

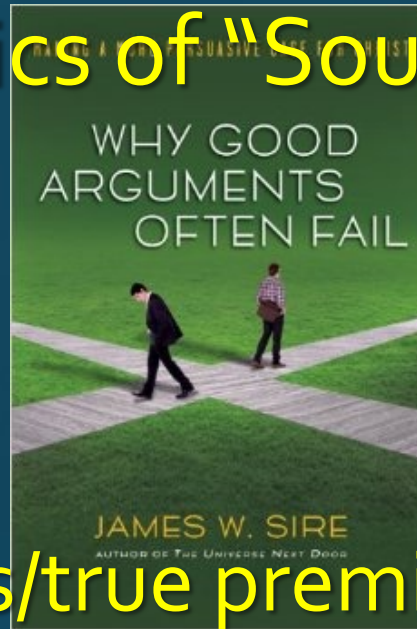


Preaching, Persuasion, and Leadership

Logos

**Dr. Jeffrey Arthurs, Gordon-Conwell Theological Seminary,
as taught at Singapore Bible College DMin module, March 2016
and offered for free download by Dr. Rick Griffith at BibleStudyDownloads.org**

Characteristics of “Sound” Arguments



1. **Accurate facts/true premises facts.**
 - *But* does the listener agree with the premises/facts? You might have to lay out your premises/facts and prove them as necessary.
 - E.g. “The Bible is trustworthy.”
2. **Valid** (commit no logical fallacies such as hasty generalization or ad hominem).

Why Sound Arguments Often Fail



1. Mistakes of ethos: arrogance, aggression, cleverness.
2. Mistakes of pathos: misjudging existential interest (felt need).
3. Mistakes of logos: incorrectly assuming
 - Knowledge.

Robinson's three "developmental questions" are psychologically sequential



So what?

Is it true?

What does it
mean?

Why Sound Arguments Often Fail



1. Mistakes of ethos: arrogance, aggression, cleverness.
2. Mistakes of pathos: misjudging existential interest (felt need).
3. Mistakes of logos: incorrectly assuming
 - Knowledge.
 - Agreement/Common ground.
 - E.g. The Bible's message on same-sex sex is consistently negative: it is sin.

Robinson's three "developmental questions" are psychologically sequential



So what?

Is it true?

What does it
mean?

Big idea of this Lecture:
Persuasive preaching is collaborative.

It uses the audience's knowledge, beliefs, and values. It begins with what they already know and agree with and then moves toward what they do not know or agree with.

Collaboration is crucial to nearly every kind of communication

- Irony
- Humor
- Metaphor

In terms of Logos, we can think about collaborative preaching with Aristotle's theory of the "enthymeme"

What is an Enthymeme?

An enthymeme is a syllogism with one premise (a shared premise) unstated. The listeners must supply that premise.

The Classic Syllogism

All men are mortal.

Socrates is a man.

Therefore, Socrates is mortal.

Enthymeme Exercise

All Christians should attend church.

The Baptist church is the best church.

Therefore, all Christians should all attend a Baptist church.

- How would you present this argument to the following audiences? That is, do they understand the premises and agree with them, so that you wouldn't need to explain or prove them? Which premises are so problematic that you should first settle those?

This class.

