



CEYH6342 Communication and Evangelism for a Youth Audience

Division of Discipleship and Ministry Leadership
January 14-18, 2019

David Odom, BS, MARE, PhD

Associate Professor of Student Ministry
Director of Youth Ministry Institute

dodom@nobts.edu
504.816.8103
HSC 217

Christina Sebastian, BSW, MDiv, ThM
Teaching Assistant/Grader

odom.grader@gmail.com

Maci Duncan, BS

Administrative Assistant

ymi@nobts.edu
504.816.8107

The mission of New Orleans Baptist Theological Seminary is to equip leaders to fulfill the Great Commission and the Great Commandments through the local church and its ministries.

Purpose of Course

The purpose of this course is to prepare students to be effective communicators of biblical truth with youth audiences. The content of this course includes audience analysis, sermon preparation, delivery techniques, examination of youth culture and learning styles, and evaluation.

Our Core Values

The seminary has five core values. The focal core value for 2018-2019 is *Doctrinal Integrity*. This course supports the five core values of the seminary.

Doctrinal Integrity – Knowing that the Bible is the Word of God, we believe it, teach it, proclaim it, and submit to it. The doctrinal statements used in our evaluations are our Articles of Religious Belief and the Baptist Faith and Message Statement.

Curriculum Competencies Addressed

NOBTS faculty members realize that all ministers need to develop specific competencies if they are going to have an effective ministry. To increase the likelihood of NOBTS graduates having an effective ministry, the faculty developed a competency-based curriculum after identifying seven essential competencies necessary for effective ministry. All graduates are expected to have at least a minimum level of competency in all of the following areas:

Biblical Exposition: Students will understand, value, and demonstrate biblical preaching to youth audiences.

Christian Theological Heritage: Right theology is imperative for the youth communicator.

Disciple Making: While public speaking alone is not adequate for discipleship, it is a launching point for small groups.

Interpersonal Skills: Interaction with an audience is a key aspect of the course.

Spiritual and Character Formation: To provide moral leadership by modeling and mentoring Christian character and devotion.

Worship Leadership: The message as a part of the total worship experience is examined.

Student Learning Outcomes

The student involved in this course should be able to accomplish the following:

- Understand contemporary youth and their culture
- Identify basic communication and audience analysis principles
- Learn how to adapt communication skills to youth audiences
- Appreciate appropriate ways for adults to relate to youth and their culture, within the boundaries of sound hermeneutic principles
- Evaluate the messages prepared and presented by peers
- Develop basic communication skills
- Prepare a youth targeted message
- Present a youth targeted message

Course Teaching Methodology

The primary methodology will be lectures by the professor(s), review of student presentations, small and large group activities, demonstrations, and class discussion.

Units of Study

- Introduction
- Knowing Your God
- Knowing Your Strategy
- Knowing Your Audience
- Know Your Text
- Know & Own The Room
- Know Your Style
- Know How to Seal the Deal
- Know How To Evaluate

Course Requirements

The following texts and resources are required reading for class discussions and are to be read in their entirety unless otherwise specified.

Required

Fields, Doug and Duffy Robbins. *Speaking to Teenagers: How to Think About, Create, & Deliver Effective Messages*. El Cajon, CA: Zondervan, 2007.

Karia, Akash. *How To Deliver A Great TED Talk: Presentation Secrets Of The World's Best Speakers*. Lexington, KY: Amazon, 2012.

Jackson, Allen. *Teach: The Ordinary Person's Guide to Teaching Students the Bible*. Birmingham, AL: Clarity Publishers, 2008. **(provided free at the workshop)**

Optional Texts:

- Davis, Ken. *How to Speak to Youth and Keep Them Awake at the Same Time*, revised edition. Grand Rapids, MI: Zondervan, 1996.
- Gallo, Carmine. *Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds*. New York, NY: St. Martin's Griffin, 2014.
- Keller, Timothy. *Preaching: Communicating Faith in an Age of Skepticism*. New York, NY: Viking, 2015.
- Nelson, Alan. *Creating Messages that Connect: 10 Secrets of Effective Communicators*. Loveland, CO: Group Publishing, 2004.
- Smith, Robert and James Earl Massey. *Doctrine That Dances: Bringing Doctrinal Preaching and Teaching to Life*. Nashville, TN: B&H Publishing, 2008.
- Stanley, Andy. *Communicating for Change*. Colorado Springs, CO: Multnomah Books, 2006.

