



Message Writing And Delivery (2009 Canadian SBC)

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Message Definition

■ Message Vs. Sermon

- Message?
- Messenger: One sent with a message (e.g., prophets, priests, apostles, “angel” (Greek))
- Sermon?

■ Elements of Message

- God’s Word, the gospel (What), divine proclamation (How)
- Audience: People of the generation
- Purpose: Life transformation, salvation, acceptance & obedience

Message Style

■ Expository Message

- Represents a message based on a Bible passage longer than two verses with the theme(s) and major division(s) coming directly from the text
- Explain, illustrate, and apply the Scripture to life...

*** Next Slides shows templates of Expository Message in order to help young messengers for CSBC

- Condition: the Holy Spirit works in all areas



Outline (Structure) of Message

INTRODUCTION

- Attention getter
- Introduction & theme statement
- Preview
- Transition into major points

BODY

- Main point one
- Main point two
- Main point three
- Transition into Conclusion

CONCLUSION

- Summarization/main points
- Possible plea, quotation (key verse), anecdote
- Thanks



INTRODUCTION

I. Attention Getter

- Select anecdote/narrative, questions, visual aids, statistics, etc.

II. Theme Statement

- Main message – a point of view on the topic



INTRODUCTION

III. Preview

- State the main points you will make in support of your theme

IV. Transition

- Include a transition that will take you to your first main point



BODY

- First Main Point: Sub-topic of theme
- Second Main Point: Sub-topic of theme
- Third Main Point: Sub-topic of theme

- Each point in order as stated in “The Preview”
- Each is supported by the inductive Bible study methods: observations, interpretations, implications & applications
- Transition between main points and conclusion



BODY

I. Main Point One

- Support for main point one
- More support for main point one

Transition into point two

II. Main Point Two

- Support for main point two
- More support for main point two

Transition into point three



BODY

III. Main Point Three

- Support for main point two
- More support for main point two

Transition into the Conclusion



CONCLUSION

I. Summarize main points

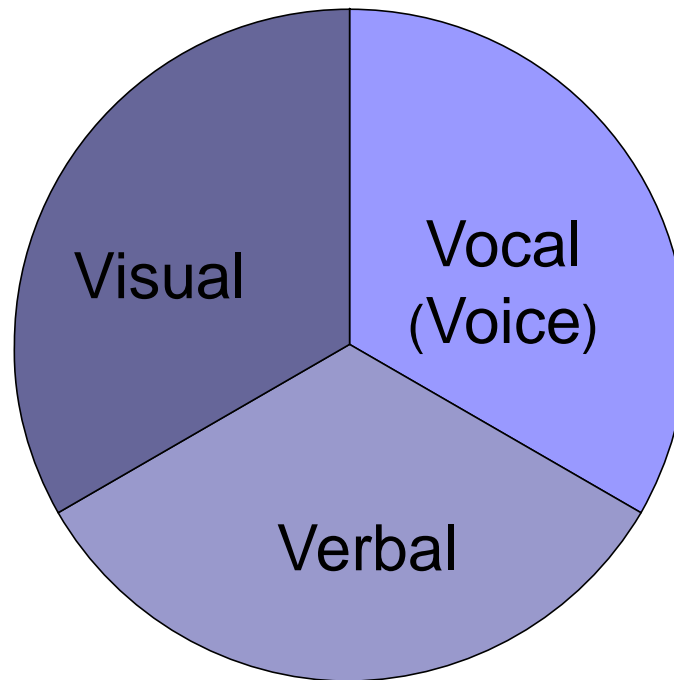
II. Include a plea, quotation, or anecdote



Message in Bible Conference

Message Delivery

The 3 V's for Message Delivery





Message Delivery

■ Context

- Verbal – how words are used to create the message

■ Performance

- Visual – what the body does
- Vocal – how the voice is used in the transmission of the message



