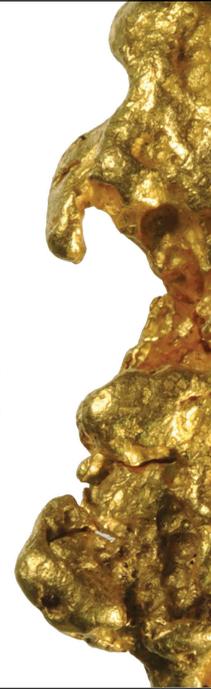


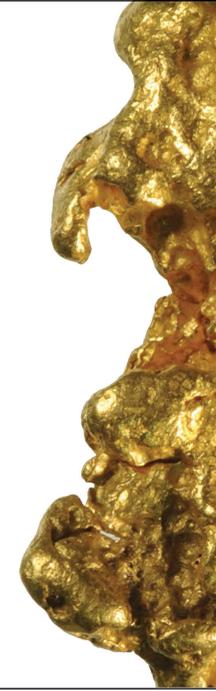
# **COMMUNICATION ASSUMPTIONS**



# **THEOLOGICAL ASSUMPTIONS**

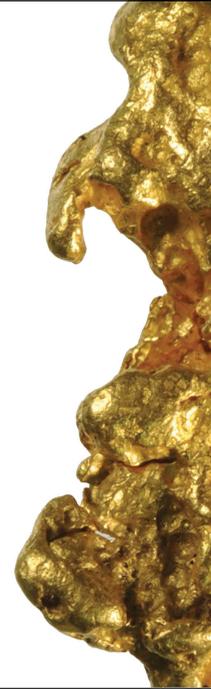


**PREACHING?**

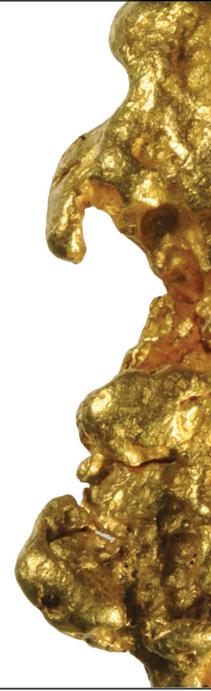


**KERUSSO**

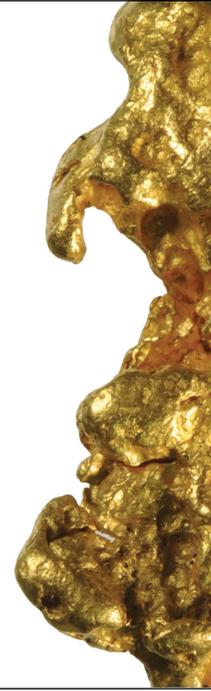
(verb)



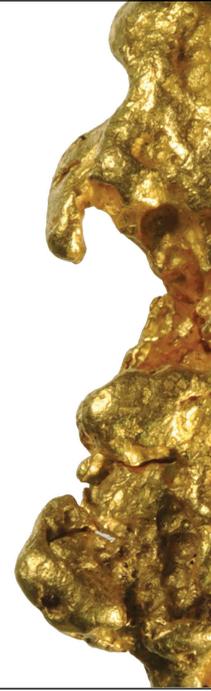
**PERSUASION?**



**PATHOS  
LOGOS  
ETHOS**



**EXCELLENCE &  
THE SUBLIME**

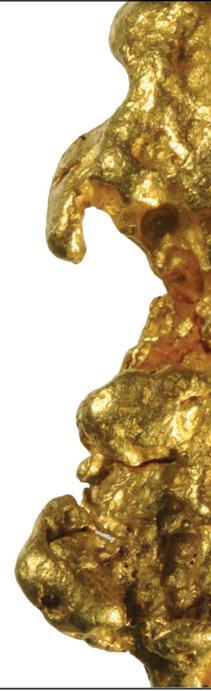


“In Jesus Christ, there is no distance or separation between the medium and the message: it is the one case where we can say that the medium and the message are fully one and the same.”

