

Equipping Evangelists with Orality Media Resources

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The Stories of the Potter radio program in Cambodia that combines story and songs to address the folk Buddhist worldview is now actively used to help evangelists who visit villages to share the gospel. Distributing the audio content in solar powered audio players and in SD Cards has enabled evangelists to form groups of oral learners to learn together.

According to brother Mr. Keo Vannak in Cambodia who started to listen to the Orality program on FM stations said, "I received the radio programs on SD players and this is what I need for my group. I have brought it to my group to listen from one group to others. There are 40 groups with 160 members. They express that 'The Stories of The Potter program is very easy to understand and to gain more knowledge about God. We really like the poem, song, story, and the conversation part, too'. I have invited 6 new members to join with us. I hope our group will grow in the Lord."

Equipping the evangelists through media resources also opens an opportunity for media ministries to test the effectiveness of these messages in the lives of these group members. To measure the effectiveness of the content to the oral listener could we use these following measurement benchmarks:

- Attention: Does the message compete well for the attention of the intended audience? Is it capable of maintaining the audience's interest long enough for effective communication to occur?
- Interest and Enjoyment: This is closely related to attention and to maintaining attention. Is the message difficult to understand? Do those listening enjoy it? How interesting is the subject to them as they listen to the program? Would they like to hear again?
- Understanding: Can the audience understand the main points you are trying to teach? Are any parts of it misinterpreted? Is it logical, and delivered at the right pace? Is the language level appropriate for the audience to understand the message?
- Believing: How does the audience react to what they hear? Do they believe what is said? Do they agree or disagree? Does it apply to them in their life situation?
- Recall: After listening to the program, is the audience able to recall what the content? Is the information presented in a way that is easy for them to remember later? Are important things forgotten while minor things are remembered? Do trivial things interfere with remembering important points?
- Behaviour: Does the audience do anything after exposure to the message? Do they ask for further information? Do they intend to mention it to their friends or family members? Do they intend to apply any Biblical application mentioned in the message?