



CHRISTIAN SERVICE UNIVERSITY COLLEGE
KUMASI – GHANA
SCHOOL OF GRADUATE STUDIES AND RESEARCH
DEPARTMENT THEOLOGY
END OF SECOND SEMESTER EXAMINATIONS, 2021/2022 ACADEMIC YEAR
MASTER OF ARTS IN CHRISTIAN MINISTRY WITH MANAGEMENT
LEVEL 600
MACM 612: MINISTRY AND COMMUNICATION

June 2022

[70 Marks]

Time Allowed: 2hrs, 30mins

INSTRUCTIONS TO CANDIDATES:

- Answer Question ONE and Any OTHER TWO QUESTIONS
- Write your answer on the answer sheets provided
- *Please present your answer in ESSAY form*
- Write your index number clearly at the top of every page of the answer sheets used.

Note: Marks will be awarded for:

- Introduction
- Content
- Conclusion
- Evidence of Further Reading
- Originality and Independence (Cheating would be penalized and integrity rewarded)
- Correct grammar, clarity of expression and logical presentation of facts.

Answer Question ONE and Any Other TWO Questions**Question 1:**

Most ministers of God have now adopted the use of social media for their ministerial works due to the prevalence of new media technologies for convenient communication and wider reach. It is used for diverse purposes which include preaching, and prayer meetings among others. However, how must ministers of God use it lacks professionalism due to a lack of formal training on social media usage. As a minister with ample training in communication, discuss strategic steps that ministers of God should adhere to for effective social media communications. **(30 marks)**

Question 2:

Amazing Grace International is a young church and its members are trying to position it as an evangelical ministry. They had a hundred new members last week. Twenty of the new members did not belong to any church. Fortunately, they wanted to become members of the Church but how some old members approached them has deterred them from joining the church. As the head pastor advise your old members on how to receive new members in the Church using the step-by-step approach to interpersonal communication processes. **(20marks)**

Question 3

Some pastors think that their congregations are difficult to handle in terms of their reception to advice or directions they receive from them. The pastors have concluded that some of their church members do not change because of the strong influence of the world. With your communication training, you, however, think that other factors might contribute to their inability to change, which is linked to barriers to effective communication. Educate such ministers using a discussion of FIVE of the barriers to effective communication that is likely to occur in a church setting. **(20 marks)**

Question 4

The objective of every communication determines the type of communication model that needs to be utilized for effective communication. The most common communication models are action, interaction and transactional. Discuss these three communication models outlining their relevance. Support your answers with THREE examples each from either the Old or New Testament from the Holy Bible. **(20 marks)**