

## “PUTTING IT WHERE THEY CAN GET IT”

Col 4:3-4

*The Amundsen-Scott South Pole Station in Antarctica is 840 miles from any city & the average winter temperature is 80 below zero. A female worker needed emergency medical supplies, so a U.S. Air Force plane flew there in driving snow and limited visibility, searching in the dark for a C-shaped chain of burning barrels somewhere down there in the snow. Those barrels were marking the drop point. Once the life-giving supplies were dropped, the ground people had just seven minutes to collect those bundles before the cold weather damaged or destroyed their contents. The pilot for this amazing mercy mission said it was his most difficult mission. He said, "The whole thing is a loss if we don't put it where they can get it."*  
*Communication of the Gospel: We must communicate clearly.*

### I. THE POWER OF THE WORD

#### A. The word of God has power – in itself

1. **Hebrews 4:12** *For the word of God is living and powerful, and sharper than any two-edged sword, piercing even to the division of soul and spirit, and of joints and marrow, and is a discerner of the thoughts and intents of the heart.*

#### 2. The Gospel message declared releases the power of the word of God

a. **1 Corinthians 1:18** *For the preaching of the cross... is the power of God.*

1. *Witnessing/testifying/altar calls/teaching Bible studies or Sunday Schools/preaching sermons*

#### B. But we can hinder or diminish the effectiveness of the word by not communicating it clearly or correctly

##### 1. Paul was concerned about not communicating clearly: **V4** *pray that I may proclaim it clearly...*

a. He knew it matters: If we don't communicate clearly – the power of the word is not activated

### II. AREAS

#### A. Using religious language to unbelievers in witnessing/testifying

##### 1. Speaking “Christianese” to sinners: Christian terms/language: *Grace/mercy/redeemed/justified/glory*

a. Sinners don't speak that language!!!!

1. They don't make the connection: Understand what this has to do with them

2. They are turned off – tune out everything else you have to say

##### 2. This involves thinking about your witness/testimony/altar call from a unsaved person's perspective

a. Would someone who has never heard the Gospel understand what I'm saying?

b. What is it that makes a connection: *Need/guilt/fear/addiction/broken relationships/bitterness...*

#### B. Speaking over their heads

##### 1. Some people speak – too spiritual or intellectual for their audience

a. *Jesus said to them, "Who do you say that I am?" They replied, "You are the eschatological manifestation of the ground of our being, the Kerygma in which we find the ultimate meaning of our interpersonal relationships." And Jesus said, "What?"*

1. Sometimes it is our pride: Trying to impress 2. Sometimes we're educated – but not practical

##### 2. Clear communication involves recognizing your audience: *Nationalities/educational status/language*

a. Foreign language speakers will not understand slang terms/American sports references

1. Preaching through an interpreter 2. People who speak limited English

b. *Martin Luther would preach each sermon 1<sup>st</sup> to illiterate milkmaid to see if she could understand it – if not, he changed it*

#### C. Preaching without clarity

1. Preaching unconnected thoughts 2. Not taking time to understand the text personally

3. Not following a single theme through 4. Not thinking through what people should do with this truth

5. Not organizing your thoughts logically: *Why is this being said? What is the next logical thought? (Linear thinking)*

### III. THE POWER OF CLARITY

#### A. Clarity is something to be valued and sought

1. Paul asked God for it: **V4** *pray that I may proclaim it clearly...*

2. You can work at it: Communication is a skill

a. Understand it: Read books/ask questions b. Listen to yourself c. Listen to others with a good heart

1. They communicate clearly: Why? 2. They are not clear: Why? (not critically/despising!)

#### B. Clarity is a powerful force: God blesses it

1. When we remove natural hindrances of communication errors: God is released/does more than we can do

a. **Ezra 7:9** *the good hand of his God was on him... God was helping him!*