**MCLUHAN**



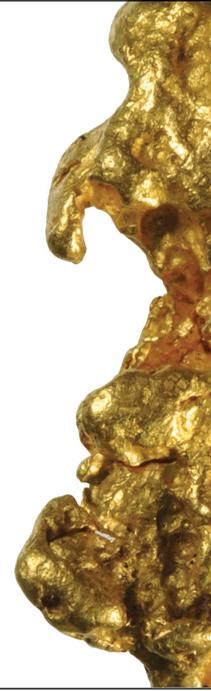
**PATHOS  
LOGOS  
ETHOS**



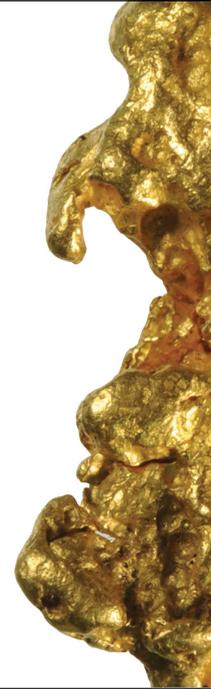
**ACCOMMODATING**



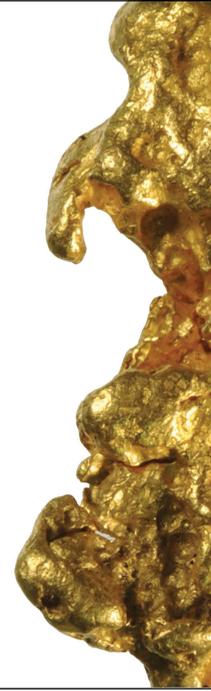
**INCARNATE**

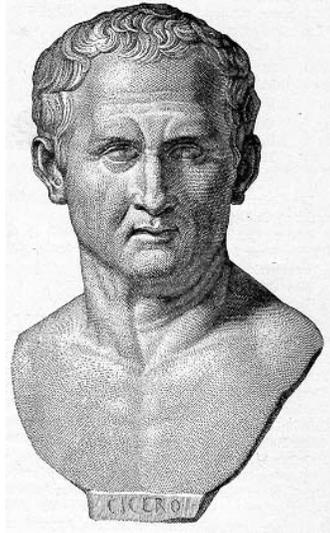


**CRUCIFORM**

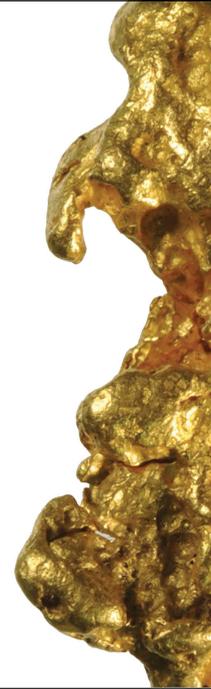


**PERSUASION?**



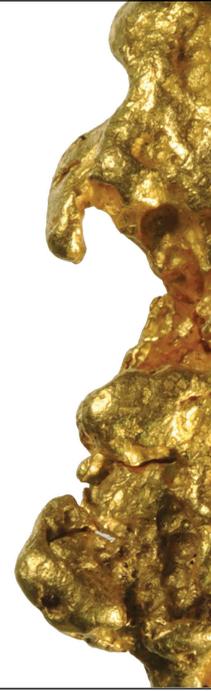


**CICERO**





**AUGUSTINE**



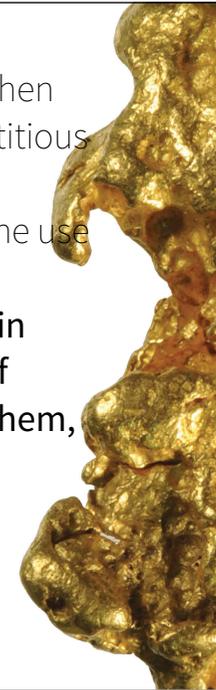
For, as the Egyptians had not only the idols and heavy burdens which the people of Israel hated and fled from, but also vessels and ornaments of gold and silver, and garments, which **the same people when going out of Egypt appropriated to themselves, designing them for a better use...**

**AUGUSTINE**



... in the same way all branches of heathen learning have not only false and superstitious fancies... but they contain also liberal instruction which is better adapted to the use of the truth... **These, therefore, the Christian, when he separates himself in spirit from the miserable fellowship of these men, ought to take away from them, and to devote to their proper use in preaching the gospel.**

