

A portrait of a young Black man, Niyi Makinde, wearing a grey suit, white shirt, and a striped tie. He is smiling slightly and looking towards the camera. The background is a solid dark teal color.

NIYI MAKINDE

COMMUNICATION ETHICS

Perfect your speaking manners

NIYI MAKINDE

Communication Ethics



NIYI MAKINDE

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Preface

Ethics are simply moral principles. So, this book will focus on the principles attached to communication. These principles are attached to our speaking and writing as ministers of the gospel. It is so certain that life, not just ministry, has a lot to do with communication.

I encourage everyone in ministry to take time to read this book. All leaders and pastors of churches should endeavor to get this book to their workers and leaders, especially, to those who serve on the pulpit during services. I pray that illumination will be supplied unto you as you read this book. Amen!

Communication Has Two Dimensions

There are two sides to communication. We have the verbal and nonverbal communication. Non-verbal communication is a form of communication that is connected to the deaf and dumb. Communication ethics is very important. Communication has to do with speaking and writing

In church and ministry, communication is an aspect every pastor must learn. You have to be skilled in communication. The fact is that communication in ministry is not much about what you said but how you said it. The reason many people violates principles in this area is because they are not taught. A pastor should specifically create a time and day for the training of their pulpit ministers on communication ethics. In facts, believers should be

trained to speak rightly.

When we became saved as believers, it is our spirit that got recreated and saved. The mind of believers is not saved at salvation. Therefore, there is need to retrain their mind to be able to communicate rightly according to the kingdom lay down precepts. Believers talk anyhow because they are not taught to speak rightly.

Paul taught the believers at Ephesus not to permit any wrongful words proceed out of their mouth but what is necessary for edification that it may impart grace to those who hear them. It is time pastors are intentional to teach believers how to speak rightly. They have to be trained that their speech should reflects their new status as new creation.

Either you communicate verbally or non-verbally, your communication should reflect whose you are. You must ensure that whatever flows out of you should edify others. Anything that will lead to the fall of others should be avoided. You must bear in mind that what you say or write is as important as how you say or write it.

The Purpose of the Word of God

The purpose of the word of God is to affect the following after you are saved:

1. The way you think
2. The way you speak
3. The way you behave

When the word of God comes to have full effect in you, it will affect the way you speak, think and behave. Most times, you see believers or leaders who still speak the way they used to speak before they got saved. The reason for such is because they were not taught that right from the day and moment they got saved, they have to learn how to speak according to God's communication system. In the kingdom, there is a way we speak and communicate. That way is found in the word of God.

One of the reason we read, listen, meditate on the word of God is so it can affect the way we think, speak and behave. If the word of God cannot influence your speaking and writing, then, you are yet to mature in the things of God. You cannot be influenced by the word of God and not speak rightly.

The scripture is loaded with God's wisdom. You will be filled with wisdom when you are addicted to the word of God. Faith is not on your lips because you haven't been influenced much by the word of God. When you are addicted to the word of God, you cannot speak fear or anything contrary to faith. It is time you intentionally give yourself to the word of God.

Let No Corrupt Word Proceed Out of Your Mouth

Ephesians 4:29
[29] **Let no corrupt word proceed out of your mouth, but what is good for necessary edification, that it may impart grace to the hearers.**

This is powerful. This passage was one of the scriptural passages God used to train me to speak right. Many years ago, I had some friends who had their style of speech and behaviors. One day, I came across this text, this is many years ago now. And I was touched by the insight I got there. I was so desirous to find out what it really meant. I got from a Bible translation that Paul meant that you should let no evil talk come out of your mouth.

It is so disgusting to know that too many believers still permit corrupt word to proceed out of their

mouths. They permit evil talks to proceed out of their mouths; whereas, what we are instructed is to only speak words that will bring grace to the hearer. Always ask yourself if what you want to say at any point will impart grace to the hearer. It is not only on pulpit, when you engage in friendly conversations with others, you should impart grace to the hearer. Your day-to-day conversation with friend, colleagues, mates, spouse and your children should be an outflow from you that will impart grace to the hearer.

The book of Ephesians was written by Apostle Paul to the believers at Ephesus. Believers are instructed not to permit evil talk or corrupt word to proceed out of their mouth. Now, if believers are instructed not to speak corrupt word, how much more the ministers, pastors and leaders?

