



CHRISTIAN HERITAGE COLLEGE

JC102

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.

Unit code	JC102	
Unit name	Communication for Ministry	
Associated higher education awards	Diploma of Ministry Bachelor of Ministry	
Duration	One semester	
Level	Introductory	
Unit coordinator	Ps Andrew Staggs	
Core/elective	Core	
Weighting	Unit credit points: 10cp	Total course credit points: Diploma of Ministry 80cp Bachelor of Ministry 240cp
Student workload	Face-to-face on-site	External
	Timetabled hours: 39	Directed study hours: 39
	Practical ministry hours: 39	Practical ministry hours: 39
	Readings and study hours: 12	Readings and study hours: 12
	Assignment preparation hours: 60	Assignment preparation hours: 60
	Total hours per unit: 150	Total hours per unit: 150
Students requiring additional English language support are expected to undertake an additional one hour per week		
Delivery mode	Face to Face on site External	
Pre-requisites/ co-requisites/ restrictions	Prerequisites: Nil Co-requisites: Nil Restrictions: Nil	
Rationale	<p>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.</p> <p>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.</p> <p>This unit evaluates and explores communication as essential within ministry. It reflectively fosters pathways for effective communication in a variety of modes and ministry contexts.</p>	
Prescribed text(s)	Neff, BJ 2006, <i>A Pastor's Guide to Interpersonal Communication: The Other Six Days</i> , Routledge, New York, NY.	

<p>Recommended readings</p>	<p>Adair, J 2009, <i>Effective Communication; The Most Important Management Skill of All</i>, Pan MacMillan, London, GB.</p> <p>Arnold, A 2009. <i>What Smart Churches Know: How Branding and Marketing Know-How Can Revolutionize Your Church</i>, Identity Press, Tonbridge, UK.</p> <p>Carter, J & Coleman, J 2009, <i>How to Argue like Jesus: Learning Persuasion from History's Greatest Communicator</i>, Crossway, Colorado Springs, CO.</p> <p>Hanh, TN 2013, <i>Art of Communicating</i>, Ebury Press, London, GB.</p> <p>Hyatt, M 2012, <i>Platform: Get Noticed in a Noisy World</i>, Thomas Nelson, Nashville, TN.</p> <p>McKay, M, Davis, M & Fanning P 2009, <i>Messages: The Communication Skills Book</i>, 3rd edn, New Harbinger, Oakland, CA.</p> <p>Moreau, AS, Campbell, EH, Greener, S & Moreau, A (eds.) 2014. <i>Effective Intercultural Communication: A Christian Perspective</i>, Baker Academic, Ada, MI.</p> <p>Muehlhoff, T & Lewis, TV 2010, <i>Authentic Communication: Christian Speech Engaging Culture</i>, IVP Academic, Downers Grove, IL.</p> <p>Myer, K 2009, <i>Less Clutter, Less Noise: Beyond Bulletins, Brochures and Bake Sales</i>, Power, Kolkata, India.</p> <p>Plantinga Jr. C 2013, <i>Reading for Preaching: The Preacher in Conversation with Storytellers, Biographers, Poets, and Journalists</i>, William B Eerdmans, Grand Rapids, MI.</p> <p>Prehn, Y 2012, <i>Ministry Marketing Made Easy: A Practical Guide to Marketing Your Church Message</i>, Wipf & Stock, Eugene, OR.</p> <p>Schwanz, JA 2008, <i>Blessed Connections: Relationships that Sustain Vital Ministry</i>, Alban Institute, Herndon, VA.</p> <p>Journals</p> <ul style="list-style-type: none"> • Communication Research • Communication Studies • Journal of Applied Communication • Journal of Communication • Journal of Intercultural Communication <p>In addition to the resources above, students should have access to a Bible, preferably a modern translation such as <i>The Holy Bible: New King James Version (NKJV)</i>.</p> <p>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.</p>
<p>Specialist resources requirements</p>	<p>Nil</p>
<p>Content</p>	<ol style="list-style-type: none"> 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 7. Verbal communication 8. Introduction to public speaking

Content (continued)	<ul style="list-style-type: none"> 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	<p>On completion of this unit, students should be able to:</p> <ul style="list-style-type: none"> 1. Discuss the dynamics of communication processes and communication theory; 2. Investigate the role of the ministry leader as communicator; 3. Exercise oral communication effectively and confidently in a variety of ministry settings; 4. Engage in conflict skills for effective ministry; 5. Employ skills for effective communication in a variety of modes other than verbal 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	<p>Task 1: Discussion Paper</p> <p>Word Length/Duration: 2,000 words</p> <p>Weighting: 40%</p> <p>Learning Outcomes: 1,2,6</p> <p>Assessed: Week 5</p> <p>Task 2: 360° Ministry Communication Effectiveness Profile</p> <p>Word Length/Duration: 3,000 words</p> <p>Weighting: 60%</p> <p>Learning Outcomes: 3-6</p> <p>Assessed: Week 13</p>
Unit summary	<p>This unit provides an introductory knowledge and practice to help develop the student's ability to communicate within the ministry context.</p>