**AUGUSTINE**



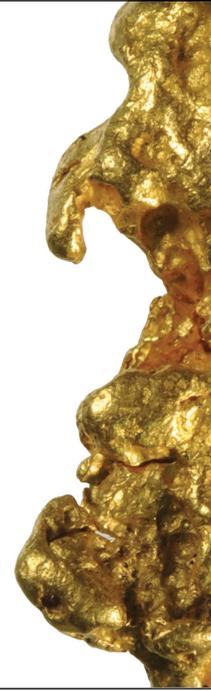


**SOLOMON**



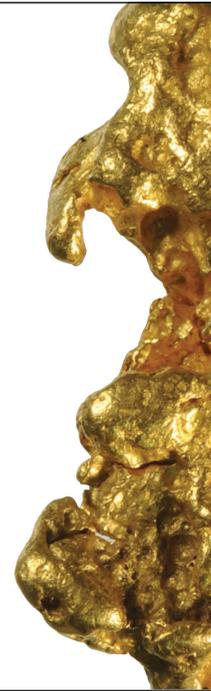


**AUGUSTINE**





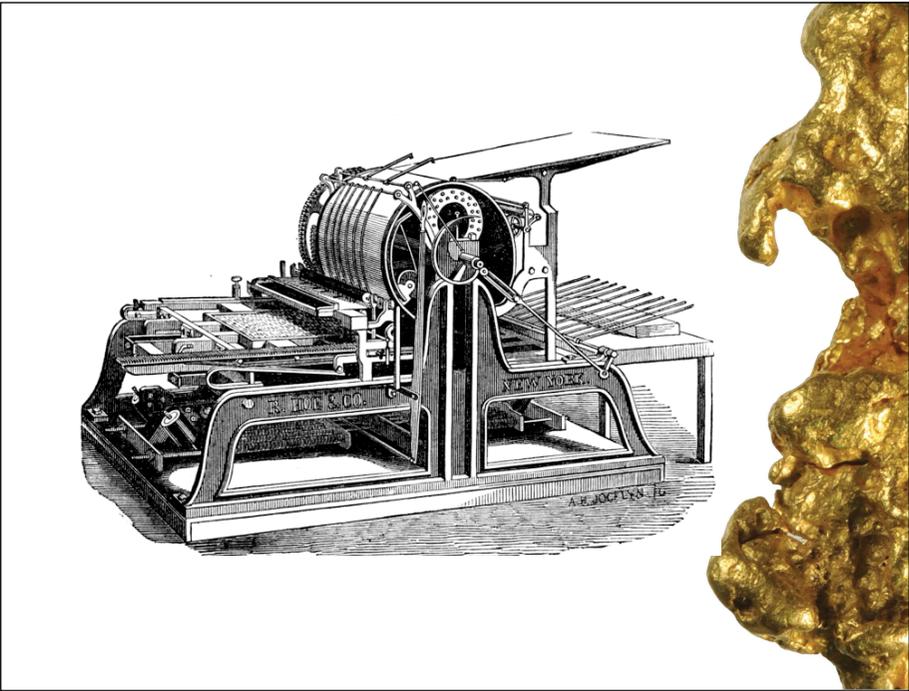
**CICERO**





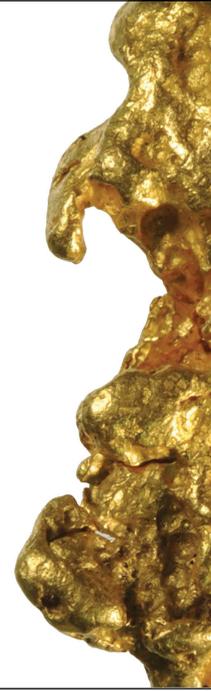
**LUTHER**







**AUGUSTINE**



THEOLOGICAL CLASSICS

ON CHRISTIAN  
DOCTRINE  
DE DOCTRINA CHRISTIANA



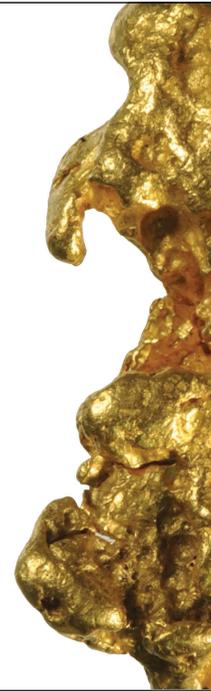
— SAINT AUGUSTINE —

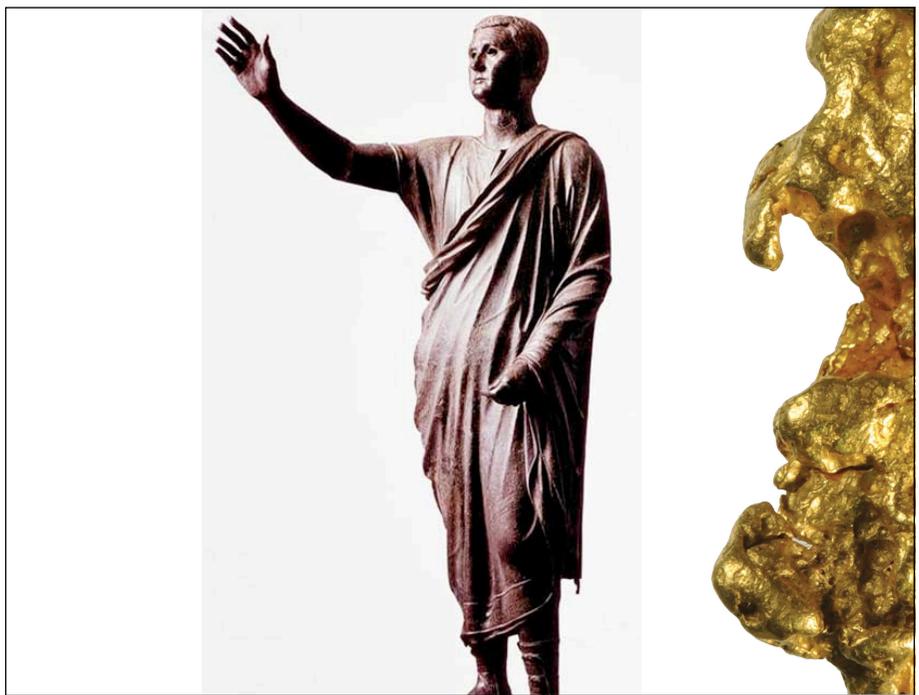
EDITED & UPDATED BY JAMES H. CAIN

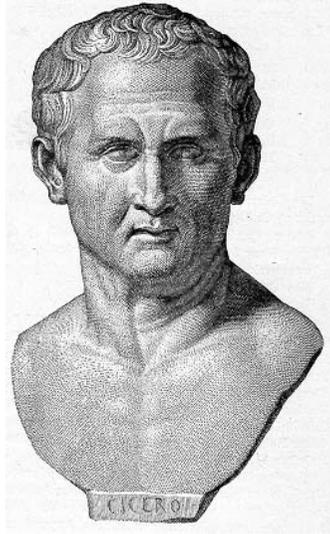
read by

DAVID COCHRAN HEATH

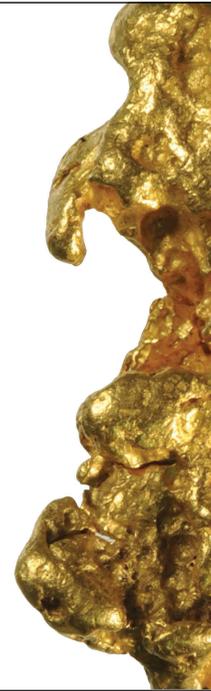
ANOTHER HOVEL AUDIO CLASSIC





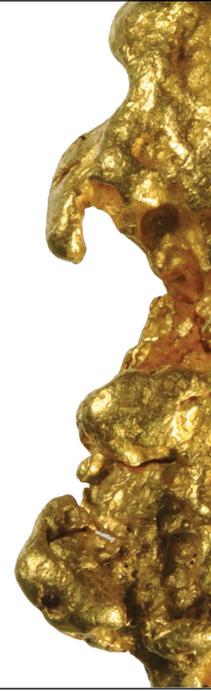


**CICERO**





**PAUL**



The people at Tarsus have devoted themselves so eagerly, not only to philosophy, but also to the whole round of education in general, that they have surpassed Athens, Alexandria, or any other place that can be named where there have been schools and lectures of philosophers. But it is so different from other cities that there the men who are fond of learning, are all natives, and foreigners are not inclined to sojourn there; **neither do these natives stay there, but they complete their education abroad; and when they have completed it they are pleased to live abroad**, and but few go back home.