Assignments and Evaluation Criteria

Pre-Conference Assignments

(due by 1pm on Monday, January 7, 2019)

1. Textbook Summaries (20%)

Read *Speaking to Teenagers: How to Think About, Create, and Deliver Effective Messages* and *How To Deliver A Great TED Talk: Presentation Secrets Of The World's Best Speakers*. After you read each book, write a **2-3 page summary** of the contents, including strengths, weaknesses, and areas in which you personally need to develop as a communicator.

2. Listening Guide (10%)

Create a "Listening Guide" to critique a youth message that you will watch (in class).

Include the following:

- a. Observe dress
- b. Content
- c. Style/body language
- d. Mannerisms
- e. Illustrations
- f. Invitation
- g. Anything he/she could have done differently to appeal to youth audiences?
- h. Takeaways for you personally?
- i. Other remarks/complete your critique

3. Textbook Reading and Discussion Questions (10%)

Read Dr. Jackson's book, *Teach*. Be prepared to discuss the content; particularly how discipleship and evangelism are connected. Write 3-5 questions related to topics in the book to discuss in class.

4. Youth Talk Evaluation (20%)

Each student will watch/listen to one podcast (your choice) of a professional youth speaker and make notes (one to two pages). Use the listening guide you created above and turn in your notes on the first day of class.

5. Sermon Outline (20%)

Prepare a rough draft of a sermon (TED talk) for a youth audience. Use the following guidelines:

- a. Identify a goal and a bible text. You should use a text you have been drawn to in your personal bible study and not one that just "sounded good".
- b. Use Field's and Robbin's STICK method to prepare an outline of a youth message.

c. Identify the life change that you would suggest as the theme of your message.

6. Youth Culture Update (30%)

Youth Culture update: surf a few websites, read several articles, watch a couple of tv shows, and/or talk to multiple Christian and non-Christian teenagers. Make observations about youth culture. Bring a list of five current trends, events or stories involving teenagers. For each entry on the list:

- a. Provide documentation for each item. For example, “USA Today, March 10, 2016” or “Conversation/observation in the mall, February 14, 2016”).
- b. Explain in one or two sentences how this might be used as an illustration in a youth-directed message.
- c. Identify a biblical text that might be illuminated or amplified by using this trend, event, or story.

During the Course

1. Attend each session of the *Communication and Evangelism for Youth Audiences* weekend. You may not miss any sessions of the weekend workshop.
2. Discussion summary notes: A discussion of Robbins and Fields’ book and Karia’s book will take place. Each student will contribute to the discussion using any notes taken while reading Jackson’s book as well as any insights from pre-assignments. It is expected that you will hand-write additional notes on your summary as you listen to your colleagues. *Leave a blank page behind each cover sheet for this purpose.* Following the discussion, you will turn in your summaries, complete with individual notes. Students will be asked to discuss the application of the principles of the text to various situations.
3. Using the library and computer lab as resources, students will spend some time “enhancing” the youth message outline. Based upon classroom discussion, students will add details, exegesis, and illustration to their message.
4. Presentations on *Teaching 21st Century Teenagers* and *Connecting Evangelism with a disciple-making Strategy (ERUPT)* will take place.
5. Present an 8-10 minute message (10 minute cut-off) using the rough draft that has now been developed, but without having any notes except in your Bible (post-it or typed outline). We are not looking for perfection—we will critique each other in a loving and helpful way. You may use whatever format for construction that is most helpful to you.

Post-Workshop Assignment

1. Each student will prepare a final manuscript of the message for a youth audience. Add as necessary, elements discussed in class, including video clips, Power Point (or Media Shout) slides, or objects illustrations. This is a word for word manuscript, not an outline. For the creative elements, a paragraph of summary is sufficient within the manuscript.
2. Each student will read *Teach* (Jackson) and write a two-page summary of the content. Conclude your paper with a one-page summary of what you can change as a communicator based on reading, discussion, and observations from the workshop. Include a cover page and first person is acceptable.