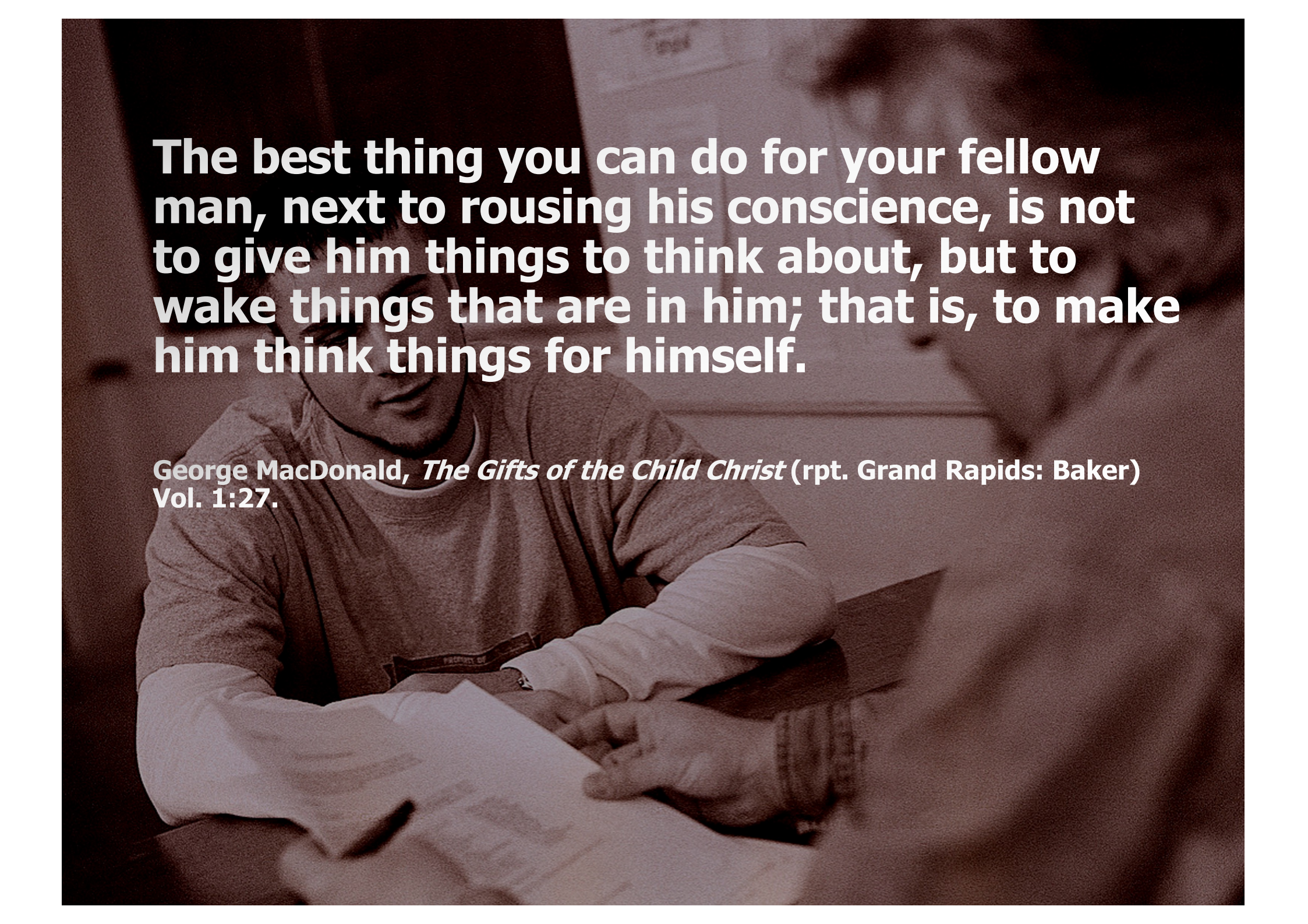
Dr. Arthurs.

Street kids in Boston.

The Enthymeme and Collaboration

Successful construction [of the enthymeme] is accomplished through the joint efforts of speaker and audience, and this is its essential character [Enthymemes] unite the speaker and audience and provide the strongest possible proofs. . . . *the audience itself helps construct the proofs by which it is persuaded.*

Lloyd Bitzer, "Aristotle's Enthymeme Revisited," *Quarterly Journal of Speech* (1959): 408.

A man and a woman are sitting at a table, looking at a document together. The man is on the left, wearing a light-colored long-sleeved shirt, and the woman is on the right, wearing a light-colored top. They are both looking down at the document on the table. The background is slightly blurred, showing what appears to be a wall with some papers or a calendar.

The best thing you can do for your fellow man, next to rousing his conscience, is not to give him things to think about, but to wake things that are in him; that is, to make him think things for himself.

George MacDonald, *The Gifts of the Child Christ* (rpt. Grand Rapids: Baker)
Vol. 1:27.

Toulmin's Argumentative Layout: a similar way to approach logos and collaboration.

- Stephen Toulmin was a British philosopher interested in epistemology—everyday argumentation.
- He developed a visual layout of arguments.
- The three main components of an argument are **claim**, **data**, and **warrant**.

Toulmin's Argumentative Layout



Toulmin's Argumentative Layout

- **Claim:** a main point, often marked by “therefore,” “which shows that,” “proves that,” “so you see.”
- **Data:** Proof, evidence.
- **Warrant:** Reasoning which connects the data to the claim.
 - Note: Toulmin discovered that in everyday persuasion warrants are often unstated. The speaker analyzes the audience to determine what beliefs they already hold; then the speaker does not need to actually state those in the speech. That is what makes this theory compatible with Aristotle's enthymeme.

