

***Preaching Sermons That Connect: Effective Communication Through Identification*** by Craig A. Loscalzo (Downers Grove, IL: Inter Varsity Press, 1992)  
(6 Quotes selected by Doug Nichols)

### **1. Identify with Congregation**

Before Ezekiel preached to the exiles at Tel Abib, he deliberately identified with them. Preachers more effectively communicate and persuade when they intentionally identify with their congregations. [Page 17]

### **2. Move beyond Authority**

Preaching that speaks to the lives of people in the oncoming years of the twenty first century must move beyond the rhetoric of authority. People in the pews and those outside the church no longer respond favorably to an authoritarian preaching model. [Page 17]

### **3. Speak the Bible to Their Lives**

To expect a hearing just because you are "the preacher" is naive. Vibrant preaching comes from those who identify with their hearers, who make the biblical revelation real to their life situations. [Page 17]

### **4. Sermons Have a Purpose**

Preaching is an intentional act designed to do something. My presupposition is that sermons should always have some purpose, whether to provide encouragement to a congregation, to motivate hearers to forgive someone who has wronged them, or to challenge hearers to re-evaluate their attitudes toward people who are different from them. Preaching is purposeful. Often this means that we attempt to persuade our hearers to adopt new attitudes on behaviors. [Page 18]

### **5. Preaching Is Persuasion and Revelation**

... people often have to be encouraged to act upon what they know to be true. Preaching persuades hearers to act upon the revelation of God. Raymond Bailey suggests that "good preaching is both persuasion and revelation. We as preachers have to find the words, we have to find the images, we have to find the illustrations that will open the door for persons to see the revelation of God, experience the revelation of God."<sup>3</sup>

<sup>3</sup> Raymond Bailey, transcribed from the videotape *A Guide to Improving Your Preaching*, tape 2 (Nashville: Broadman, 1990). [Page 18]

## **6. Good preaching is preaching something you love to those you love.**

Charles Laughton, known for his prowess as an actor, also loved to do interpretive reading. The following quotation is attributed to him: "Good reading is reading something you love to someone you love." A colleague modified the idea for preaching: "Good preaching is preaching something you love to those you love." Is that not a wonderful picture?