Course Schedule

1. Introduction (Sullivan)
 - a. Introductions/Course Overview/Course Requirements

- b. Foundation: Ministry of the Word
 - i. Personal application of the Word to family, neighbors, friends, etc.
 - ii. Writing, blogging, disciple-making and mentoring, etc.
 - iii. Preaching the Word in a public assembly vs. small group bible study
 - iv. Jesus' model of disciple-making
- c. Discuss articles at tables, view videos of professional speakers, and make observations
- d. Transformational preaching
- 2. Knowing Your God
 - a. Group work to guide discussion of *How to Deliver a Great TED Talk* (Sullivan)
 - b. Discussion of textbook: *How to Deliver a Great TED Talk* (Sullivan) CEYH6342
Communication and Evangelism for Youth Audiences Page 6
 - c. Discussion of textbook: *Speaking to Teenagers* (Sullivan)
- 3. Knowing Your Strategy (Special Guest: Dr. Allen Jackson)
 - a. Devo: Outline Psalm 1 with a view to an evangelistic invitation. Start with the end and plan to the beginning
 - b. Connecting Evangelism with a Disciple-making Strategy (Sullivan)
 - c. Examples of mental outlines (Hook, Book, Look, Took--Me We God You We, etc.)
- 4. Knowing Your Audience
 - a. *Teaching 21st Century Teenagers* (Sullivan)
 - b. Youth culture reports, stories and discussion (Jackson/Sullivan)
 - c. Discussion of textbook: TEACH (Jackson)
- 5. Knowing Your Text (Jackson)
 - a. Hermeneutics, Exposition and Construction. The purpose and primacy of the Bible.
 - b. Meditation break: Quiet Time Use Matthew 4:1-11 on screen with the following instructions: "Illustrate this text three ways: a personal experience, a current event, and a story you have heard" This is a good place to bring in the youth culture articles (graduate) or preaching articles (undergrad) you read/researched as a pre-assignment.
 - c. Choosing the topic
 - d. Developing the message (ABC; MEA, CET, HBLT, MWGYW)
- 6. Knowing and Owning The Room (Jackson)
 - a. Audience analysis and connection(on the fly)
 - b. Speaking to the saved vs. speaking to the lost
 - c. Visualize
 - d. The editing process
- 7. Knowing Your Style (Jackson)
 - a. Variety
 - b. Personal Style
 - c. Elements (humor, illustrations, video, stories)
 - d. Refining your Style
- 8. Knowing How to Seal the Deal (Special Guest: Dr. Gevan Spinney)
 - a. Clarity: gospel presentation terms, goals, location, and timing.
 - b. Call: public vs. private response, music, counselors, a prayer?, various types of invitations, etc.

c. Conviction: role of the preacher, role of the Holy Spirit, a passionate appeal, and seal the deal, etc.

9. Knowing How to Evaluate (Sullivan and Jackson)

a. Students deliver youth messages (TED Talks).

b. Evaluation of youth messages and closing remarks.

Evaluation of Grade

The student's grade will be computed as follows:

Apologetics Survey Summary	10%
Reading Report	10%
Attend Conference Sessions	10%
Session Summaries	20%
Critical Book Review	20%
Synthesis Paper	<u>30%</u>
	100%

Course Policies

Reading Assignments

Students are responsible for completing all reading assignments.

Absences

In the workshop format, students must attend all conference and breakout sessions.

Professor's Policy on Late Assignments

All work is due on the assigned date and time in the syllabus. Assignments are due before midnight on the day they are due. Late assignments will be penalized an initial 10 percent penalty and one percent for each day after the due date. No assignments will be accepted more than two weeks after the original due date. Submit all assignments electronically on Blackboard. Do not send files as attachments via email to the professor.

Professor's Availability and Assignment Feedback

The student may contact the professor at any time using the email address provided in the course syllabus. The professor will make every effort to return answers to emailed questions within a 24-hour period of time. Assignments requiring grading will be returned to the student within a reasonable period of time. Student feedback on graded assignments will be provided through the grading rubric located in the student's Blackboard Grade Book. The student will find comments in the grading rubric, as well as on graded paper assignments. The student may also email the course grader with questions regarding grading.