Toulmin's Argumentative Layout

Claim



Warrant



Data

**You should take
such and such a
course.**

**What links claim
and data? What
does the speaker
assume the
listener will
supply to the
argument?**

**Jill will be in
the class!**

Toulmin's Argumentative Layout

Claim



Warrant



Data

Jesus rose from
the dead.

What links
these? What
does the speaker
assume the
listener will
supply to the
argument?

The Bible
says so.

Toulmin's Argumentative Layout: Reasoning from *AXIOM* (*Deduction*)

Claim



**Warrant based
on an axiom, an
“accepted truth.”**



Data

Socrates will die

All men die.

**Socrates is a
man.**

You should tithe.

What links these?

**The Bible
teaches this.**

Toulmin's Argumentative Layout: Reasoning from *EXAMPLES* (*Induction*)

Claim



**Warrant based
on "case studies"**



Data

The Red Sox will
win the
championship.

Every team since 1957
with a perfect record
has won the
championship.

They have a
perfect record.

All Christians
should tithe.

What links these?

Spurgeon,
Mother Theresa,
and Abraham
tithed.

Toulmin's Argumentative Layout: Reasoning from "SIGN"

Claim



**Warrant based
on "sign"**



Data

The warehouse
is on fire.

Smoke is a sign
of fire.

I see smoke in
that direction.

Jesus was the
divine Son of
God.

What links these?

He turned water
into wine,
healed a blind
man, etc.

Toulmin's Argumentative Layout: Reasoning from *ANALOGY*

Claim



Warrant based on "similarity"



Data

If Vietnam falls to the communists, all of SE Asia will also fall.

The spread of communism in Eastern Europe is similar to SE Asia

This is what happened in Eastern Europe.

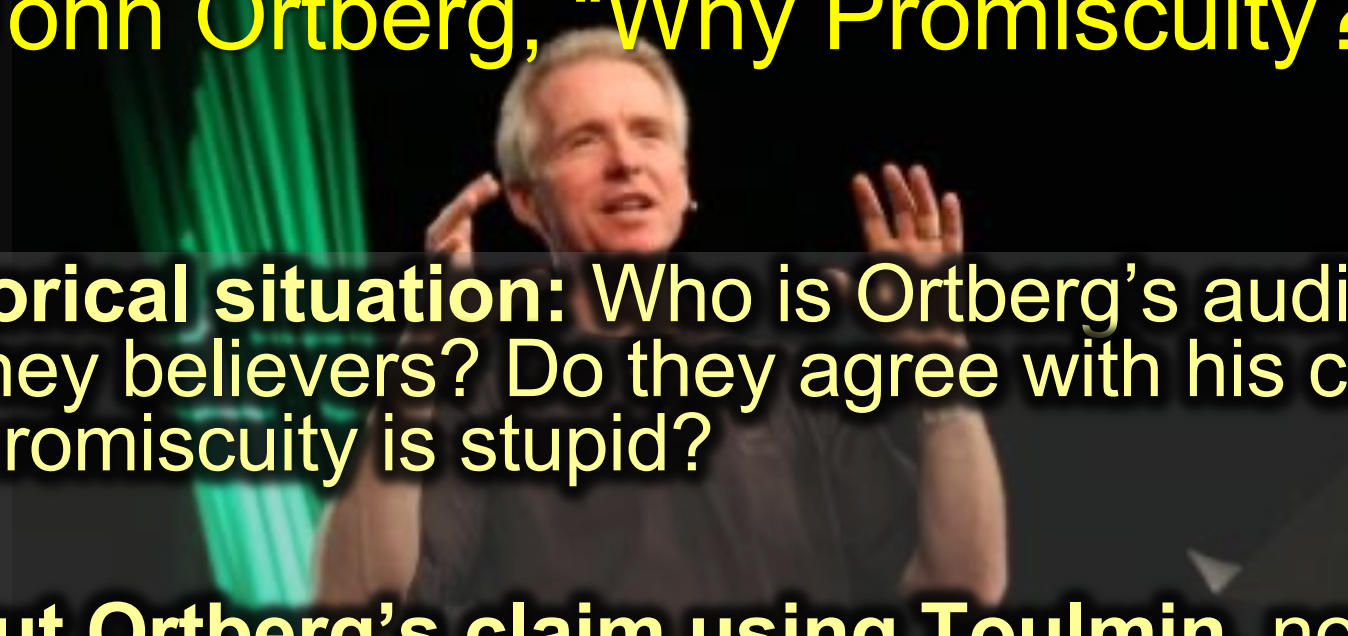
God will provide for your needs.

