



Just Say the Word!: Writing for the Ear

Mr. G. Robert Jacks

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Have you ever thought about how strange “written rhetoric” sounds when it is spoken or about how the well-written, well-researched sermon actually sounds to the listener? Do sermons make the transition from the theological bookshelves into the hearts and lives of the listeners? / In *Just Say the Word: Writing for the Ear* G. Robert Jacks addresses these issues and offers a practical, hands-on approach to writing sermons that effectively capture and hold an audience’s attention. / Jacks draws on thirty years of experience in critiquing sermon delivery and writing styles and offers samples and examples of writing that considers listeners first. He shows how to translate the jargon of theological textbooks into everyday language and suggests methods for rewriting sermons to avoid some of the pomposity of sermonic proclamation. Jacks also demonstrates ways to retell the old, old stories people have heard so often and know so well in fresh new ways. / *Just Say the Word* is an invaluable resource that will help pastors find a preaching style and voice of their own.

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