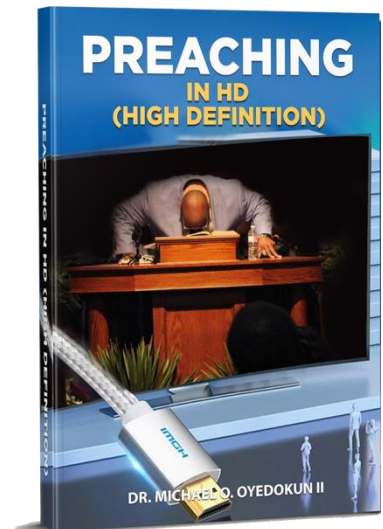


Oikodome Bible Institute

2nd Day - August 7, 2024

Preaching in HD

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OVERVIEW

Sharing methods and strategies of facing the challenge of preaching with Biblical Truth, Relevance and Clarity.

Our desire as expository preachers should be to preach the word of God with **clarity**, **relevance**, and **truth** so that the hearers of the message can see the Word of God in High Definition.

THE MONITOR – (The Preacher) Creating Online Sermons and the practice of Homiletics

Constructing an Online Sermon

One strategy for preaching with relevance is to understand the present cultural shifts. A challenge that is facing persuasive preaching is the culture of social media. Social media has now touched the lives of individuals, young and old. Social media influences the audience you are preaching to because the audience has likely been influenced before reaching the sanctuary.

With social media outlets such as Facebook, TikTok, Twitter, and YouTube, people are more accessible to other belief systems and information than in the past. The access to worship services online allows people to be exposed to various doctrines and beliefs than those who visit worship centers in person. Religious denominations are now seeking to be creative in casting their version of the gospel using mainstream media.

The battle of persuasive preaching is to facilitate a Christ-centered spiritual transformation. The difficulty in the transforming process is that where the starting point was close to an even balance, now, with vast information accessibility, the starting point is further away than anticipated.

The Benefits of Online Sermons

The rise of technology and the internet has significantly impacted various aspects of our lives, including religious practices.

In recent years, and particularly since the COVID-19 pandemic, online sermons have gained popularity as a means of delivering spiritual teachings and messages.

1. Online Sermons and Accessibility.

One of the primary advantages of online sermons is their accessibility.

2. Online Sermons and Flexibility

Online sermons provide flexibility in terms of when and where individuals can engage with religious content.

3. Online Sermons and Variety

The digital landscape offers a vast array of online sermons delivered by various religious leaders, scholars, and speakers.

4. Online Sermons and Community Support

Online sermons often leverage interactive elements such as live chat, comment sections, and discussion forums, fostering participant engagement and interaction.

5. Online Sermons and Opportunities for Outreach and Evangelism

Online sermons expand the reach of Christianity by providing a platform for sharing the message of the gospel with a wider audience.

Creating an Online Presence

Creating an online sermon requires careful planning and consideration to ensure its effectiveness and engagement with the audience.

1. Define the Objective and Message

Begin by clearly defining the objective and central message of the sermon. What key points or teachings do you want to convey to the audience?

2. Adapt Content for Online Delivery

Online sermons often require adjustments compared to traditional in-person sermons. Consider the attention span of online viewers and the medium's visual and auditory aspects.

3. Engage with Visuals and Multimedia

Incorporate visual elements to enhance the sermon's impact. Use graphics, slides, or video clips to illustrate key points, provide relevant examples, or display scripture passages.

4. Utilize Storytelling Techniques

Engage the audience through storytelling techniques. Narrate relatable anecdotes, personal experiences, or biblical stories that connect with the central message of the sermon.

5. Maintain a Conversational Tone

Online sermons should strive to create a sense of connection with the viewers.

6. Consider Length and Structure

The length of an online sermon is crucial to keep viewers engaged.

7. Leverage Online Platforms and Interactivity

Make use of online platforms and tools to maximize interactivity and engagement.

8. Optimize for Mobile Devices

Given the increasing use of mobile devices, ensure your online sermon is mobile-friendly.

9. Promote and Share the Sermon

Once the sermon is created, promote, and share it across various platforms. Utilize social media channels, Church websites, newsletters, and email lists to reach a broader audience.

10. Monitor and Respond to Feedback

Monitor viewer feedback, comments, and engagement metrics to assess the impact of your online sermon. Listen to the audience and respond to their questions or comments.

The proclaimer must be engaged in helping the congregation own what the gospel is saying.

Raymond Bailey suggests, “Good preaching is both persuasion and revelation. We as preachers have to find the words, we have to find the images, we have to find the illustrations that will open the door for persons to see the revelation of God, experience the revelation of God.”

As we engage in these next two strategies, I want to be clear...

The effectiveness of our proclamation doesn't derive from persuasive oratory, which is to say we're not responsible for making God's Word effective. The Word, alive with God's purpose for it, is inherently effective.

We have to prepare ourselves as **HD monitors**...to receive the **HD SOURCE!**

Yes, biblical preaching should inform the mind, but it should also encourage and admonish the heart.

Preaching with ethos is preaching with credibility and confidence that the hearers of the message believe that “you believe” what you are preaching. To persuade others, you must first be persuaded by the text yourself.

ETHOS (credibility)

Ethos is an appeal to ethics, and it is a means of convincing someone of the character or credibility of the persuader. An author would use ethos to show to his audience that he is a credible source and is worth listening to. Ethos is the Greek word for “character.” The word “ethic” is derived from ethos.

This type of persuasive preaching only comes by way of believing the truth and defending it. If a preacher does not believe in what he preaches then it is a flat message with no velocity.