What links these?

God cares for sparrows.

Case Study: Reasoning from Analogy

John Ortberg, “Why Promiscuity?”

- 
- A photograph of John Ortberg, a man with short grey hair, wearing a dark shirt, speaking with his hands raised in a gesture. The background is dark with some green light effects.
- **Rhetorical situation:** Who is Ortberg’s audience? Are they believers? Do they agree with his claim that promiscuity is stupid?
 - **Layout Ortberg’s claim using Toulmin,** noting especially the warrant that ties his claim to the analogy of “it’s just a piece of paper.”
 - **Analyze the effectiveness of his logos** in this section of the sermon.

Toulmin and Ethos and Pathos

- Everyday reasoning uses ethos and pathos even more than logos.
- Toulmin can help reveal these arguments too.
 - You can use the layout to show persuasion based on the speaker's ethos (good sense, good character, good will, or dynamism).
 - Same for pathos. That is, the warrant often has more to do with feeling than reason.

Toulmin's Layout can also display arguments based on ethos and pathos.

Claim



Warrant



Data

You should take such and such a course.

What links these? Is the warrant based on ethos, pathos, or logos?

Jill will be in the class!

Toulmin's Layout can also display arguments based on ethos and pathos.

Claim



Warrant



Data

Jesus rose from
the dead.

What links
these? Is the
warrant based on
ethos, pathos, or
logos?

I talked with
him this
morning.

You should tithe.

Same

I say so.

Why Sound Arguments Often Fail



1. Mistakes of ethos: arrogance, aggression, cleverness.
2. Mistakes of pathos: misjudging existential interest (felt need).
3. Mistakes of logos: incorrectly assuming
 - Knowledge
 - Common ground (agreement with premises and facts).

Tying Aristotle/Toulmin to Sire and Robinson: Anticipating and Answering Objections

- Review Robinson's three "developmental questions":
 - **What does it mean?** If the audience asks this, you must explain/teach.
 - **Is it true?** If the audience asks this, you must prove/persuade.
 - **So what?** If the audience asks this, you must apply/actuate.

Tying Aristotle/Toulmin to Robinson: Anticipating and Answering Objections

- These three questions build on each other psychologically. The first is foundational to the next two, and the second to the third.

These three questions are
psychologically sequential



So what?

Is it true?

