



HarvestNet Institute

P.O. Box 6071
Cleveland, Ohio 44101-1071

DRAFT COPY of Syllabus

CC100 - COMMUNICATIONS

Dr. David Welle

I. Objectives: by the end of this class you will:

1. Describe the communication process including message encoding, sending, receiving, and decoding; and the persuasion process including attention, comprehension, yielding, retention, and action.
2. Produce a written promotional piece designed to communicate effectively with one's target audience.
3. Practice the process of public speaking more strategically and effectively.

II. Class Sessions

DATES: (a) May 19-21, Tues, Wed., Thurs.
(b) May 26-28 & 30 = Tues, Wed, Thurs. & Sat.

TOPICS:

The Nature of Communication

Adapting to Your Audience

Targeting Your Audience

Memory Verse Quiz

Communicating with Your Audience

Book Quiz: Kushner

Persuasive Preaching

Paper DUE regarding target audience

What is the Big Idea?

Developing the Big Idea: Using the Functional Questions

Memory Verse Quiz

The Power of Purpose

The Priority of Pathos; Illustrating the Sermon

Book Quiz: Robinson

Constructing a sermon: Introduction, conclusion, Outlines;

Student Speeches

Memory Verse Quiz

Student Speeches

Memory Verse Quiz

The character of the Communicator

III. Textbooks

1. Robinson, Haddon. (2001). *Biblical Preaching*. Grand Rapids, MI: Baker Academic.
2. Kushner, Malcom. (2004). *Public Speaking for Dummies, 2nd Ed.* Hoboken, NJ:Wiley Pub.
3. Handouts

IV. Assignments

1. Read textbooks by the dates assigned and pass a quiz on each. Read Handouts and write a two+ paragraph response to each one describing two concepts you found most useful and why they are useful. **Add in pre-class assignment for target area**
2. Prepare a 1 page (double-spaced; 12 pt. font) description of a relevant target group you would like to reach **AND** a 2-3 page (at least 500 words, double-spaced; 12 pt. font) *direct-mail promotional piece* **or** a *press release* designed to motivate people in your target audience to attend a ministry event or to request follow-up information or contact. Distribute it to the class for peer review
4. Prepare and give a speech in public designed to communicate the gospel to the same target audience (**PRESENTATIONS given on DUE _____**)
5. Write a 3-5 page paper (double-spaced; 12 pt. font) presenting a rationale for your speech explaining the specific needs addressed, specifying points of identification with the audience, giving reasons for the application/s made, and offering a justification for the mode of delivery. [**DUE one week after last class ~ email to address above.**]

V. Grades

<u>Item</u>	<u>Percent</u>
1. Textbook Quizzes	25%
2. Target Audience Paper	20
3. Speech	25
4. Verses	10
5. Analysis Paper	20
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Total	100%

VI. Bibliography

Chappell, Bryan. *Christ-Centered Preaching*. Grand Rapids: Baker Books, 1994.

Decker, Bert *You've Got to Be Believed to Be Heard*. New York: St. Martins Press, 1992.

Gibson, Scott, ed. *Preaching to a Shifting Culture*. Grand Rapids: Baker Books, 2004.

Henderson, David W. *Culture Shift*. Grand Rapids: Baker Books, 1998.

Litfin, Duane. *Public Speaking, second edition*. Grand Rapids: Baker Books, 1992.

Piper, John. *The Supremacy of God in Preaching, revised edition*. Grand Rapids: Baker Books, 2004.

Stielstra, Greg *Pyro Marketing*. New York: HarperBusiness, 2005.

Strunk, William and White, E. B. *The Elements of Style, Fourth Edition*. New York: Longman Publishers, 2000.

Welle, David. *The Use and Teaching of Emotional Appeal for Persuasion in Preaching*. Unpublished Doctor of Ministry dissertation, Gordon-Conwell Theological Seminary, 2004.

Willhite, Keith and Gibson, Scott M. eds. *The Big Idea of biblical Preaching*. Grand Rapids: Baker Books, 1998.

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