JC402

COMMUNICATION FOR MINISTRY

This sample unit outline is provided by CHC for prospective and current students to assist with unit selection.

Elements of this outline which may change with subsequent offerings of the unit include Content, Required Texts, Recommended Readings and details of the Assessment Tasks.

Students who are currently enrolled in this unit should obtain the outline for the relevant semester from the unit lecturer.
Great leaders and ministers are expected to be great communicators. In recent decades the nature and forms of communication have increased in complexity. Together with an increase in complexity is a corresponding increase in the importance of being a master communicator in all forms of communication within the ministry environment. Great communication in a ministry setting is not only concerned with articulation, it involves communication of spirit and life.

The Bible describes various forms of communication which are utilised within ministry contexts and are vital for all forms of healthy relationships. Unless a minister is able to communicate effectively, a congregation may suffer. Against such a background this unit helps develop and enhance student’s communication skills, by providing insight into relevant strategies for their development.

Students will explore and critically evaluate communication models and skills as essential within ministry. The unit fosters pathways for effective communication in a variety of modes and ministry contexts, and provides students with an opportunity to critically reflect and evaluate their own communication skills.
Prescribed text(s) | Muehlhoff, T & Lewis, TV 2010, Authentic Communication, IVP Academic, Downers Grove, IL.  

| Altrock, C 2008, Rebuilding Relationships: A Sermon on the Mount Floor Plan, Chalice, Augusta, GA.  
| Davis, K 2013, Secrets of Dynamic Communications: Prepare with Focus, Deliver with Clarity, Speak with Power, Thomas Nelson, Nashville, TN.  
| Hyatt, M 2012, Platform: Get Noticed in a Noisy World, Thomas Nelson, Nashville, TN.  
| Myer, K 2009, Less Clutter, Less Noise: Beyond Bulletins, Brochures and Bake Sales, Power, Kolkata, India.  

Journals | Communication Research  
| Communication Studies  
| Journal of Applied Communication  
| Journal of Communication  
| Journal of Intercultural Communication

In addition to the resources above, students should have access to a Bible, preferably a modern translation such as The Holy Bible: New King James Version (NKJV). This translation and many others may be accessed free on-line at http://www.biblegateway.com. The Bible app from LifeChurch.tv is also available free for smart phones and tablet devices.

Specialist resources requirements | Nil

Content | 1. Biblical and theological foundations of communication in ministry practice  
| 2. Defining communication  
| 3. Communication models  
| 4. You the communicator: who are you, who are you trying to reach, how are you doing this?  
| 5. Interpersonal communication – building relationship skills in the context of ministry  
| 6. Non-verbal communication
### Content (continued)

- 7. Verbal communication  
- 8. Introduction to public speaking  
- 9. Communicating cross-culturally  
- 10. Conflict resolution skills for effective ministry  
- 11. Creativity and communication  
- 12. Effective communication for ministry through technology  
- 13. Marketing, branding and design

### Learning outcomes

On completion of this unit, students should be able to:

1. Critically examine the dynamics of communication processes and communication theory;  
2. Critically investigate the role of the ministry leader as communicator;  
3. Exercise advanced oral communication effectively and confidently in a variety of ministry settings;  
4. Engage in conflict resolution skills for effective ministry;  
5. Employ skills (other than verbal) for effective communication of complex knowledge and concepts in a variety of modes and in various ministry contexts; and  
6. Communicate at an appropriate tertiary standard with special attention to correct grammar, punctuation, spelling, vocabulary, usage, sentence structure, logical relations, style, referencing and presentation.

### Assessment tasks

**Task 1: Investigative Paper**  
Word Length/Duration: 3,000 words  
Weighting: 40%  
Learning Outcomes: 1,2,6  
Assessed: Week 5

**Task 2: 360º Ministry Communication Effectiveness Profile**  
Word Length/Duration: 3,500 words  
Weighting: 60%  
Learning Outcomes: 3-6  
Assessed: Week 13

### Unit summary

This unit provides knowledge of communication models and skills to help develop the student’s ability to communicate within the ministry context.