Is it not disgusting to see many ministers, pastors and leaders speak corrupt and evil word? I have discovered that it is dangerous to have leaders who have not being trained to talk right. Personally, I've made up my mind to train leaders to speak right. I have heard some people confided in me that they were highly disappointed at the communication style of some people. In fact, some worldly people don't talk the way certain leaders and ministers talk.

Do you have to speak like those in the world do? Why do you intend to fit in and speak forth words

that will even pollute the minds of co-believers?. Don't say things because it is popular; don't say things because you want to feel among. Certain believers and ministers just say words because they don't want to be termed religious. It is essential that you maintain your stand and freely flow with people without been influenced by what they say. You don't just say things anyhow because people in the world are saying it. You are a shame to the body of Christ if you talk anyhow. As a minister, pastor or leader, if you still talk the same way people in the world talks, you are a shame to the body of Christ.

Proverbs 16:23(KJV)

The heart of the wise teacheth his mouth, and addeth learning to his lips.

From the above Scripture, words that come out of the mouth of a man come from his heart. If I want to know the state of your heart, all I need do is to listen to the words of your mouth. It's possible for you to be saved, have the life of God in you and still talk the way you used to talk before you got saved. That is because you have memory and your memory is in your soul, and when you got saved, your soul wasn't saved, it was your spirit that got saved, and as long as you speak, you will realize that you speak words from the reservoir in your memory.

If there are corrupt words in your memory before, you need to receive the word of God into your heart

and when new knowledge comes, you won't talk anyhow. The heart of the wise teaches his mouth. Let your heart always teach your mouth, but that can't happen when the word of God is not in your heart.

Train Your Mouth

Matthew 12:34
 [34] **Brood of vipers! How can you, being evil, speak good things? For out of the abundance of the heart the mouth speaks.**

If you say corrupt words, it means that corrupt words are in your heart. If you speak abundant corrupt words in your mouth, it means you have abundant corrupt words in your heart. You will know what is in your heart by the words you speak in your mouth, write or type with your hand.

James 3:2

[2] **For we all stumble in many things. If anyone does not stumble in word, he is a perfect man, able also to bridle the whole body.**

If you can control what you say, you can control how you think and behave. It isn't difficult to control your thinking if you can control your talking. What

you think flows from your heart and your heart is in your body. So, if you can control what you say, scriptures reveal you can control your body. If you can restrict your tongue from speaking some words, you can definitely restrict your legs from going to some places.

James 3:9-10

[9] With it we bless our God and Father, and with it we curse men, who have been made in the similitude of God.

[10] Out of the same mouth proceed blessing and cursing. My brethren, these things ought not to be so.

Automatically, if you are such that you can control the way you talk, it means you can control your body. When you understand this, you will know that this is one of the keys to overcoming fornication, because if you can control the way you talk, you can bridle your whole body. There is no way you do something immoral, or anything that you will not need to talk. You have to talk.

With our mouths, we bless the Lord our God and Father, and with it, we curse men who have been made in the similitude of God. The mouth you use in blessing and praising God, you still use it to curse men. Be such that your mouth will not project both blessings and curses. Train your mouth to always release blessings.

It is so amazing to see people talk anyhow, without been trained on how to talk.

1 Timothy 4:12

[12] Let no one despise your youth, but be an example to the believers in word, in conduct, in love, in spirit, in faith, in purity.

One of the ways through which you can be an example to others is the way you speak. If I know the way you speak, I can know the quality of your heart and I can know your level of understanding. Understanding will always reflect in your speech; just as maturity can also reflect in speech. When you see baby Christians, the way they talk will always be different from the way mature Christian talk. When you see people who have been schooled and grown in the things of the Spirit, the way they talk is always different from the way other people talk. Therefore, communication ethics is an aspect that leaders have to be trained in. You have to know that there is a way you should not talk. You should not say something that will set bad example for believers to follow or do, because people are always watching you to find out what you do. You should be such that doesn't talk anyhow, rather, become an example to other believers in speech. How then will this happen? Ask yourself this question: what I am saying now, if other believers say it, will they be edified? If they say what I'm saying now will I be happy with them? If they say

what I'm saying now, is it a proof of their maturity?

