

## FUNDAMENTALS OF COMMUNICATION

### DESCRIPTION:

Effective communication is indispensable in ministry. This course is designed to build and enlarge upon communication skills through visual and oral mediums, including advertising, brochures, booklets, signage, website, etc. Branding and clear definition of organizational mission is vital. Style and Standards must be identified and articulated before the creative process can begin in order to maintain consistency across all lines.

### RELEVANCE FOR MINISTRY:

Both written and oral presentation along with visual arts are important in the communication of church programs and the gospel. Cross-sharing information with other church groups and ministries is essential to build the Kingdom.

### COURSE OUTLINE:

#### **Text and Graphics**

1. Consistent: *Integrate the same message and look into your publications*
2. Clear: *Don't forget the essentials*
3. Concise: *Make it easy to understand and your eye to read—distill everything down to its basics*
4. Captivating: *make it memorable and substantive for a specific target audience*

#### **Making a Presentation/Speech**

1. Presentation Overview
2. Presentation Elements
3. Presentation Killers

#### **Marketing the Message**

1. Practical Guidelines
2. Person to Person
3. Public
4. Print Pieces

### REQUIRED READING:

Litfin, Duane. *Public Speaking: A Handbook for Christians*. Grand Rapids, Michigan: Baker Book House. 1992.

Vassallo, Wanda, *Church Communications Handbook*.

### PRE-SESSION REQUIREMENTS:

1. Prepare and bring to class a list of communication methods you currently using in your ministry. Include samples of print and media pieces, along with any standards you have already established.
2. Bring a list of your most urgent communication needs and any deficits you can identify.
3. Obtain both textbooks and bring to class. Read Section One and Four of Vassallo; read Chapter One and Eight of Litfin.

### POST-SESSION REQUIREMENTS:

1. Prepare and submit a basic communication standards guide. Students will be permitted to integrate and use samples given to them in class.
2. Prepare and submit a marketing plan for something specific in your ministry. We will begin this work during class time.