Further, **the city of Tarsus has all kinds of schools of rhetoric;** and in general it not only has a flourishing population but also is most powerful, thus keeping up the reputation of the mother-city.



When I came to you, **I did not come with eloquence or human wisdom as I proclaimed to you the testimony about God.** For I resolved to know nothing while I was with you except Jesus Christ and him crucified. I came to you in weakness with great fear and trembling. **My message and my preaching were not with wise and persuasive words,** but with a demonstration of the Spirit's power, so that your faith might not rest on human wisdom, but on God's power.

**1CORINTHIANS 2:1-5**

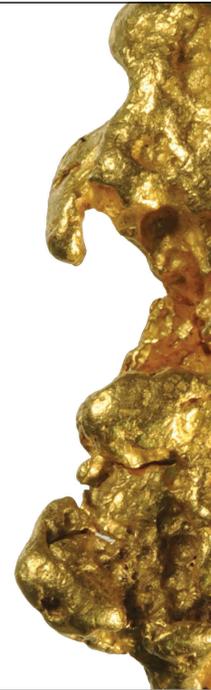
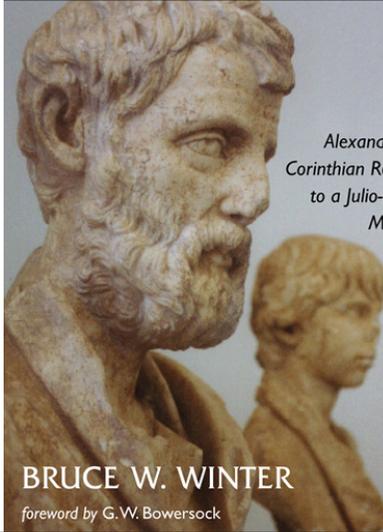


PHILO AND PAUL  
AMONG THE SOPHISTS

*Alexandrian and  
Corinthian Responses  
to a Julio-Claudian  
Movement*

BRUCE W. WINTER

*foreword by G. W. Bowersock*



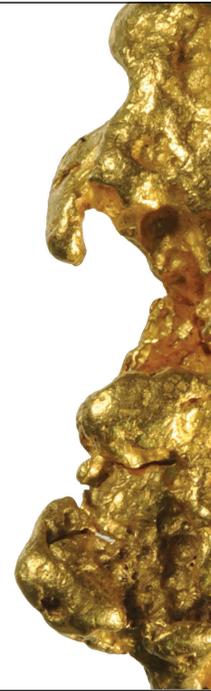


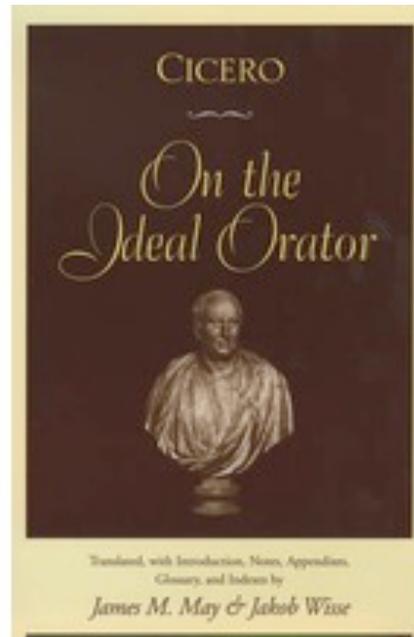
**PAUL**





**CICERO**





“We weakened and demolished  
whatever went to support our  
opponents.”

Cicero, De Oratore

“ We demolish arguments and every  
pretension that sets itself up against  
the knowledge of God.”

Paul, 2 Corinthians 10:4-6

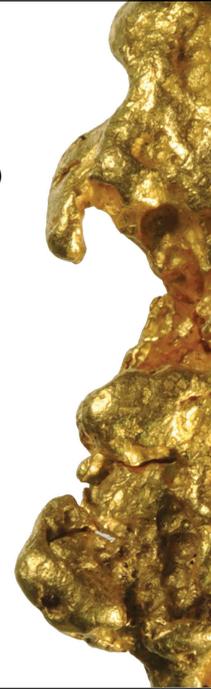


“I turn pale at the outset of a  
speech, and quake in every limb  
and in all my soul.”

Cicero, De Oratore

“I came to you in weakness with  
great fear and trembling.”

1 Corinthians 2:3



"I am for Ennius," says one; "because he confines himself to the style of conversation:"—"and I," says another, "give the preference to Pacuvius, because his verses are embellished and well-wrought; whereas Ennius is rather too "negligent." In the same manner we may suppose a third to be an admirer of Attius; for, as among the Greeks, so it happens with us, "different men have different opinions;"—nor is it easy to determine which is best."

- Orator

**CICERO**



What I mean is this: One of you says, “I follow Paul”; another, “I follow Apollos”; another, “I follow Cephas”; still another, “I follow Christ.”