A minister should talk in privacy the same way he talks in public. Don't be such that speaks corrupt words in privacy, then come to the public and begins to speak "holier language." Don't speak foul words among your friends. Don't come to the church speaking impactful words while you communicate in an impolite way among your friends. No! The same way you speak at your work place among friends and family members should be the same way you speak in the church. There should be no difference. Don't come and polish your speaking style with church languages and church cliché in order to appear as a Christian, only to find you speak in another manner in privacy. You should avoid speaking slangs and vulgar words. Stop assuming you are young. What you fail to know however is that speaking of corrupt, demeaning and illicit words discourage some people from getting the right example from you. You should be able to model the speaking pattern for other believers. You should be able to model communication ethics for other believers to follow.

Don't Pray to Speak Right; Make the Decision to Speak Right

Colossians 3:8

[8] But now you yourselves are to put off all these: anger, wrath, malice, blasphemy, filthy language out of your mouth.

You don't pray that foul words should come out of your mouth; you make the decision to speak right words.

It is your duty to put away corrupt words. You don't say "O God, in Jesus name, help me not to speak foul words again, help me not to speak wrong words again." You don't pray that; you make decision not to say such words.

Just like you don't pray to eat when you are hungry; you rather say you want to eat. It is in your power to control what you say. Many believers are praying to God to take away what God has given them the

power to take away. You don't pray that God should help you to speak right; you are the one that will make the decisions to begin to speak right. The moment you get it from the word of God that God doesn't want you to speak corrupt words, make the decision. Don't cry to God to help you stop, or release grace on you to speak right. That's not scriptural!

Why will you be asking God to give you grace to speak right. As a young man, do you ask for grace to propose to your wife? When you want to get a contract, you don't ask for grace to speak over there, you don't pray to God for the grace and anointing to speak. Though utterances can be supplied when you want to preach the gospel, but when you want to propose to your wife, do you expect the Spirit to supply your utterances to propose to her?

You have to make decision not to speak foul words. In other words, as a believer or minister, there are some words that must not be heard from you again. It can be heard from you before you were saved, but not after you have been saved, because now that you are saved, you are a new creation in Christ Jesus, old things are passed away. Sometimes, the temptation will want to come, so as to tamper with your memory, to say the words you used to say before you got saved, but you have to put away foul and filthy words out of your mouth.

Understanding Seven Things to Avoid in Communication

Exercise Control over Your Speaking in Your Interaction with People

Exercise control; don't talk too much. Don't be a talkative. I used to be a talkative, but a time came that I needed to begin to exercise self-control. Now, if I want to talk to you, I can decide to talk to you and if I don't want to talk, I can decide to keep quiet and we will just look at ourselves, laugh, smile, or just do other things. In the past, I was not like that; I just made my decision. The reason people don't take decisions is because they lack understanding. When understanding comes, it helps you to accurately interpret matters to yourself. Personally, what I do is to engage in conversation

that will be profiting either to me or the person I am discussing with. I have trained myself for that and I want you to do the same.

In your day-to-day activity, don't be a talkative; ensure you know what is called courtesy. There are some places you don't talk. If you follow a man of God to a place or someone to a place, and you meet strangers there, you don't contribute till you are told to join the conversation. One day, I took someone somewhere, and while we were discussing, he just jumped into the conversation. As a matter of fact, it has been long I met this person. Meanwhile, it was a close brother and I who went there with him. While we were there, this person spoke uncontrollably, and my brother and I wondered how he talked like one who lack understanding. In fact, he spoke as though he knew everything. You know you should always have control in your speaking. A new environment is an opportunity to learn. The time and energy you use to speak, use it to observe, study, ask question and learn.

Avoid Speaking Slangs and Vulgar Words

There was a time much slangs were heard in the world. There was a time someone went somewhere and was saying "*O sha pra pra*" (a Yoruba slang). Why would a pastor say such? What for? I also heard a

pastor saying “*Ti mo ba gbana tan*” (another Yoruba slang). I wondered how a pastor would say such kind of words. Sometimes, I wonder how some pastors came into ministry. I wonder how a pastor will be speaking all words of such - a pastor speaking slang. No! The fact that people are speaking it around doesn't mean you should say it. You must be able to control the way you talk. Don't talk anyhow, and don't talk slangs. Make up your mind never to say slangs in your life. You don't pray to stop talking slang; you make the decision to stop speaking slangs and filthy words. That may be the common words in the society, but the society should never affect your speaking. The Spirit of God and His Word should influence your life. You have to make up your mind to be influenced by the Word of God, rather than the society.