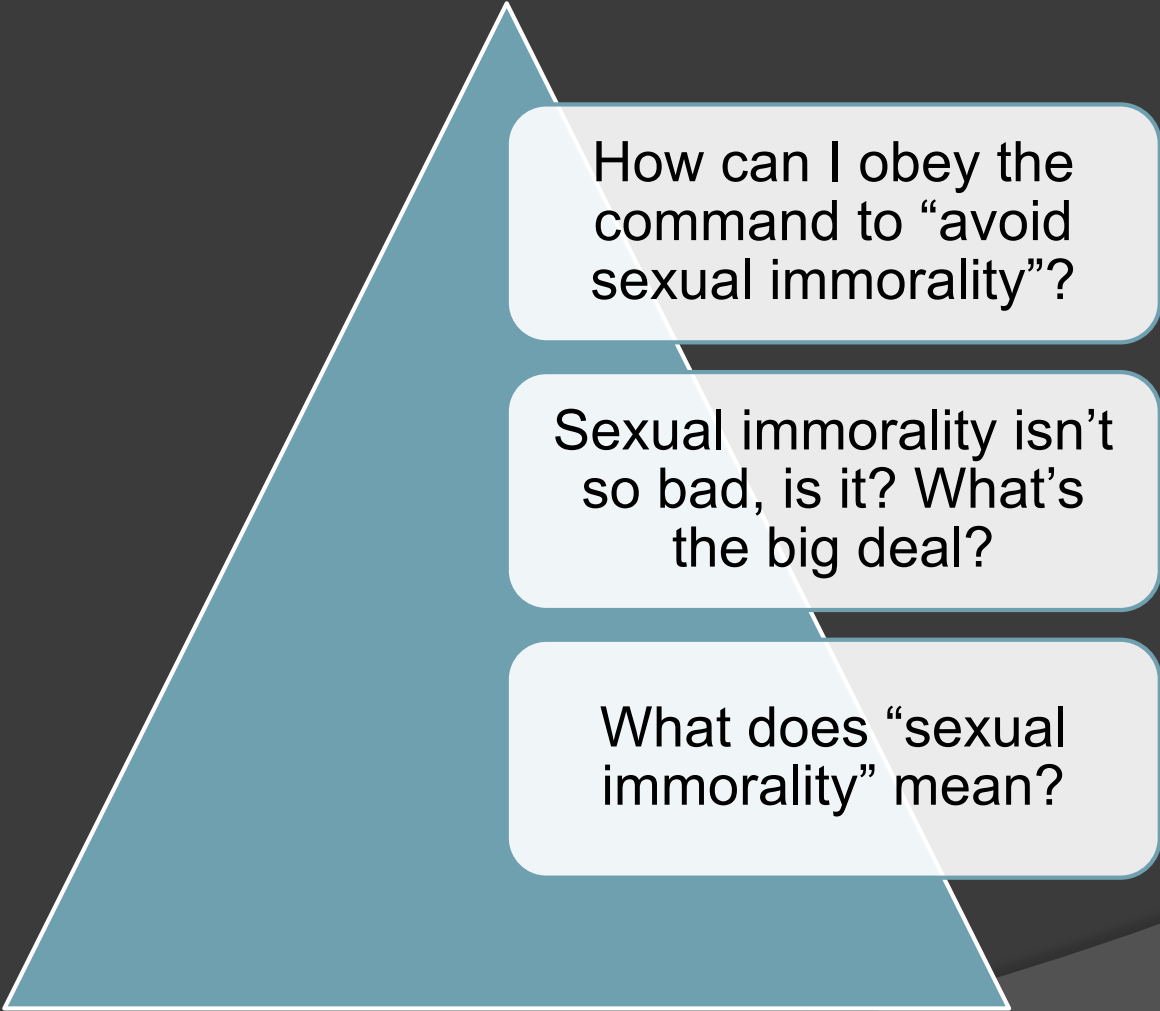
What does it
mean?

For example:

“It is going to rain like crazy tomorrow.”

- Is the audience asking, “What do you mean? What do you mean by ‘rain like crazy’?”
 - You must explain/define.
- Is the audience asking, “Is that true? How do you know?”
 - You must prove/argue/defend.
- Is the audience asking, “So what? How can I get ready for the rain? What should I do?”
 - You must apply/equip.

“Avoid sexual immorality.”



How can I obey the command to “avoid sexual immorality”?

Sexual immorality isn't so bad, is it? What's the big deal?

What does “sexual immorality” mean?

Anticipating and Answering Objections: Why don't people believe?

- 1. They don't understand (no collaboration).**
 - "What does 'sexual immorality' mean?" "What does 'avoid' mean?"
- 2. They are not convinced. Their experience seems contrary to the Bible's teaching (no collaboration).**
 - "I know lots of people who are sexually immoral, and they are doing just fine!"

Anticipating and Answering Objections: Why don't people act on the truth?

1. They don't understand it.
2. They don't believe it.
3. Their actions or values conflict with the Bible.
 - "My relationship with my boyfriend is dependent on sex."
 - Balance theory.
4. They don't know how.
 - "I work with people who bombard me with pornography. What should I do?"

Remember, the BEST way to do all three
(explain, prove, apply) is with vivid
language:
concrete support material