- 1 Corinthians 1:12

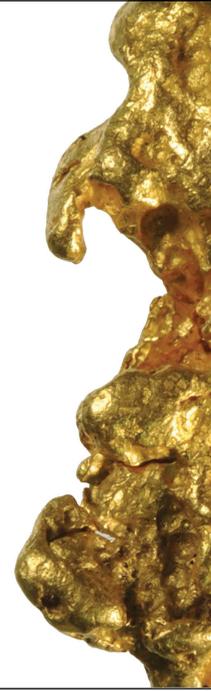
Follow my example, as I follow the example of Christ

- 1 Corinthians 11:1

**PAUL**



**ETHOS**



“Indeed I would gladly offer my body, if by my death the liberty of the state can be immediately recovered, so that finally the suffering of the Roman People may bring to birth what it has long since laboured to produce!”

- Orationes Philippicae

**CICERO**



“Indeed I would gladly offer my body, if by my death the liberty of the state can be immediately recovered, so that finally the suffering of the Roman People may bring to birth what it has long since laboured to produce!”

- Orationes Philippicae

**CICERO**



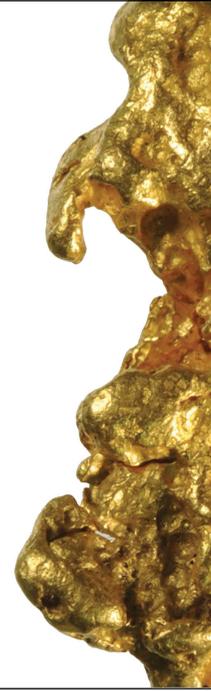
We always carry around in our body the death of Jesus, so that the life of Jesus may also be revealed in our body. For we who are alive are always being given over to death for Jesus' sake, so that his life may also be revealed in our mortal body.

- 2 Corinthians 4:10-11

**PAUL**



**PATHOS**



I give you my word that I never tried, by means of a speech, to arouse either indignation or compassion, either ill-will or hatred, in the minds of a tribunal, without being really stirred myself, as I worked upon their minds, by the very feelings to which I was seeking to prompt them.”

- De Oratore

**CICERO**



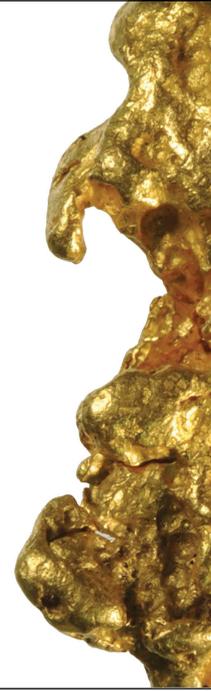
I have become all things to all people so that by all possible means I might save some. I do all this for the sake of the gospel, that I may share in its blessings.

- 1 Corinthians 9:22-23

**PAUL**



**LOGOS**



“The very word ‘cross’ should be far removed, not only from the Roman citizen, but from his thoughts, his eyes and his ears... the mere mention of such a thing is shameful to a Roman citizen and a free man.”

- Pro Rabiro

**CICERO**



For I resolved to know nothing  
while I was with you except Jesus  
Christ and him crucified.

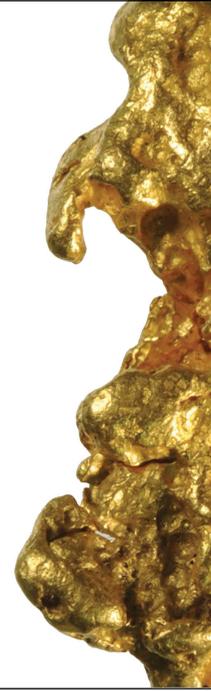
**PAUL**



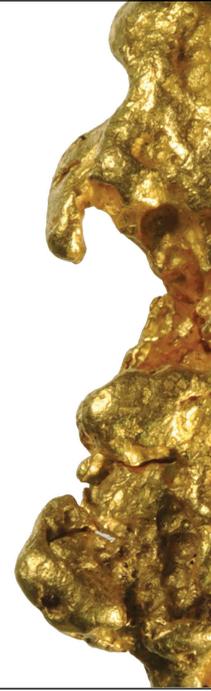
**ACCOMMODATING**

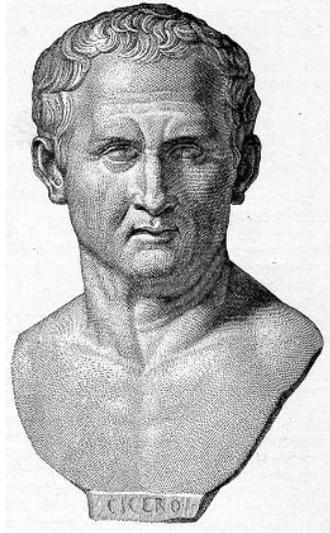


**INCARNATE**



**CRUCIFORM**



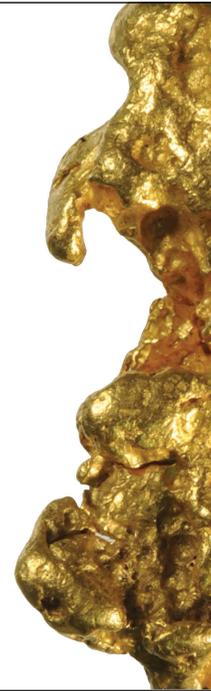


**CICERO**





**LUTHER**



“I cannot say how sorry and disgusted I am with the printing... they print it so poorly, carelessly, and confusedly, to say nothing of bad types and paper. John the printer is always the same old Johnny.”