If you are a parent, and you have your children, ensure you train them. Train them to avoid speaking slangs. You don't shout at them or beat them. You have to show them the reason they must not say slang.

If you are a pastor or leader of any ministry, teach your members not to say slangs and you must be an example of what you teach. Many pastors and leaders speak slangs just to appear as being current in the society. You however aren't supposed to say something, just to prove you are current with the

state of the society. That is not how to prove you are current. If you want to prove that you are current, let it be by superiority of result, not by speaking slangs. Always show people that there is nothing like being too spiritual. A spiritual person is a spiritual person, and if they want prove, let them know it is because you are superior to them and that you understand what they don't understand.

Let nobody influence the way you talk, or influence you into speaking slangs. You have to avoid it. I have seen instances where people unconsciously speak slang. Make up your mind that you will not be influenced by the world and the society, but by the Spirit and Word of God. Be such that is an example to believers, in speech. If you don't want others to speak slang, don't speak slang. When people know who you are, they will want to be like you. Be such that men want to be like. It is not a sin when you speak slang, but it is not polite, it is not proper and it is not a kingdom lifestyle. The kingdom lifestyle requires that you speak right.

Your words should always impact grace to the hearer. Speaking slang will not impact grace to the hearer. It is not vulgar words that proves you are current; don't copy what other hip-hop singers say, just to prove you are current. No pastor or leader should speak slang; it is a shame to pastors that speak slang. Don't permit your friends to influence you to

speak slang. Sometimes ago there is this friend of mine that spoke slang consistently, and somehow I got carried away. I just forgot myself; I forgot the scriptural passage Ephesians 4:29 which says “Let no corrupt word proceed out of your mouth, but what is good for necessary edification, that it may impart grace to the hearers.” I suddenly forgot the scripture that had earlier influenced me that no corrupt words should proceed out of my mouth. Then, suddenly, I began to say slangs he says too. That is the power of influence. How will a man of God say things of such? It doesn’t make your presence desired; it makes your mouth smells odour in the sight of God. You don’t say words that doesn’t edify people, words that won’t impart grace to the hearer. You have to make the decision not to speak slang.

Avoid Singing Wordly Music

The fact that a song is popular or common doesn’t mean you should sing it. There are songs that will not edify. Song that will not edify you or other people, do not sing it.

If you call yourself a pastor or a minster you should not sing worldly songs. You can know worldly songs because it is played around your house or office. The reason I said that is because, in your environment you can hear people play it, and you just get to know

the songs once you hear them. The fact that those songs come to your mind doesn't mean that you should sing it. Don't try to sing worldly or secular hip-hop songs. These songs are such that project some slang that you tend to say, and when you begin to make attempt to sing them, you get to speak the slangs they project

I have heard people talk about gospel hip-hop. In these songs, they have been trying to create some lyrics, and have been able to use hip-hop beat to sing some of those music, whose lyrics are Christian lyrics, so they call it gospel hip-hop. Since I know that there are worldly songs, I said well, as long as the lyrics are edifying. We are not talking about the beat; we are talking about the lyrics of the song. What makes a song to be bad and not accepted or acknowledged by us to be a song is because of the lyrics, not because of the beats. Same beat that is used to produce that song, if they use it for lyrics written to acknowledge and appreciate God, then, that is good. Don't sing songs whose lyrics project some worldly tones.

Avoid Speaking Negative Words and Curses

Don't curse, and don't speak negative words. It's shameful to see ministers who abuse easily. In fact, some pastors find it easy to rain curses on people.

You can curse the works of the devil, but you are not to curse human beings, except agents of the devil, like Elymas, the sorcerer.

Do you know words don't die? Your words won't die. People can die, but words don't. Don't curse yourself or others. Always speak right words. Also, avoid exaggeration; let your yes be yes and your no be no. Don't let people know you with sweet mouth; you can say things, but when you exaggerate, you lack communication ethics. Avoid promising people things you cannot do for them.

Never Speak Negative Words Concerning the Church

Don't say you don't like some people or some things in your church. This is communication ethics. It has happened to me before, but immediately I got the knowledge I stopped. People can do some things you don't like, but you are not to say it out.

