

Comparison of Three Models of Communication

(Adapted from "Communicating the Gospel God's Way" by Charles Kraft, 1979)

	Monolog	Dialog	Life Involvement
Examples	Sermon, seminary, books, cassettes, radio, TV	Cell groups, small groups, d'ship groups, Bible study groups	Discipleship, family, friendship, one on one training, mentoring
In the ministry of Jesus	Sermon on the mount with the multitude	Woman at the well, Nicodemus, The Seventy	The Twelve Peter, John
	Minister to many		Train a few
1. Method of presentation	Lecture	Discussion	Life on life
2. Appropriate type of message	General messages	Specific to thinking behavior	Specific to total behavior
3. Appropriate audience	Large groups	Small groups	Individuals or very small groups
4. Time required for given amount of information	Small amount	Medium amount	Large amount
5. Formality of situation	Formal dominant	Informal prominent	Informal dominant
6. Character of communicator	Reputation important	Personality characteristics important	Total behavior important
7. Activity of receptor	Passive- merely listens	Considerable mental activity	Total life involvement
8. Retention	Low	Medium	High
9. Feedback and adjustment	Little opportunity	Considerable opportunity	Maximum opportunity
10. Impact on receptor	Low - unless felt need met	Potentially high on thinking	Maximum on total behavior
11. Appropriate aim	Increase knowledge	Influence thinking	Influence total behavior
12. Need for gifts & special training	High	Medium	Low
Advantages and benefits	Sense of the Body General teaching Unity of concepts Knowing you're not alone Celebration Momentum	Serving one another Follow-up Getting to know others Body life Variety of gifts Care-giving	Character development Loving deeply Commitment Responsibility Accountability Forming convictions