**LUTHER**



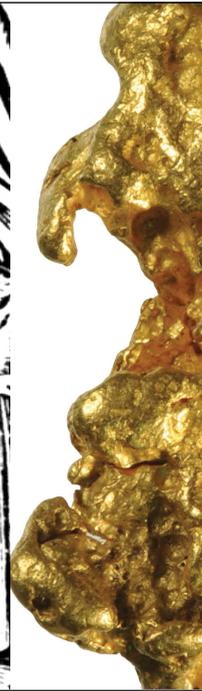
“Have some boy collect all the German pictures, rimes, songs, books, lays of the Meistersinger, which have this year been painted, composed, made, and printed by your German poets, publishers, and printers. I have a reason for wanting them. We can make Latin books for ourselves, but we wish to learn how to make German ones, as we have hitherto made none that please anybody.”

**LUTHER**



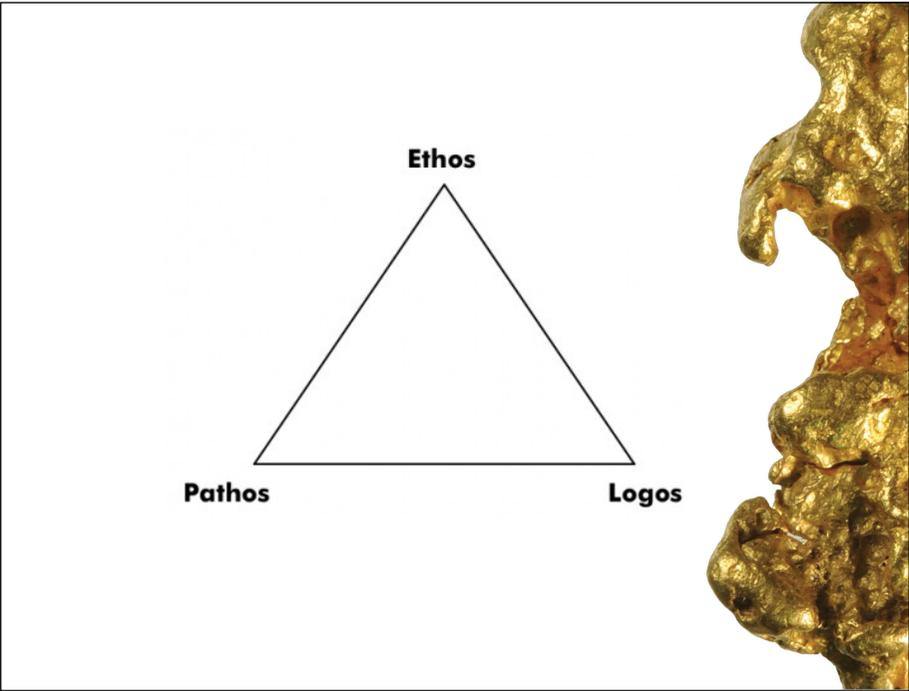
Maicetta

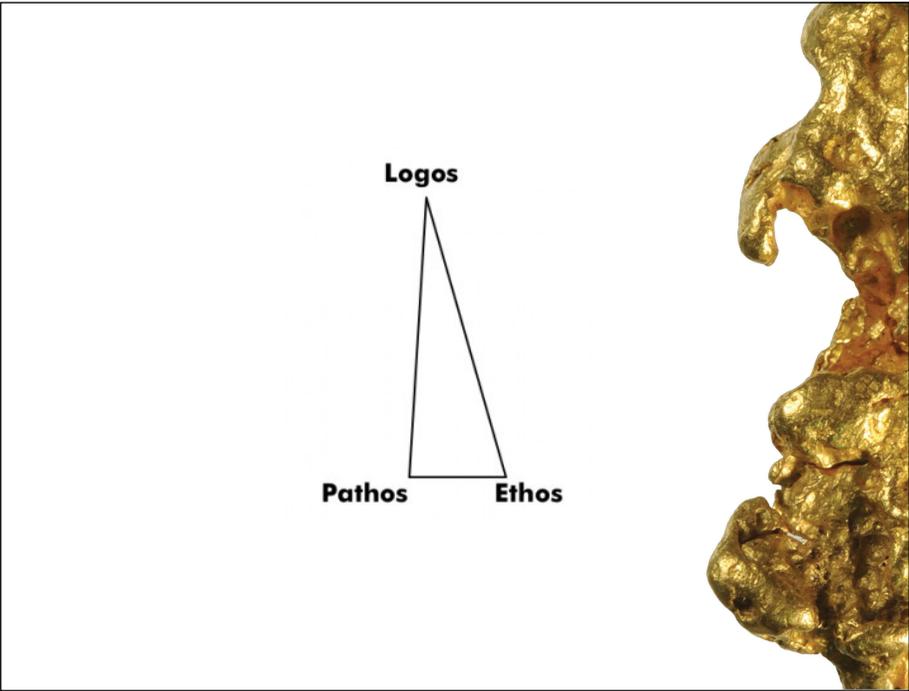
Affice nudat as gens feriosa nates.  
Ecco qui Papa el mio bel uedere.

