

Effective Communication for Evangelizing

John Benjamin

Communication

What?

- Interactive Process of:**
 - Transferring DATA**
 - Sharing IDEAS, FEELINGS, NEEDS...**
- For others to understand our viewpoint**

Why?

- Essence of Life**
- Avoid chaos – “Tower of Babel”**
- Effective Personal Sharing**
- Persuade to Commit lives to Christ**



Communication Definition

“Communication is the interactive process of transferring information between two or more people using Verbal, Non-verbal, Written or Visual channels (media) with the *desired* outcome of understanding the meaning & significance of the information (message) by the Receiver leading to a response.”



Communication

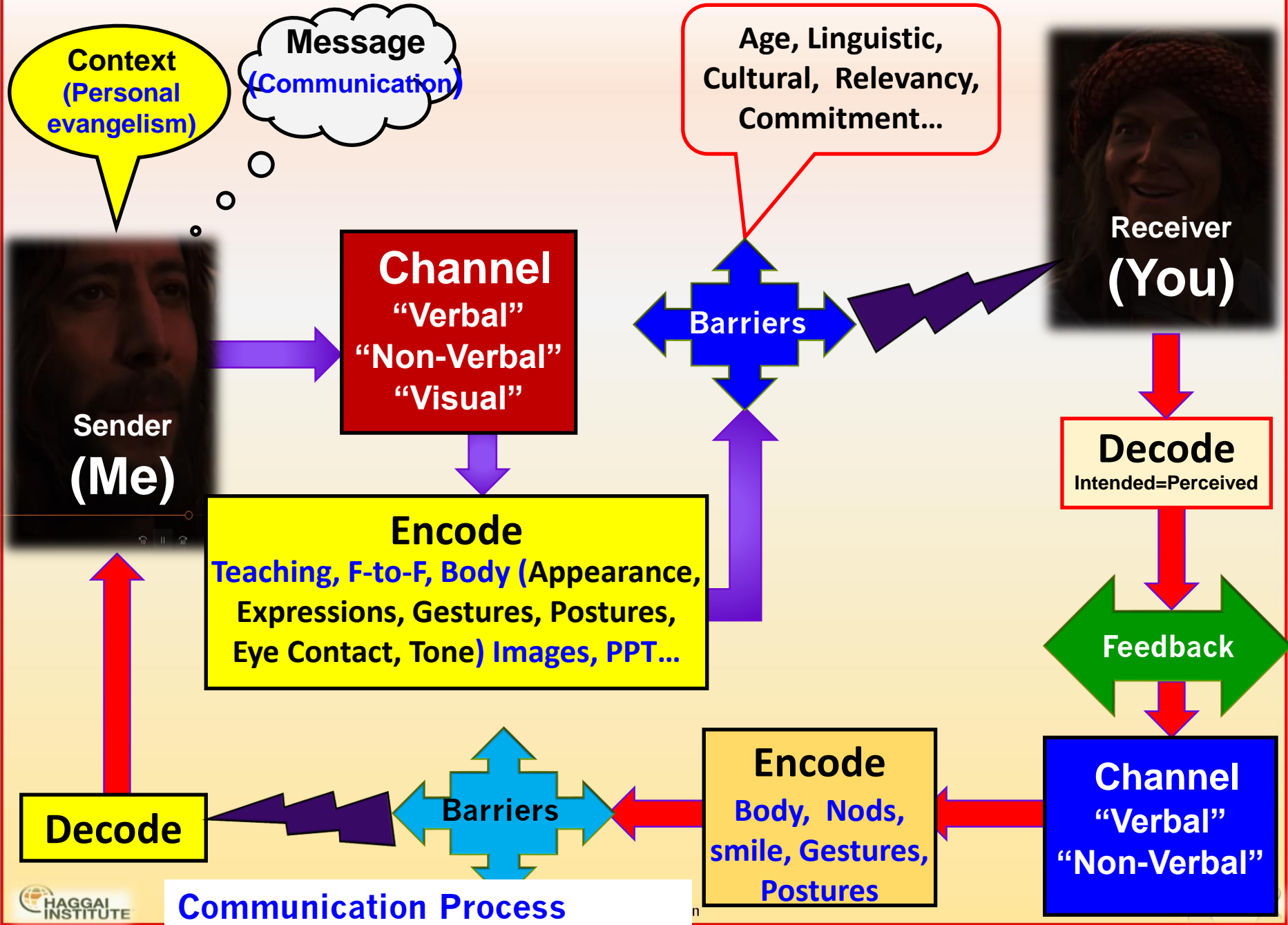
Elements

- Sender-Receiver
- Context-Message
- Channel (Media)
- Encode-Decode
- Barrier (Noise), Feedback

