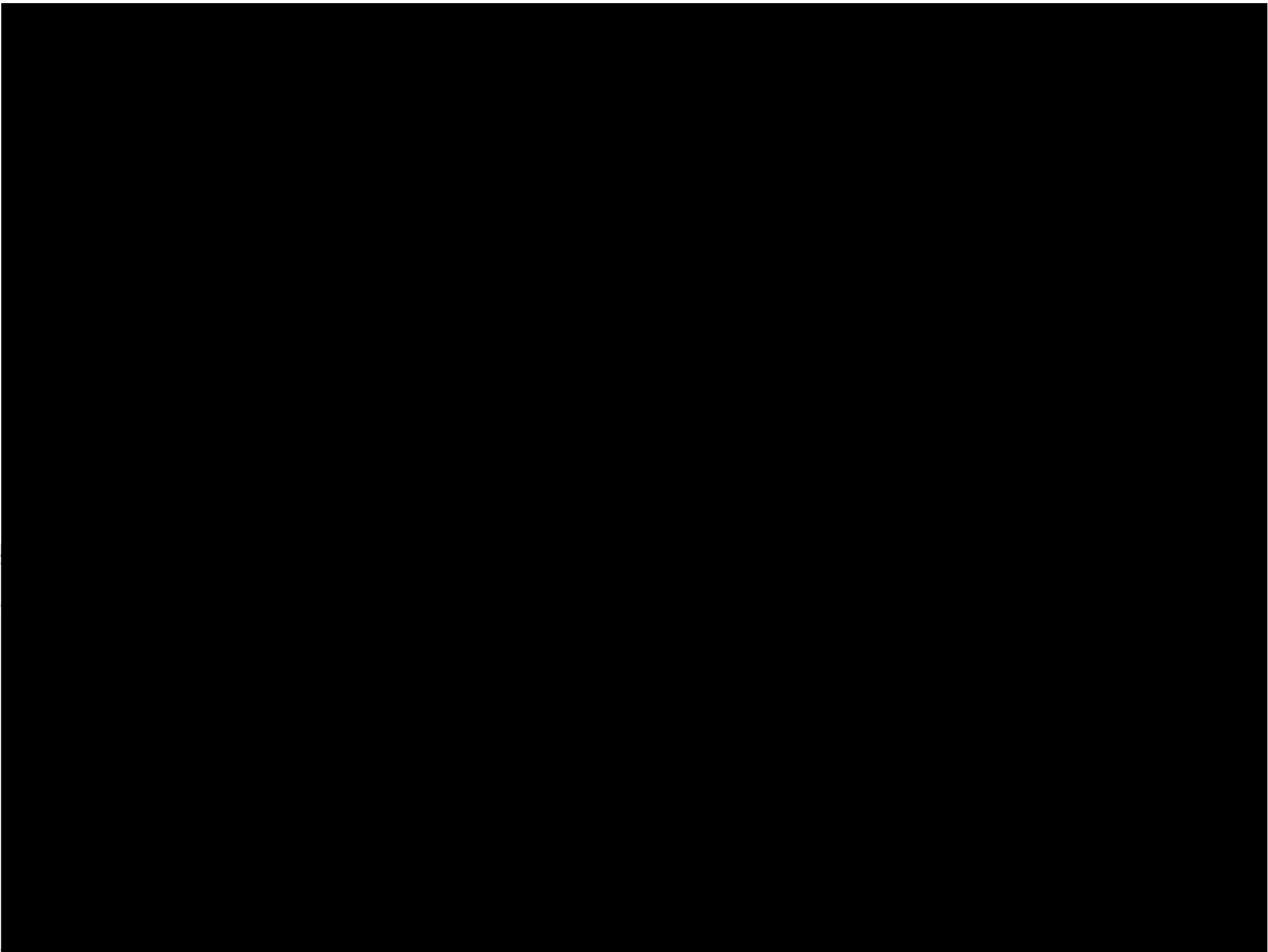
- Mentors, Spurgeon, and Youth Pastor Todd.
 - What did Todd want to accomplish?
 - What mistakes did he make about audience adaptation?
 - How could he have been more effective?

CASE STUDY:
JOHN ORTBERG,
“THE MOST IMPORTANT DECISION”

[HTTP://MPPC.ORG/SERMONS/MOST-IMPORTANT-DECISION](http://mppc.org/sermons/most-important-decision)



- Rhetorical Situation: Who is the audience? What is the context?
- Ethos: How does he build credibility with his listeners?
- Pathos: Does Ortberg embody moods with his delivery? How does he use form on the micro and macro levels? How does humor contribute to the persuasiveness? How does he warn/threaten?
- Logos: What objection does Ortberg acknowledge near the beginning? How does he deal with it? What beliefs of the audience (common ground) does he use?



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