Style and Formatting

All assignments are to be typed, double-spaced with a 12-point font, Times New Roman, with 1-inch margins. Include your name, date of submission, and the assignment title on the cover page.

Help for Writing Papers at "The Write Stuff"

This is the official NOBTS Writing Center online help site for writing academic papers and essays. <http://www.nobts.edu/writing/default.html> You will discover writing guides, tips, and valuable information to help you become a better writer. Go here for Turabian helps and guidelines.

In addition, the website Grammarly (www.grammarly.com) will help you become a better writer. Eazypaper (www.eazypaper.com) will help you automatically format your sources. Moreover, the YMI resource page (www.youthministryinstitute.org) has several helpful links, including a video to help you create page numbers in Microsoft Word.

Academic Honesty Policy

All graduate and undergraduate NOBTS students, whether on-campus, internet, or extension center students, are expected to adhere to the highest Christian standard of honesty and integrity when completing academic assignments for all courses in every delivery system format. The Bible provides our standard for academic integrity and honesty. This standard applies whether a student is taking tests, quizzes, exams, writing papers, completing Discussion Boards, or any other course requirement.

Plagiarism on Written Assignments

NOBTS has a no tolerance policy for plagiarism. Please be aware that plagiarism in certain cases may result in expulsion from the seminary. Refer to the NOBTS Student Handbook <http://www.nobts.edu/resources/pdf/student-services/NOBTSHandbook.pdf> where the definition, penalties and policies associated with plagiarism are clearly defined.

Blackboard and ITC Technical Support

Blackboard is the instructional platform used in this class. Please make sure that your contact information is accurate and up-to-date. If you need assistance, please contact the Information Technology Center (Hardin Student Center 290 or call **504.816.8180**). Here are other helpful links to ITC assistance. Selfserve@nobts.edu - Email for technical questions/support request for help with the site (Access to online registration, financial account, online transcript, etc.) BlackboardHelpDesk@nobts.edu - Email for technical questions/support requests with the NOBTS Blackboard System. For Student Assistance in using Blackboard, visit: [Student Bb Help](#). ITCSupport@nobts.edu - for general technical questions/support requests. www.NOBTS.edu/itc/ - General NOBTS technical help information is provided on this website.

Academic Policies

Academic policies related to absences, grading scale, final examination schedules, and other topics can be found in the current online catalog: [*New Orleans Baptist Theological Seminary Graduate Catalog*](#).

Policy for Graduating Seniors

Graduating Seniors are responsible for alerting the professor of your intention to graduate. All of your assignments must be completed by noon (12:00 PM) on the Wednesday prior to commencement exercises.

Netiquette

Netiquette refers to appropriate online behavior in Blackboard or other online discussions. Each student is expected to demonstrate appropriate Christian behavior when working online on Discussion Boards or whenever interaction occurs through web, digital, or other electronic medium. The student is expected to interact with other students in a fashion that will promote learning and respect for the opinions of others in the course. A spirit of Christian charity is expected at all times in the online environment.

Grading Scale

Each student's final grade will be based on your total accumulation of points as indicated under the Assignments and Evaluation Criteria section of this syllabus, according to the grading scale in the NOBTS catalog.

A 93-100 B 85-92 C 77-84 D 70-76 F 69 and below

Special Needs

If you need an accommodation for any type of disability, please email me to discuss any modifications you may need.

Withdrawal from the Course

The administration has set deadlines for withdrawal. These dates and times are published on the academic calendar. Administration procedures must be followed. You are responsible to handle withdrawal requirements. A professor cannot issue a withdrawal. You must complete the proper paperwork to ensure you will not receive a final grade of "F" in the course if you choose not to engage in the online class once you are enrolled.

Hurricane/Severe Weather Evacuation

For up-to-date weather information stay tuned to:

- WBSN FM-89.1
- WWL Channel 4
- WWL AM-870
- www.nobts.edu

Mandatory Evacuation

Hurricane season lasts from June 1 to November 30. If the Mayor of New Orleans or the President of NOBTS recommends that you leave the city, then do so. If a mandatory evacuation is called, everyone except emergency personnel must leave. Staying on campus is not an option. See the *Student Handbook* for further information regarding hurricane preparedness, evacuation, and shelter.