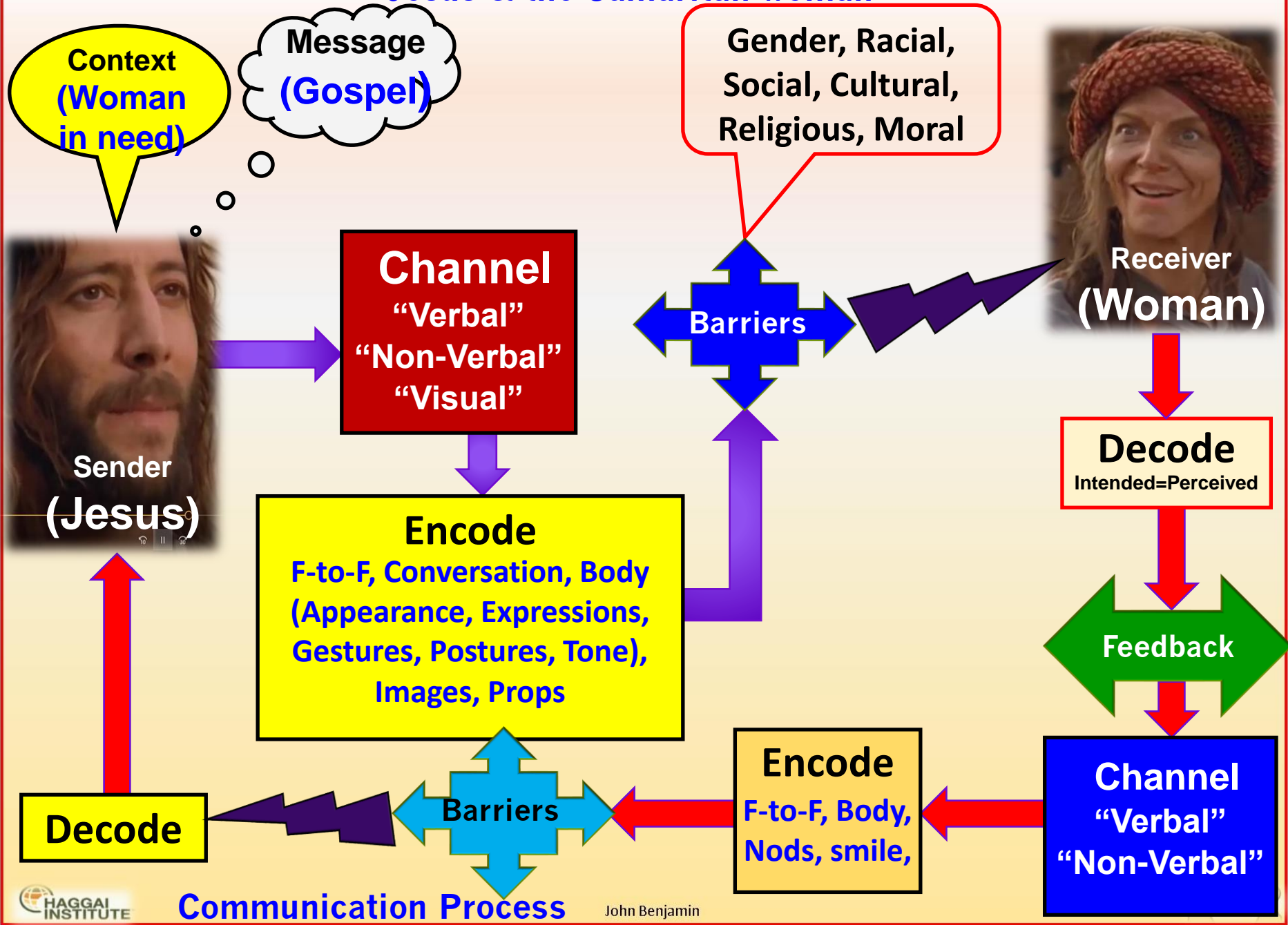
Channels

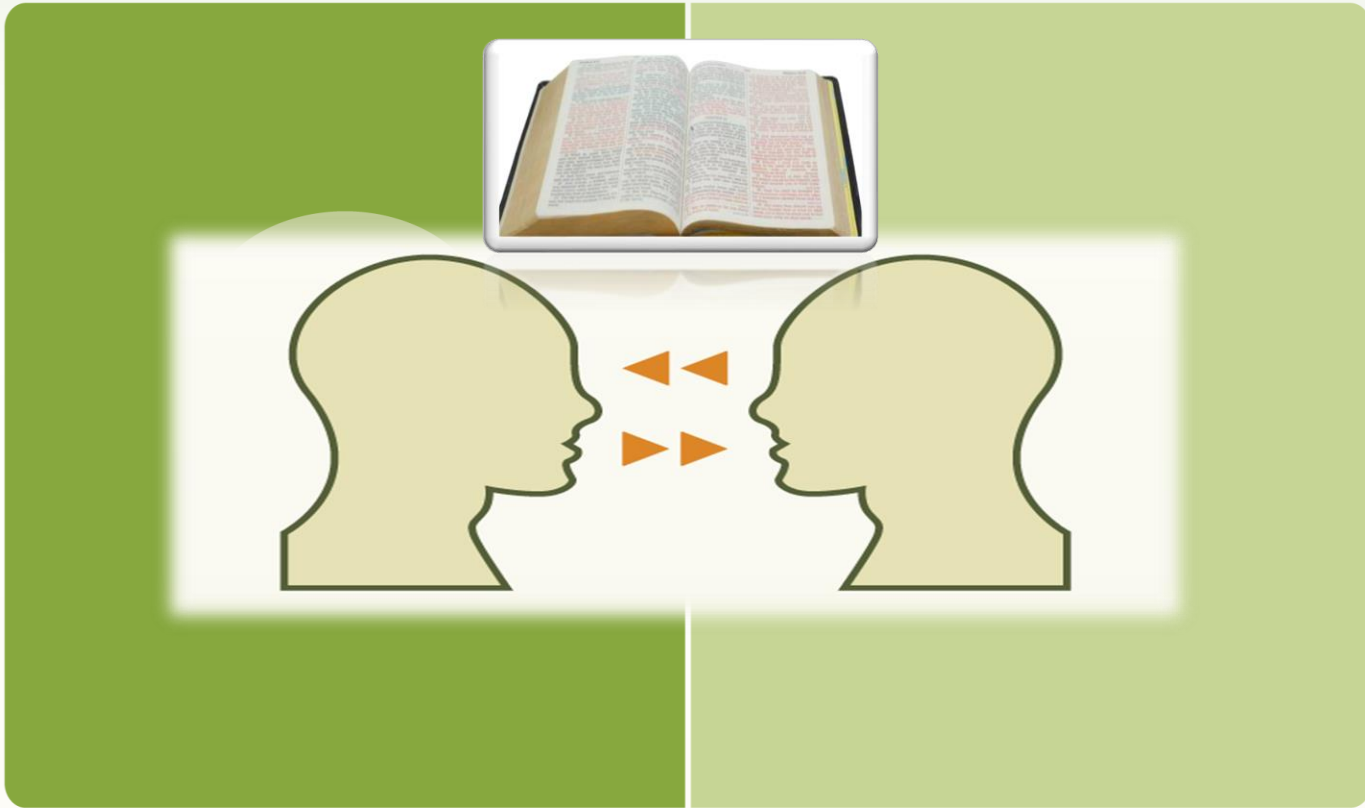
- Verbal
- Non-Verbal
- Written
- Visual





Jesus & the Samaritan woman





Thank you
John Benjamin