

Communicator Style and Evangelism Style

What is the relationship between the two?

Katie Torpen † Todd Sauve † Department of Communication and Journalism



Research Questions

- † Is there a relationship between communicator style and evangelism style?
- † What factors affect the choice of a particular evangelism style?

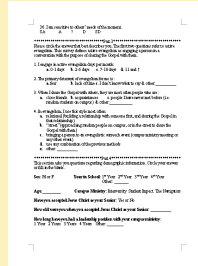
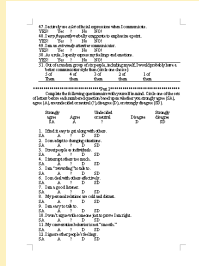
Methodology

- † Surveys were administered to student Bible study leaders in The Navigators, Student Impact, and InterVarsity
- † Surveys and interviews were conducted with staff leaders from those campus ministries



Surveys

- † Communicator Style Measure (CSM)
 - † Friendly, Impression Leaving, Relaxed, Contentious/Argumentative, Attentive, Animated/Expressive, Dramatic, Open, Dominant
- † Communicative Competence Scale
- † Evangelism and Demographic Questions



Subjects

- † Bible Study Student Leaders from:
 - † The Navigators
 - † Student Impact
 - † InterVarsity
- † Campus Ministry Staff Leaders



Literature Review

- † Scholars in the realm of education have researched effective communication in the classroom (Frymier, 2005), preferred communicator styles for instructors (Long & Coldren, 2006; Potter & Emanuel, 1990), and what characterizes good teachers (Bunting, 2006).
- † Studies have also looked at communication among colleagues in the business setting (De Vries, Van Den Hoof, & De Ridder, 2006).
- † Along with communication in the educational and business settings, researchers have delved into the areas of psychological sense of community on religious campuses (Bohus, Woods, & Chan, 2005), religious conversion and perceived childhood attachment (Granqvist, 2004), and relational communication competence and Christian religious commitment (Ragsdale, 1992 & 1994).
- † A study has yet to combine these areas and explore the association between communicator style and evangelism style.

Abstract

This case study focuses on the relationship between communicator style and evangelism. It examines two research questions: Is there a relationship between communicator style and evangelism style?; and What factors affect choice of a particular evangelism style? Both survey and interview methods will be employed. Surveys will be administered to campus ministry leaders and student leaders at a mid-sized Midwestern university. Interviews will subsequently be conducted only with the campus ministry leaders. Norton's (1978) Communicator Style Measure (CSM) will be used to measure communicator styles and Wiemann's (1977) Communicative Competence Scale (CCS) will be used to measure communicator competence. Data will be analyzed to determine the relationship between communicator style and evangelism style, and to examine the factors affecting a person's choice of particular evangelism style. Results will be used to help promote better communication between those who engage in evangelism and the people with whom they converse.

Dissemination of Results

- † Given to the three campus ministries involved in the research
- † Used to increase awareness about how communication style influences evangelism style
 - † Lead to educated discussion about spiritual matters on campus



Potential Application to Campus

- † Results could be used to help students determine which evangelism style is best suited for them, which will allow for less threatening conversation
- † Principles learned here could be applied to other forms of communication
 - † Organizational Communication
 - † Sales Positions
 - † Leadership Development

The printing of this poster was supported through differential tuition