As a leader or pastor, you don't say you don't like how the members of your church behave. Your words must impart grace not to show or reflect some form of hatred or disapproving of some people. People can do some things you don't like, you must avoid the temptation to utter words that will paint a negative picture about your church and members in the sight of others. Your words must always be:

‘I love everyone in this church,’ ‘I love all the people and members of our department or ministry.’ Your words must always show that you love people.

Just as you’re not to say you don’t love some people in your church, you also aren’t supposed to say you don’t love certain things or activities in the church. Don’t criticize! Don’t say you don’t love the way things are done in your church; if you want to do that, you can meet the pastor and make your suggestions. You can say ‘I feel we can always arrange this chairs this way,’ you can suggest, make suggestion, or give counsel, not criticize how things are done. Some people are known for criticism; they find it easy to always criticize things they don’t like. If you don’t like it, other people do. You can give counsel, but don’t make attempt to criticize. Let your speech be filled with faith and grace.

Do not Give False Promises

You don’t give false promises as a pastor. Whatever you know that is not certain for you to do, don’t promise people. Whatever you know that is not polite, don’t do it. Whatever you say, make sure you do it. Whatever you feel you can’t do now, don’t promise to do it.

As a leader, don’t talk to believers as your slaves. You have to correct in love. The way too many

pastors address their members is just too disgusting. Too many leaders address the members of their department in an impolite manner. Leaders treat most of their members as messengers; things are not done that way. You have to relate with people in love. When you want them to do some things for you, speak like this; “Kindly help me do this”, “Could you please do this for me”, “Kindly assist me to do this”, “Let us do this.” Avoid stern statements like “You, come do this!” You are not to address people as slaves or messengers. Address them as brothers and sisters. Show people love.

Do not Mock or Make Jest of People when Communicating with Them

You are not to mock or make jest of anyone. This is applicable to all – pastors, members and ministers. You are a bundle of shame if you ever make jest of anyone. You must be careful not to do the same things comedians do. You are not a comedian. What a comedian would do and would not be considered an offence, if a minister does such, it would be taken as an offence.

You don’t make jest of how a person dresses or talks. If you feel they are not correct, then privately meet with them to correct them. You shouldn’t mock the appearance of anyone. They may laugh

when you do, but you may never know the intent of their hearts towards you because of the way you made them feel. The best thing to do is to always make people feel better when they are around you. Compliment, rather than make jest of anyone.

Another Instruction to Pastors

1 Timothy 5:1-2

[1] Do not rebuke an older man, but exhort him as a father, younger men as brothers,

[2] Older women as mothers, younger women as sisters, with all purity.

This is communication ethics. If you find yourself as a pastor and you want to address older men, you must address them as your fathers. The way it happens is that it will show in the way you talk. If you want to address an older woman, you address that person as your mother. The scripture commands that if you want to talk to an older person as a leader, pastor, minister; the first thing you put to consideration is: how will I talk to my father? How will I talk to my mother? The same way you will talk to your parents, talk to the elderly, except for people that always disrespect their parents. For people who always talk to their parents with respect, addressing the elderly the same way they address their parents will meet up with what the scripture

tells us about.

The book of Timothy is a pastoral epistle. The Bible says don't rebuke an older man, but admonish him as a father. It means you are not permitted to rebuke an older man, the only thing you can do is to exhort. To exhort means to give some admonition, in form of counsel. You tell them in like manner: I feel this can be done this way, for this reason. Then you share the reason(s). Anyone that is an older man, you don't rebuke such. Even if the person is at fault, don't rebuke or shout out such. You only exhort that person. The same goes for the older women. You should exhort them.

Now, you are also expected to treat younger men like brothers. When you see younger men doing wrong, don't neglect them; treat them as your siblings in love. The same is applicable in relating with believing younger women- You should address them in all purity. Henceforth, ensure you address people with wisdom.

Be Polite in Your Response

Many people are not polite in their responses, and I found out it is not intentional; they just find themselves doing it. It is however impolite. Learn to control yourself. One of the keys to good communication is to know your audience. Know the people you are talking to. Also, train yourself to give a direct answer when you are asked a question.

You don't answer questions with questions. Many don't know it is not polite. You don't give response like comedians do. All pastors and leaders should ensure that their response to opinions are without personal sentiments.

I learned early that there is a difference between response and reaction. You can react against negative vices and situations, but you must avoid react against people. Reaction against people could be a weakness on your side that may cut off the people

in your life. What you should do is to respond to people, not react against them.

