



The Orlando Institute

Equipping Leaders to Disciple the Nations

CC100

Dr. Ric French

SYLLABUS

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

1. Describe the communication process including attraction, engagement, persuasion, reinforcement and development of convictions.
2. Produce written documents designed for effective communication with public audiences.
3. Practice the process of public speaking more strategically and effectively.
4. Develop deeper persuasions about the call to reach a city.

II. Class sessions

<u>Date</u>	<u>Topic</u>
1.	God's Choice: incarnation & relationship
2.	Biblical Models
3.	Target Audience Definition
4.	Research Skills
5.	Writing Skills
6.	Writing for Target Audiences
7.	Various Forms for Communicating with Target Audiences
8.	Oral Communication Overview: Logos, Pathos, Ethos
9.	The Priority of Pathos – Ways to Engage Your Audience
10.	Crafting an Effective Speech
11.	Audience Analysis
12.	Engaging an Individual
13.	In Class Practice Speeches
14.	Integrity in Communication

III. Textbooks

Brown, Steve. (1993). *How to Talk So People will Listen*. Grand Rapids: Baker.

Masters: Downs, Tim. (1999). *Finding Common Ground*. Chicago: Moody.

Handouts

IV. Assignments

1. Read the textbooks by the dates assigned and pass a quiz on each.
2. Prepare a paper on a topic relevant to your target audience and distribute it
3. Prepare and give a speech in public

4. Memorize the following:
Mt. 12: 36-37
Prov. 18:20-21
Eph. 4:29
I Tim. 1:5

5. Master's students: Write a five page paper analyzing the communication factors for reaching a Target Area

V. Grades

<u>Item</u>	<u>Percent</u>
1. Textbooks	20%
2. Paper	20
3. Speech	20
4. Verses	20
5. Analysis	20
Total	100%

VI. Bibliography

- Adams, Jay. (1990). *Truth Applied*. Grand Rapids: Zondervan.
- Barna, George. (1991). *User Friendly Churches*. Ventura, CA: Regal.
- Engel, James. (1977). *How Can We Get Them to Listen?* Grand Rapids: Zondervan.
- Engel, James. (1979). *Contemporary Christian Communication*. Nashville: Nelson.
- Geach, P. T. (1976). *Reason and Argument*. Berkeley: UC Press.
- Glymour, Clark. (1980). *Theory and Evidence*. Princeton: University Press.
- Greenway, Roger. (1979). *Discipling the City*. Grand Rapids: Baker.
- Hesselgrave, D. (1991). *Communicating Christ Cross-Culturally*. Grand Rapids: Zondervan.
- Infante, D., Rancer, A. & Womack, D. (1990). *Building Communication Theory*. Prospect Heights, IL: Waveland.
- Malik, Charles. (1980). *The Two Tasks*. Westchester, IL: Cornerstone.
- McKenna, David. (1986). *Mega-Truth*. Orlando: Here's Life.
- Miller & Miller. (1998). *Talking and Listening Together*. Littleton, CO: Interpersonal Communication Programs.
- Oden, Thomas. (1969). *The Structure of Awareness*. Nashville: Abingdon.
- Prime, Derek. (1981). *Created to Praise*. Downers Grove, IL: IVP.
- Sommer, B. and Sommer, R. (1991). *A Practical Guide to Behavioral Research*. NY: Oxford.