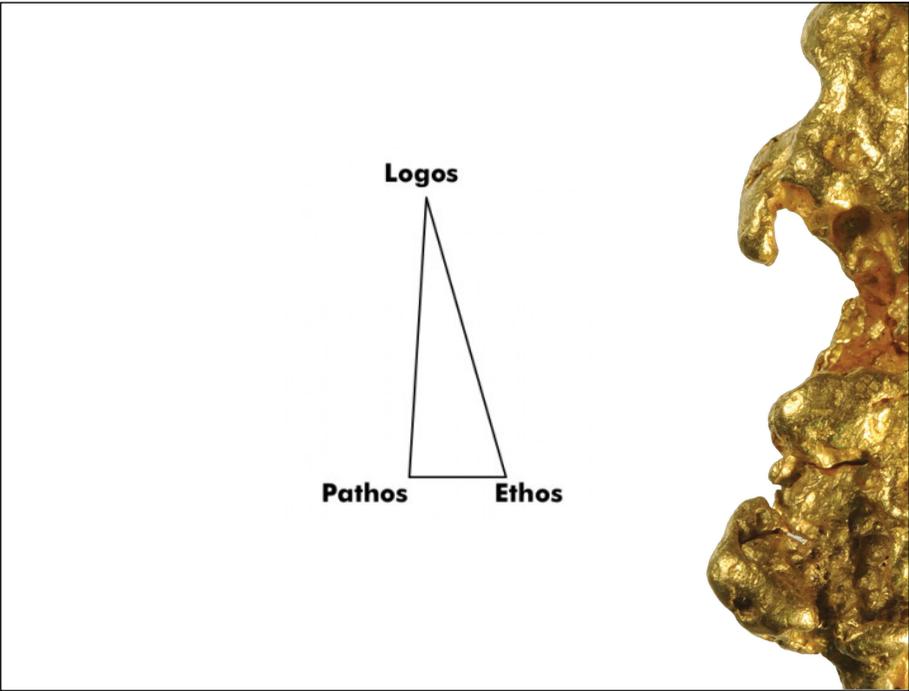


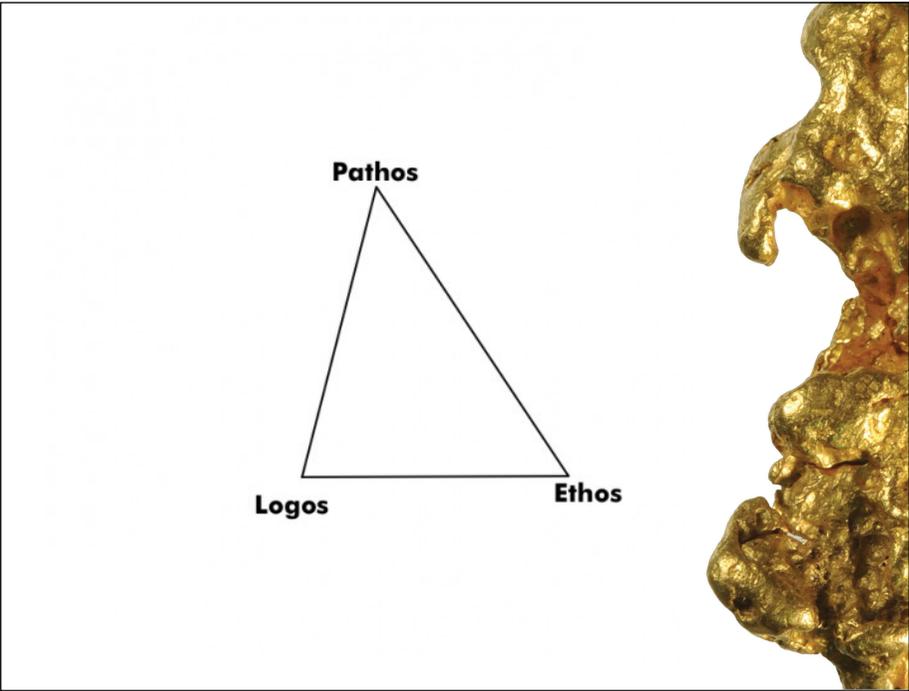
**PERSUASION?**











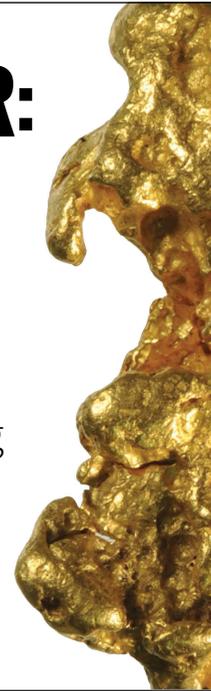
**HOW BIG IS YOUR:**  
**KERUSSO** (verb)



# HOW BIG IS YOUR:

# KERUSSO (verb)

The implication of “ethos” in communication means it’s never just Sunday. Everything we do preaches - **but words are necessary.**



# HOW BIG IS YOUR:

## **KERUSSO** (verb)

Accommodating through incarnation to be understood (logos) and move the emotions (pathos) will necessarily involve embracing new mediums.