Sometimes, you will need to apply silence in order to give the right response. Silence is also a response but a silent one. You must also bear in mind that silence could be a reaction too. The difference between both is that silence as a response will quiet a matter and cause peace to reign while silence as a reaction will escalate matters.

As part of communication ethics, a subordinate must not respond when a leader is angry or expressing annoyance. Any response that will come from the subordinate should be a response of apology. It is unfortunate that many subordinate don't know that a leader will always be a leader and you must give them the respect they deserve.

In order to be polite in your response, there is need of you to avoid all form of arguments. Communication doesn't spring forth in arguments except in a debate competition. If you want to communicate effectively, you should learn avoid all forms of arguments and only make your points known when the other party is ready to listen to you.

Train Yourself to Speak Fluently

You have to learn new vocabulary every day. Let your expression be fluent every day. If you want to speak English, speak good English; if you chose to speak Yoruba language, speak fluent Yoruba language. If it's any of the other languages you love to speak, speak it eloquently. Be eloquent. The easiest way to learn to speak effectively is to learn from good speaker. Train your tenses.

You must avoid the temptation to speak or write with big vocabularies that will require the listener to search for meaning of each words. I used to be like that in the past. But while at the university, a lecturer taught us that if you speak and the listeners didn't understand your words, you have not communicated. It was from that time I learned to speak and write with words that a primary school lever can understand. If you are familiar with my

style of speaking and writing, you will notice I don't blow big grammars. I realize that early that it is not what I said that matter, but how well I was able to communicate it that really matter.

Sometimes, you may be intentional to draft both the revelation and tenses of a good minister. When you read from a book, pay attention to the adjectives used, and formation of sentences. You may practice speaking privately for about one hour, twice weekly. You should write out the new words and sentences for the week. Then, read them out and attempt inserting those words in your sentences. As you speak out, your memory is programmed instantly to keep the new words and sentences.

Deliberately Read Your Bible to Train Your Reading Skills

When you read a book, try to check the way words are formed and speak as well. Learn to read fluently. Read out your scriptures regularly. The kingdom of God is not in grammar, but in power; however, grammar will help you communicate the power well. That is why it is advisable you listen to good preachers. Learn the way they speak and practice. If you are asked to make an announcement for instance, you should have practiced things you would say there. Don't be spontaneous with pulpit assignment, have your points written down. Just go and carefully communicate the announcement without wasting anytime.

You should train yourself to pronounce biblical names appropriately. The simple way to do that is

to find out how good speakers or great preachers pronounce biblical names. That's why you should pay attention to the pronunciation of names on your pastor's lips. How will you pronounce "Habakkuk," "Philemon," "Eli," among others? If one is not careful, such will use dialectal sounds to pronounce those names. You may need to intentionally rehearse how certain names are pronounced.

Some preachers have perfected reading scripture perfectly in their heart, but they haven't done that verbally. When you hear some preachers read scriptures when preaching or teaching on pulpit, you will be surprised at their poor reading skills. Some will pronounce certain names and words like illiterates do. The reason for such is because they haven't read it intentionally.

Communication Ethics in Prayer

Most people don't know how to pray in public. You have to learn how to pray in the public. You have to know how to communicate your prayer effectively. When you are asked to lead prayers at public events, you are not to lead prayers like a revival meeting. In other words, prayers at public events shouldn't take long time. In fact, when leading prayers at public events where you have a mixed gathering - combination of people from different religion, you should not bother to pray in tongues, but in understanding, so that everyone may understand you.

Also at church gathering, when praying, you should be like Paul, in that you speak with understanding, so they can say amen. That doesn't mean you cannot speak in other tongues, but it's essential you understand that praying in unknown tongue

should be private to you when communicating to God personally. The moment you are asked to lead a corporate body in prayers, you should speak in a language other people will understand.

You have to train yourself in this matter. The way you pray at wedding is different from how you pray at house warming. You should be aware that at any public event, both opening and closing prayers should be short if you don't want to weary the people. Well, I know that nobody should be weary of prayer. I also know that when a person with rare grace lead prayers at a public event, nobody will consider the time, yet, we must understand that order and time keeping is essential. Both opening and closing prayers should always be brief.