NOBTS Emergency Text Messaging Service

Once you have established a SelfServe account, you may sign up for the NOBTS emergency text messaging service by going to <http://nobts.edu/NOBTSEmergencyTextMessage.html>.

Student Services

This is a partial list of NOBTS student services available to all students, no matter your delivery system or location. If you have questions or do not see what you need here, please refer to www.nobts.edu/studentservices, email us at studentservices@nobts.edu, or call the Dean of Students office at 800-662-8701, ext. 3283. We are glad to assist you!

Need	Email	Phone	Web Page
Advising – Graduate Program	studentservices@nobts.edu	504.282.4455 x3312	www.nobts.edu/registrar/default.html#advising
Advising – Undergraduate Program	lcadminasst@nobts.edu	504.816.8590	www.nobts.edu/LeavellCollege
Church Minister Relations (for ministry jobs)	cmr@nobts.edu	504.282.4455 x3291	www.nobts.edu/CMR
Financial Aid	financialaid@nobts.edu	504.282.4455 x3348	www.nobts.edu/financialaid
PREP (help to avoid student debt)	Prepassistant1@nobts.edu	504.816.8091	www.nobts.edu/prep
Gatekeeper NOBTS news	pr@nobts.edu	504.816.8003	nobtsgatekeeper.wordpress.com
Information Technology Center	itcsupport@nobts.edu	504.816.8180	selfserve.nobts.edu
Help with Blackboard	blackboardhelpdesk@nobts.edu	504.816.8180	nobts.blackboard.com
Library	library@nobts.edu	504.816.8018	www.nobts.edu/Library
Online library resources	library@nobts.edu	504.816.8018	http://www.nobts.edu/research-links/default.html
Writing and Turabian style help	library@nobts.edu	504.816.8018	http://www.nobts.edu/writing/default.html
Guest Housing (Providence Guest House)	ph@nobts.edu	504.282.4455 x4455	www.provhouse.com
Student Counseling	lmccc@nobts.edu	504.816.8004	www.nobts.edu/studentservices/counselingservices.html
Women’s Programs	womensacademic@nobts.edu	504.282.4455 x3334	www.nobts.edu/women

For additional library resources in your state, check <http://www.nobts.edu/library/interlibrary-loan.html>

- GALILEO for Georgia students
- LALINC for Louisiana students
- Florida Virtual Library (<http://www.flelibrary.org/>) for Florida students
- Interact with us online at –



[TWITTER.COM/NOBTS](https://twitter.com/nobts)



[INSTAGRAM.COM/NOBTS](https://www.instagram.com/nobts)



[FACEBOOK.COM/NOBTS](https://www.facebook.com/nobts)

Course Schedule

*A more detailed Course Schedule will be circulated on the first day of the course.

Monday, Jan 7

8:30am	Welcome
9:10am	Plenary Session
10:35am	Plenary Session
11:45am	Lunch Break
1:00pm	Breakout Sessions
	*all Pre-Conference Assignments are due by this time
2:30pm	Breakout Sessions
4:00pm	Breakout Sessions
5:30pm	Dinner Break
7:00pm	Plenary Session

Tuesday, Jan 8 and Wednesday, Jan 9

8:30am	Plenary Session
10:10am	Plenary Session
11:30am	Lunch Break
1:00pm	Breakout Sessions
2:30pm	Breakout Sessions
4:00pm	Breakout Sessions
5:30pm	Dinner Break
7:00pm	Plenary Session

Thursday, Jan 10

8:30am	Plenary Session
10:10am	Plenary Session
11:30am	Lunch Break
1:00pm	Breakout Sessions
2:30pm	Breakout sessions
5:30pm	Dinner on the Town
7:00pm	Plenary Session

Friday, Jan 11

8:30am	Plenary Session
10:10am	Plenary Session

Post-Conference Assignment Deadlines

- Session Summaries (11) – Sunday, January 27 (by 11:59pm)
- Critical Book Reviews (2) – Sunday, February 3 (by 11:59pm)
- Synthesis Paper – Sunday, February 27 (by 11:59pm)