**Emory Griffin states,
"Persuasion rises or falls on the credibility of the speaker"**

The Three Faces of Credibility

Authoritativeness or Competence

Character or Trustworthiness

Dynamism or Responsiveness

Authoritativeness or Competence

Many preachers must face the challenging internal question from the hearers...

"What authority do I have to tell other people what they ought to believe or how they ought to live?"

Character or Trustworthiness

Most people don't have a problem with the moral character of the preacher...until the preacher says, "listen and obey to what I have to say."

Moral Character

A preacher's ethos requires that we practice what we preach. How many times have we heard, "Does the pastor... "practices what He preaches."

Augustine adds that a good life carries more weight than mere eloquence. Truth can be preached or twisted by evil men, so truth must be backed up by a virtuous life.

Dynamism or Responsiveness

Even as you watch HD there are different levels. You can change the dynamics of what you are watching.

Our credibility is enhanced by our openness to be what the audience needs us to be.

Guides to Preaching with Ethos:

- Pray through every stage of preparation...
 - Live your preaching
 - Ask God for clarity
- Don't become an actor...rather than a preacher!

CLARITY

When the message is developed and delivered, will the audience be able to take the message, understand the message and apply the message?

Persuasive preaching will be ineffective if there is no clarity or understanding to what is preached.

Preaching with Clarity as a strategy...

is simplifying the message so that every hearer in the audience regardless of economic status, gender, age or race can understand the message.

Persuasion is understanding.

Understanding comes from a “clear” delivered message.

In Acts 8, the Ethiopian Eunuch was traveling, and the Lord directed Philip to go to him. When he got closer, he heard the Eunuch reading Isaiah and he asked him, ***“Do you understand what you are reading?”*** The Eunuch answered how could he unless someone explains it. Acts 8:25 says, ***“Then Philip opened his mouth, and began at the same scripture, and preached unto him Jesus.”*** After the Eunuch heard the message, he understood and asked Philip what was hindering him from being baptized. Philip told him that all he had to do was believe. The Eunuch said in verse 37, ***“And he answered and said, I believe that Jesus Christ is the Son of God.”*** When a proclaimer preaches with clarity and understanding, lives are transformed.

PATHOS (believability)

Sermons need a certain passion...

Pathos is an appeal to emotion and is a way of convincing an audience of an argument by creating an emotional response. Authors use pathos to invoke sympathy from an audience; to make the audience feel what the author wants them to feel.

Those who proclaim God’s truth must be outwardly fervent in their persuasion endeavors (1 Sam. 24:7).

“So David persuaded his men with these words and did not permit them to attack Saul. And Saul rose up and left the cave and went on his way.” ESV

As a preacher, your goal is to create a shared emotional experience with your audience. Pathos describes your ability to evoke audience emotions and strategically connect these emotions with elements of your speech.

The belief system of people is not only tied to logic but to what they are emotionally invested in.

Often a person's belief system has been influenced by interactions from someone who taught them or something they have experienced.

Guides to Preaching with Pathos:

- Memorize the Text.
- Read aloud the Text several Times.
- Character / Background Analysis of the Author.
- Context of the Scripture – Historical / Form Criticism.

Nothing is more important to pathos—to the emotional persuasion of a sermon—than AUTHENTICITY!

The goal of the preacher is to proclaim the gospel to facilitate social change. Brad R. Braxton states, "Preaching for social transformation requires an abundance of courage, moral credibility, and the virtue of precision."

As pastors and proclaimers of the gospel, our commission is to preach with **relevance**, **clarity** and **truth** that will foster change in our churches. That change comes from the congregation hearing, embracing and applying the gospel to their lives that will drive their approach to life with the gospel as the source.

When Jesus went into the temple for the first time in Luke 4, and they asked him to read the Scripture, he read from Isaiah 61. *"The Spirit of the Lord is upon me, because he hath anointed me to preach the gospel to the poor; he hath sent me to heal the brokenhearted, to preach deliverance to the captives, and recovering of sight to the blind, to set at liberty them that are bruised"* (Luke 4:18)

RESOURCES

Oyedokun II, Dr. Michael – Preaching in HD (High Definition) - 2023

Biblical Preaching, Haddon Robinson, Grand Rapids: Baker Books, 1980. (2nd Ed.). Robinson provides a method and a philosophy of preaching based upon the authority of Scripture. No book offers a better or more logical step-by-step sequence of the process for preparing and delivering expository sermons.

Christ-Centered Preaching, Bryan Chapell, Grand Rapids: Baker Books, 1994. Chapel stresses expository preaching as he teaches preparation, organization, and delivery and gives help in the special preaching situations of weddings, funerals, and evangelistic messages. His distinctive contribution is found in Part 3, A Theology of Christ-Centered Messages.

Power in the Pulpit: How to Prepare and Deliver Expository Sermons, Jerry Vines and Jim Shaddix, Chicago: Moody Press, 1999. This text updates, revises and expands two previous books by Vines and puts them into one volume. Part 3 of this text entitled, “The Presentation of The Exposition” provides a practical and detailed explanation of how to effectively use the voice, body, and personality to produce dynamic sermon delivery.

The Homiletical Plot: The Sermon as Narrative Art Form, Eugene L. Lowry Westminster John Knox Press, 2001

Exodus Preaching: Gilbert, Kenyatta R. Crafting Sermons about Justice and Hope. Nashville: Abingdon, 2018.

Persuasive Preaching: A Biblical and Practical Guide to the Effective Use of Persuasion. Overstreet, Larry R. Wooster, OH: Weaver Book Company, 2014.

The Witness of Preaching. Long, Thomas G. Louisville, KY: Westminster John Knox Press, 1989.

Invitation to Biblical Preaching: Proclaiming Truth with Clarity and Relevance. Sunukjian, Donald. Grand Rapids, MI: Kregel Academic & Professional, 2007.

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