**Gospel Communication Project Instructions**

The Gospel Communication Project allows students to apply the principles of Cultural Intelligence to a specific cross-cultural evangelistic encounter. In this 3-part project, students will research cultural elements which will affect a person’s understanding of the gospel message, create a strategy for communicating effectively with a person from a specific culture, and present the story of God through video.

# **Part 1: Cultural Profile (Module/ Week 3)**

This paper will be the first section of an ongoing gospel communication project in this course. For this paper, you should choose someone you know who is from a significantly different culture than your own (look for differences in things like country/region of origin, ethnicity, language, religion, time orientation, etc.). You will write a formal academic paper about the cultural elements of this person. This paper will prepare you to share God's story with them in an effective way for their culture and worldview. While there is no specific word count or page count for this project, significant effort should be made to thoroughly explore each of the topics below. Most students find that 8–10 pages is sufficient to meet the minimum requirement. Your paper should be neatly formatted and organized, and it should include a cover page, page numbers, footnote citations, proper headings and subheadings, and a bibliography. It should be double spaced and in Times New Roman, 12- pt. font.

**Part 1, Section 1: Cultural Background**

In this section, you should introduce the person you have chosen to receive the Gospel message. Answer the following questions in a paragraph or two. *(Questions in parenthesis are suggestions to help guide you as you describe the person.)*

* Give details about their identity (*What istheir age?Ethnicity?Where are they from? What religion do they follow?What language they speak? Where do they live now?What do they do for school/work, etc.?*).
* Provide information on your relationship with the person. *(How do you know them? What are your interactions with them? Are they a coworker or neighbor? Do you see them on a regular basis or just periodically?)*
* Discuss how their current circumstances affect their cultural practices. (*If their family is from a foreign country, but they have grown up most of their life in America, how does that affect their worldview? Do they adhere to all the traditional cultural practices on their parents?)*
* Discuss their interest in issues of faith? *(Is this person open to hearing the story of God?)*

*\*\*If you do not know someone from another culture, you may use a fictitious character and make up the cultural background information. The rest of your paper must follow the themes set by this section.*

**Part 1, Section 2: Cultural Systems**

In this section, you should choose at least 4 of the 6 cultural systems from Chapter 4 of *Leading with Cultural Intelligence*. Discuss each cultural system and identify which ones apply most directly to the culture of your friend. How does that cultural system affect your friend's way of life, interactions, aspirations, and openness to issues of faith? Aside from interviewing your friend, you should include research from at least 1 outside source to support your arguments.

**Part 1, Section 3: Cultural Value Orientations**

In this section, discuss at least 7 of the 10 cultural value orientations. Which cultural values are strong in your friend and their culture? How do each of these cultural values affect your friend's worldview and actions? Use at least 1 outside resource other than interviewing your friend to support your assessment of the culture.

Submit Part 1 by 11:59 p.m. (ET) on Monday of Module/Week 3.

# **Part 2: Communication Strategy and Gospel Story Outline (Module/ Week 5).**

This paper is the second section of an ongoing project throughout this course. In this paper, you will continue to explore your friend’s culture and build on what you learned in Part 1 of the project. Then, you will synthesize them to come up with a strategy for sharing the story of God with your friend. Finally, you will outline your Gospel Presentation. You will write a formal academic paper.Your paper should be neatly formatted and organized, and it should include a cover page, page numbers, footnote citations, proper headings and subheadings, and a bibliography. It should be double spaced and in Times New Roman, 12- pt font.

**Part 2, Section 1: Elements of Communication**

Discuss at least 3 elements of verbal and non-verbal communication which are prevalent in your friend's culture. (*Think about the verbal and non-verbal communication strategies presented in Chapter 7 of Leading with Cultural Intelligence.)*Support your statements with at least 1 outside source.

**Part 2, Section 2: Strategy for Communication**

In this section, you will create a plan to communicate effectively to your friend. Answer the following questions in a couple of paragraphs. *(Questions in parenthesis are suggestions to help guide your thoughts).*

* Discuss how you will use your knowledge of these cultural value orientations, cultural systems, and elements of communication to share the gospel effectively with your friend. (*Which of their cultural value orientations should you keep in mind as you try to communicate with them? How will you adjust your communication, your approach to the conversation, and your language in order to best communicate the gospel message?*)
* Discuss how you will craft your story to meet your friend where they are. (*Are there any themes you may use to focus your presentation which would most speak to your friend according to their culture and worldview? What part of the story do you think they will relate to most based on what you know about their cultural systems and cultural value orientations?*)

**Part 2, Section 3: Outline of God’s Story**

Prepare to share the Gospel by outlining the Story of God you would share. As we have discussed the Grand Narrative of scripture, we have covered many different topics and stories from the Bible, but there are some key elements which must be included in your story.

Essential Elements:

1.Creation

2.Fall-Sin

3.Promise-Covenant

4.Prophecies

5.Virgin Birth

6.Incarnation

7.Deity (fully man–fully God)

8.Jesus’ life (person and works)

9.Jesus’ Death

10.Resurrection

11.Ascension

12.Return

13.Reconciliation

14.Kingship

You should outline how you would present the Story of God to your friend, making sure to address each of the 14 elements listed above. You should also list scripture references for each element that you present. While you do not need to recite the scripture as you tell the story, we want to see that you know where in the Bible to point someone to if the opportunity were to arise. In your outline, you should list enough content to show that you know what each element is about, how it connects to the bigger picture of the grand narrative, and the best way to share the story. Simply listing the element and key words will not be acceptable.

Submit Part 2 by 11:50 p.m. (ET) on Monday of Module/Week 5.

# **Part 3 (Module/ Week 7) God’s Story Video Presentation**

Create a 5-10-minute video of yourself communicating the Story of God. Make sure to include the 14 essential elements listed below. You should have prepared your outline for this presentation in your Gospel Communication Part 2 paper.

Essential Elements:

1.Creation

2.Fall-Sin

3.Promise-Covenant

4.Prophecies

5.Virgin Birth

6.Incarnation

7.Deity (fully man–fully God)

8.Jesus’ life (person and works)

9.Jesus’ Death

10.Resurrection

11.Ascension

12.Return

13.Reconciliation

14.Kingship

Here are some things to consider as you complete this assignment:

This is a communication class, and this is your “oral” communication assignment for the semester, so the following principles of oral communication should be considered. You will be graded more on content than delivery, but these principles of communication do affect your presentation:

* Rate of speech: Don’t talk so fast that your audience cannot understand you or so slow that your listener gets bored.
* Language and pronunciation: Make sure that you are speaking clearly and that your words are appropriate for your audience. Example: if you are speaking to someone who has no previous understanding of the gospel or church culture, don’t use complex church words like sanctification and justification.
* Inflection and tone: Don’t be that monotone professor that makes you fall asleep! Your inflection and tone communicate your excitement (or lack thereof) for the message you are communicating.
* Eye contact and facial expressions: Don’t stare at the ground or just read your story without looking up. Make eye contact with the camera. Try not to look angry. This is a story that you are (or should be) excited to share!
* Gestures: Try not to gesture so much that it is distracting, but don’t be scared to use gestures to illustrate or emphasize your point.

Creativity

* You may utilize any resources to craft the way you will communicate the story, but you may not simply read or repeat someone else’s story (i.e. don’t just read the Creation to Return story from hennastories.org or S-T4T).
* You may be as creative as you would like with background or visuals to supplement the Story. Just make sure that you don’t sacrifice content for creativity!

Submit Part 3 by 11:59 p.m. (ET) on Monday of Module/Week 7.