Message Delivery

■ Context

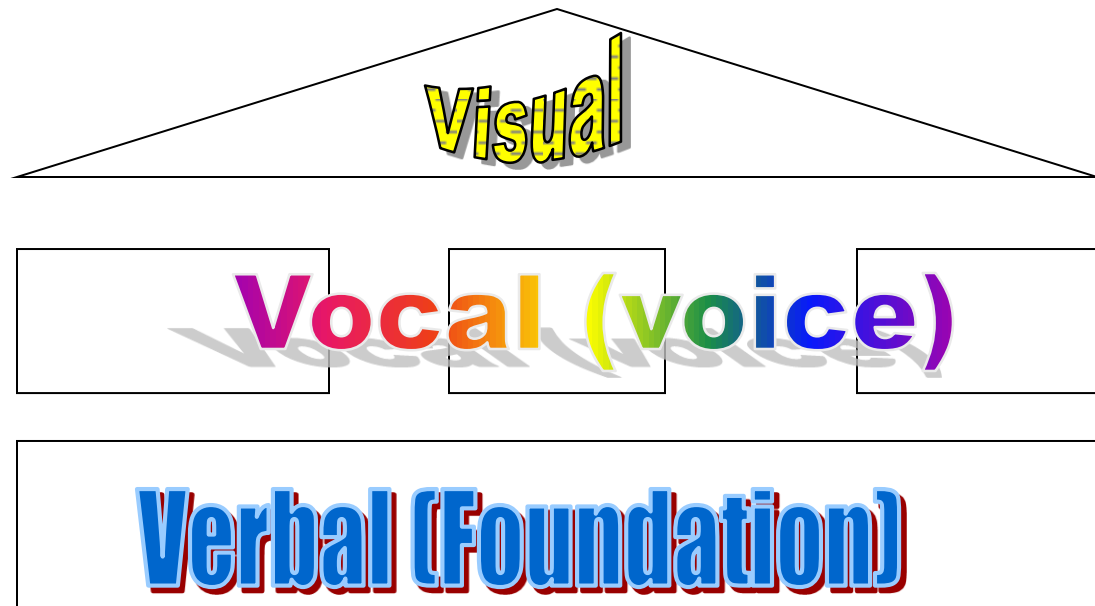
- The “verbal”: the foundation and frame of a “house”

■ Performance

- The “vocal” and the “visual” are the rooms of the “house”
- The appropriate use of voice increases the divine proclamation of message

Message Delivery

- Performance:



(House)



Performance



Overall Impressions

- Approximately 60-70% of the reception of a message comes from non-verbal behavior:
Performance is very important
- This suggests that your visual and vocal behaviors have a considerable impact on how the audience interprets the message.



Visual

(Visual Elements)



Eye Contact

- View as interpersonal communication with everyone
- Ideally, move around in order to look at everyone in the room
- Alternately, choose a person to look at to the right, the left and the centre



Facial Expressions

- Affect displays – displays of emotion
- Be expressive, but be natural
- Example: surprise and amazement at the Almighty Creator's visit to my life



Gestures

- Illustrators: enhances your message
 - Appropriate with purpose
 - Effective if natural
 - Coordinate gestures with content
 - Example: emphasize a word or phrase

Gestures

- Adaptors: distracting behaviors to cope with stress
 - Eliminate nervous habits
 - Types of adaptors:
 - Self-adaptors – touching your body or hair
 - Object-adaptors – playing with objects while speaking
 - Alter-adaptors – shifting, tapping, pacing



Posture

- Shoulders back
- Head high
- Stand straight
 - Denotes confidence
 - Expresses emotion



Another Physical Aspect

- Movement

- Moderate

- Coordinated with content



Opening

- Beginning
 - Pause
 - Take a breath
 - Get audience attention
 - Pause
 - Begin



Closing

■ Ending

- Dynamic closing statement
- Pause at the end
- Don't leave the 'stage' until you are completely finished.



Making an Impression

■ Dress

- To your audience's expectations
- Add to your credibility
- Neutral or dark colors



Voice

(Vocal Elements)



Vocal Rate

- Speakers talk at a rate between 125-175 words per minute.
- Listeners process information from 300 to 600 words per minute.



Rate adjustment factors

- Adjust according to audience's knowledge of the subject
- Adjust according to the complexity of the topic
- Adjust according to the mood of the topic
- Slow for emphasis or serious subjects



Volume

- Good volume means everyone can hear
- Low volume conveys lack of confidence
- Loud speakers are perceived as assertive
- Adjust for noises, room dimensions



Tone

- Suggests meaning and emotion
- How you say something
- Involves word stress and intonation



Pitch

- Low to high sounds
- Dependant on gender, age, and emotion
- Inflection – statement or question



Vocal Clarity

■ Good diction

- Are the words clear or are there errors of added sounds, deleted sounds or substituted sounds

■ Pronunciation

- Correct production of words
- Correct syllable stress

■ Avoid Vocal Fillers

- “ums,” “ahs,”
- Distracting for audience



Vocal Variety

- Adjust volume, pitch, and tone as appropriate to the topic and audience



Q & A