SEAS

Review

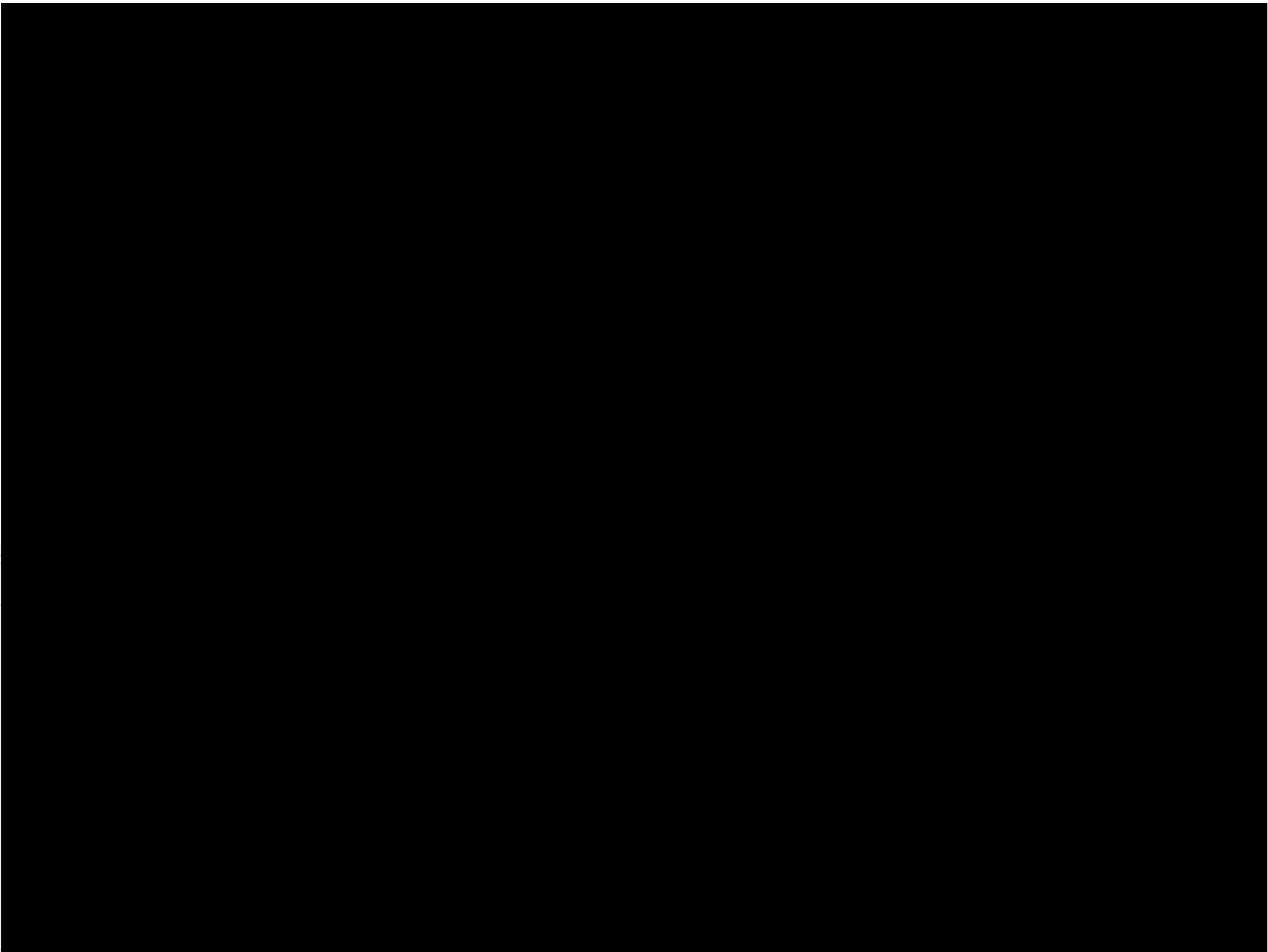
- Effective persuasion uses the audiences' knowledge, beliefs, and values. It prompts **COLLABORATION**.
- “**SOUND ARGUMENTS**” are based on valid premises and facts, but these arguments often fail because of mistakes in ethos, pathos, and logos.
- Concerning logos, speakers assume too much knowledge and too much agreement from the listeners. Thus, listeners do not **COLLABORATE** in the argument.
- Aristotle’s **ENTHYMEME** is a way of describing logos in terms of collaboration.
- **TOULMIN’S LAYOUT** also gives us a way to identify and analyze collaboration in everyday arguments, esp. those points he calls **WARRANTS**—the collaborative connections between the claim and the data.
- Robinson’s **DEVELOPMENTAL QUESTIONS** help us make sure collaboration occurs.

Case Study: Bryan Wilkerson

“Beyond Will and Grace”

- Rhetorical Situation: what is the climate of opinion and feeling about homosexuality at Grace Chapel, 2003?
- What is the sermon’s major claim (big idea)?
- Does the preacher prompt the audience to collaborate with him? That is, does he use the audience’s knowledge, beliefs, or values to advance his claim?
- Does the preacher anticipate objections? Give an example.





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