Learn Communication Ethics for Evangelism

When you go out for evangelism, there is a way you speak to approach people. For instance, when you see people for the first time, what are the things you say? How will you share the word with them and how will you end the discussion with them? If you are discussing with a young man, what are the words or points you would say? If you are discussing with an elderly woman, what are the things you will say?

You should know that you can't be using certain words you use in conversing with young people, when addressing elderly people. You can't be using words like "guys," "open your ears," among others when speaking with elderly people.

One time I instructed a brother to go lead prayers at a program where elderly people were present. The

brother had forgotten that he was not addressing his contemporary. He said “you know we are all students.” I was shocked. “Students?” Even I was no longer a student, but he said that because he wasn’t cautious of the environment. Same goes for evangelism. You don’t address those you meet on the street like you are preaching to those in church. Why will you quote about thirty Bible passages to an unbeliever you are attempting to get to believe in Jesus? Are you in quiz competition?

Before you get out for evangelism, you must know what you want to accomplish and go straight to the point. Don’t waste both your time and the person’s time when you are attempting to get a person saved. This will often require that you have a broad view of what you want to say. Yes, it’s the Holy Spirit that convinces men, but you have to know what to say, so He can use your words to influence the unsaved.

The Principle that Guides First Contact with Men

In communication ethics, when you come across someone for the first time, always make sure you say good things and be real about the person. It may be a form of compliment or acknowledgement. The way you speak when you come in contact with a person the first time can make that person glued to you.

You don't correct a person you are meeting for the first time, you should complement. Even if the person has done a wrong thing, since you are meeting the person for the first time, it is essential that you overlook the wrong and speak words that will endear the heart of the person to you. Whoever you meet for the first time should remember you for how you make him or her feel through your words. Compliments the dress sense of the person,

say something nice about the hairstyle of the person. Let the person feel comfortable being around you for the kind words you say. You may see the wrong of the person, but swallow it.

When a first time visitor attends a church, whoever will meet the person after the service should give sincere compliment to the visitor. Don't just let them go home with the message and blessing, let them also go home with your compliments. Do you know that some people have never been complemented in the last one year? Yes! There are people like that. They hang around people who can't see the goods in them. So, when they visit a church like yours and you sincerely complimented them, you have given them a boost that they don't receive elsewhere.

Communication Ethics on the Pulpit

I would have loved to go into details about communication ethics amidst pastors- I mean when pastors communicate. As a pastor, you address other pastors by their title, that's communication ethics.

Many years ago, when we were on campus, one of the things we do on campus was to call everybody pastor. Then, we address people, either as brother or sister, but people that have been ordained are called by their titles. If someone is ordained a minister, don't call such, a Pastor. If someone is called a Pastor, don't call that person a minister; call people by their title. If someone is called a Reverend, don't call that person a pastor, call him by his title. That's communication ethics among pastors. When you talk, always speak with honor. When pastors

are communicating amidst themselves, they learn to celebrate each other from their heart - sincere celebration: "Oh, I honor God's grace upon your life, man of God; I celebrate God's grace on you." That's communication ethics amidst pastors. You are not to call pastors by their first name. Even if they are your friends, the moment you see that they have been ordained minister or pastor in the church, give them the respect they deserve.

My younger brother is one of the pastors and prophets in Rebirth, but one of the things I don't do is to call him by name. I give him respect and honor. Everyone needs to imbibe this habit. Don't do what people do in work places, calling their coworker and colleague by first name, or by their surname. Call people by their titles. You are not trying to treat them special or idolize them by their title, you are trying to set the example for other believers, so that when other believers see the way you address other pastors, they will know this is the way this person is to be addressed. When you call a co-pastor by his surname or by his first name, when a new member joins, how do you want him to address that person? Co-pastors should be respected; respect is reciprocal. Call people by their title, respect and honor them. If you want to share things with your pastor, you don't correct or counsel a pastor in public, you do it where there is no member. No

pastor should visit another church only to criticize how things are done there. You are not to violate this principle.

There is a way a pastor communicates to members. If you are a pastor of a church, the things you must do is that, you must learn to respect all your members. Pastors don't know this secret. Some pastors and leaders call their members by name. This is not polite. You can call the young kids by name, but any one that is an adult should be honored. Everyone should be honored.

