

## APPENDIX III: PREACHING IN ORAL AND LITERATE CULTURES

### **Preaching in an Oral Culture**

1. Stitching stories together.
2. Use of repetition.
3. Situational vs. abstraction.
4. A tone of conflict.
5. Right brain communication.
6. Metaphors of participation.
7. Thinking in story.

### **Preaching in a Literate Culture**

Linear development of ideas.  
Structure ideas in space.  
Propositions as the main points.  
Analytical in nature.  
Left brain communication.  
Metaphors of illustration.  
Thinking in ideas.<sup>1</sup>

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<sup>1</sup> Richard A. Jensen, *Telling the Story: Variety and Imagination in Preaching* (Minneapolis, MN: Augsburg, 1980), 43.