

## **Using Illustrations (Continued), Taking Off and Landing the Talk** *Speaking God's Truth, Week 6*

### **Help Them See: Using Illustrations Effectively (Continued)**

- The placement of illustrations
  - In the supporting points
  - In the introduction and conclusion
- SHARP Illustrations – from York and Decker, *Preaching with Bold Assurance*
  - **The Story**
  - **Humor**
  - **Analogies**
  - **References**
  - **Pictures**
- Where to find illustrations
- Remember: Illustrations are intended to illustrate

### **Taking Off and Landing the Talk**

- Taking Off
  - When to Prepare the Introduction
  - The Purposes of the Introduction
    - Arouse interest and motivate
    - To set people at ease
    - To get to know the speaker
    - To introduce the subject (and the text)
  - The Content of the Introduction

- Ask a question (which the talk will answer)
  - Use shocking statements and statistics
  - Appeal to a known need
  - Tell a story
  - You're likely going to use a combination
  - Read the Text
  - State the Main Idea
  - Transition into Body
- What to Exclude from the Introduction
    - History of why you chose your text
    - Appeals for Sympathy/Excuses
- Characteristics of Effective Introductions (verbatim from York and Decker, *Preaching with Bold Assurance*, 180)
    - *Novelty*. Our attention is always drawn to something new and different, out of the ordinary. Don't make every introduction follow the same pattern or rhythm.
    - *Movement*. When everything else is still, movement draws our focus and attention.
    - *Proximity*. Those things that are perceived as near to us (whether physically, emotionally, or experientially) draw our attention.
    - *Concreteness*. Vivid and concrete details stand out in contrast to things that are abstract and general.
    - *Familiarity*. Awaken a sense of common experience and knowledge gains greater interest.
    - *Suspense*. We are naturally drawn in when a few pieces of the puzzle remain missing.
    - *Intensity*. People don't pay attention to lethargy, but to passionate energy and intense emotion.
    - *Humor*. A funny look at life and self is irresistible. Self-deprecation is the safest form of humor.
    - *Life relatedness*. Things which people can readily identify with or which are directly connected to their lives creates great interest.

- In-Flight Navigation: Emphasize Main Points
  - Transitional sentences
  - Review previous points
  - Stress – volume, pitch, speed of voice
  - Pause
  
- Landing the Talk
  - When to Prepare the Conclusion
  - The Purposes of the Conclusion
    - “To gather up the main ideas and call for action”
  - The Content of the Conclusion
    - Restatement of main idea and supporting ideas
    - Long-range application
    - Immediate response
    - Perhaps an illustration

**Phil 2:12-18**