1 Peter 2:17

[17] Honor all people. Love the brotherhood. Fear God. Honor the king. Submission to Masters

The above Scripture admonishes believers to honor all men, and honor is displayed in communication. If you are a pastor, don't call your members by name, as this is not polite. Call them brothers or sisters, mr or mrs. For those ordained, call them by their title. You have to train yourself to call sisters and brothers.

Let me say this as part of communication ethics on pulpit. Don't make an unbeliever an example for a believer, when you're making an example on the pulpit while teaching. Don't mention the name of an unbeliever for a believer to imitate, irrespective of their level of success. The point is that if you

want to give an example, you can use a believer or an example from the scripture. If the richest man in the world is an unbeliever, he is not a worthy example of God's blessing to mention.

Don't discuss a political or controversial matters on pulpit. For instance, if an issue is going on social media, don't discuss it on pulpit. Don't insult people or political personnel on pulpit, because a church can be charged to court. Don't utter abusive words; the pulpit is not a place to fight for human right. Your duty is to share the word of God and leave.

Another thing is to always avoid digression, when you speaking on pulpit. Never come to pulpit, not knowing what to say. Get yourself prepared for what you are going to say. May the Lord help you. Amen!



About the Author

Niyi Makinde is a leadership expert, quotient coach, consultant, author and a Christian minister with an apostolic calling. His passion is to raise Christian ministers and leaders like himself, as well as to help organizations and businesses maximize their potentials.

Apostle Niyi Makinde has been in Christian ministry for over 15 years. He is the President of Rebirth Global Church, a network of churches across the globe on a mission to empower believers to fulfill their God-given tasks on earth. He is an apostolic oversight and covering for many other ministries, networks and churches.

Niyi Makinde has written many books that are fast spreading across places. His books are always

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Apostle Niyi Makinde has written many other insightful and powerful books, among which are:

1. Divine Instructions
2. 12 Laws of Divine Instructions
3. Breaking Life Code
4. The Revolutionary Apostle
5. The Power to Prosper
6. The Power to Become
7. 53 Laws of Excellence
8. Church Shift
9. Business Sense
10. Dealing with Human Enemies
11. Wisdom for All-Round
12. Wisdom Power
13. Prayer Force (1)
14. Multiply
15. Tithing
16. You Are Different
17. Phronesis for Dating
18. Dating, Marriage and Sex
19. Managing Divine People
20. The Power to Get Wealth
21. Spiritual Fatherhood
22. Managing Divine People
23. Understanding Honor

24. Flourish And Grow (1)
25. Faith Dimension (1)
26. Ministry Laws (1)
27. Secrets to Supernatural (Financial) Abundance
28. Running like the Deer
29. Prayer Force (2)
30. Making Things Happen
31. You Are a Seer
32. 79 Insights Into Favor
33. New Creation
34. Prayer Education
35. 20 Facts about the Human Spirit
36. Supernatural Visions
37. Understanding Church Systems
38. 11 Facts about the Human Mind
39. The Holy Spirit
40. Dominion in the Realm of Abundance
41. Soul Winning Manual
42. Maintaining Sound Health
43. Faith for Abundance
44. New Levels
45. Wisdom for Abundance
46. The Power of Meditation
47. Understanding Supernatural Dreams
48. Stop Multiplying in Affliction
49. Communication Ethics in Ministry
50. Ministry Ethics (1)
51. Warfare for Honor

52. Wave of Increase
53. Praise for Favor
54. Ministers Training Manual
55. Breaking Joy Code
56. The Power of His Name
57. You Are a wonder
58. Roar and Soar
59. The Minister and the Ministry
60. Grace Factor
61. Subdue and Dominate
62. Flourish and Grow (2)
63. Overtake
64. Victory over Afflictions
65. The Power of Patience
66. Stand out to Step out
67. Shining like the Sun
68. 30 Channels of Wealth
69. Breaking into Laughter
70. The Power to Dominate
71. Enjoying Health
72. Stronger than the stronger
73. Battle for Wealth
74. Wealth Transfer
75. Maximum Protection
76. The Power to Be on Time
77. Power Activators
78. The Essence of Obedience
79. The Power of words

- 80. Planting a Branch Church
- 81. Power Dimensions (1)
- 82. The Power to Live Long
- 83. The Power to Deliver
- 84. The Power to Bless
- 85. Raising the Dead
- 86. The Power to Heal
- 87. The Power to Separate
- 88. Your Reality Today (Yoreto)