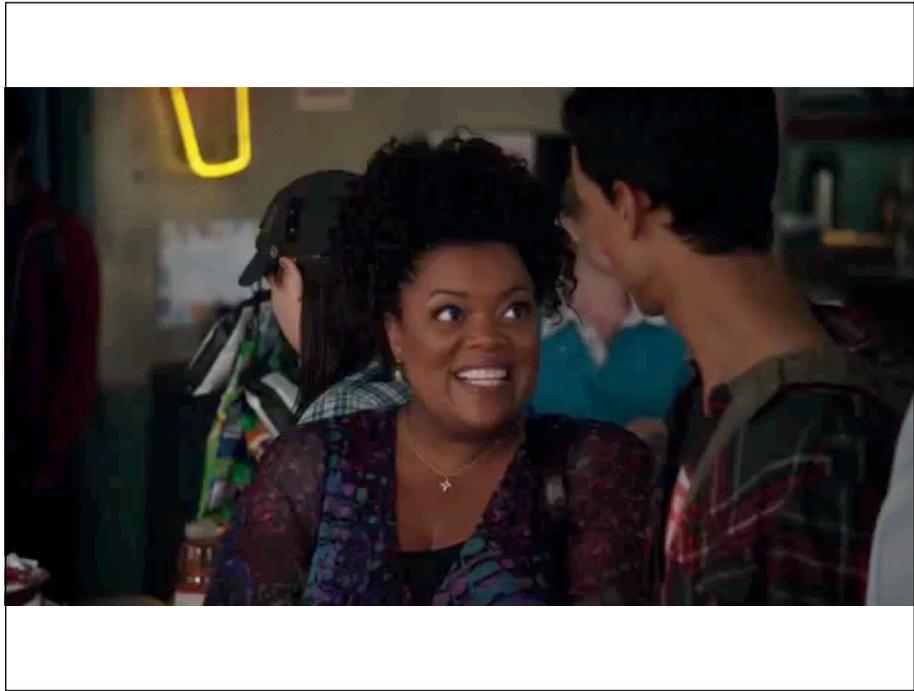


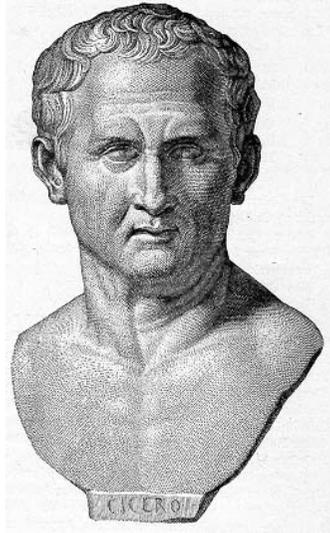
**CHURCH  
FOR THE  
You  Tube  
GENERATION**



**PREACHING  
TO THE  
You Tube  
GENERATION**



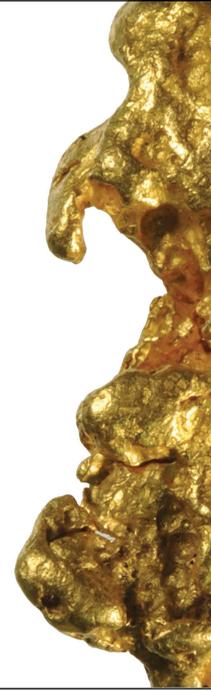




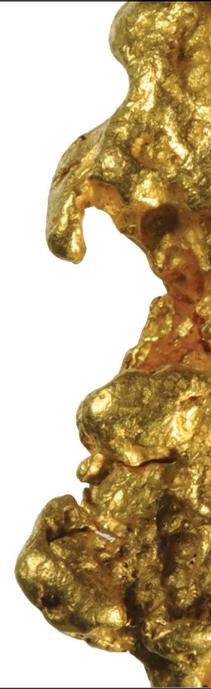
**CICERO**



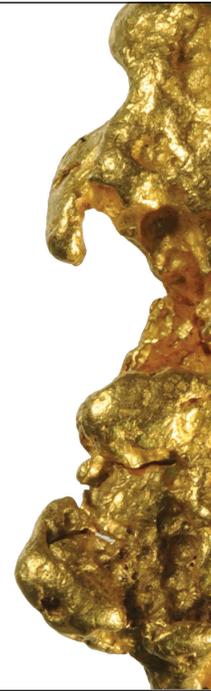
**KNOW YOUR  
MESSAGE**



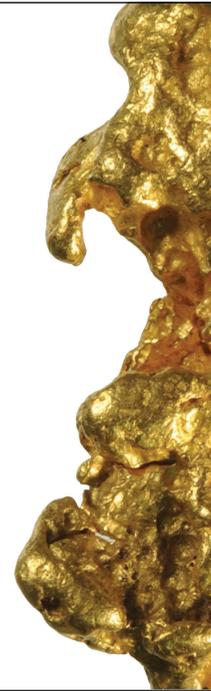
# **KNOW YOUR AUDIENCE**



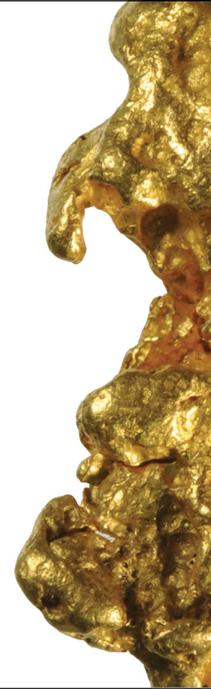
**KNOW YOUR  
MEDIUMS/  
GENRES**



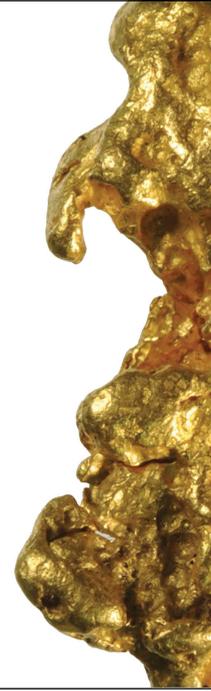
**SPEAK YOUR  
MESSAGE**



**SPEAK THEIR  
LANGUAGE**



**MATCH THEM**



**You**  **Tube**

