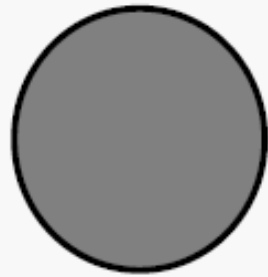


Welcome to the World of Orality

A Look at Oral Cultures

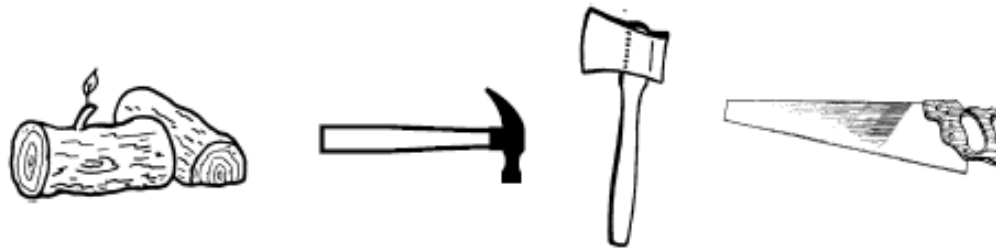




Name These

Oral Communicators name geometric patterns by what they resemble: plate, box, house, etc...

Those with even a small amount of education, though, name them as circle, square, triangle: all learned conceptual ideas!



Which does not belong?

Both a saw and an axe will 'work the log', but a hammer won't. An oral communicator wouldn't include the hammer as part of the grouping.

A 'group of tools' is conceptual thinking!



Which does not belong?

Some oral communicators who associated with literates were aware that others think differently.

One replied: *A wise man will say the cup doesn't belong.*

When asked what a foolish man would say, he replied: *A foolish man would say the orange doesn't belong.*

(What would he think about us?)

We are used to conceptual thinking.
We grow up that way. It is our
default!

We say things like:

*He's acting like a round object in a
square hole.*

What are your circles of influence?

He's really square!

We are also used to logical thinking.
Again, we grow up that way; it is
our default!

We say things like:

God is a God of love.

God loves all people.

Does God love you?

(Of course, we think!)

We also say things like:

*After God created Adam and Eve,
they disobeyed God and sinned.*

*Because of Adam's sin, all people
are sinners.*

Are you a sinner?

(Again, we think, of course!)

However, some people think or process information differently than we do. Let's look at a survey done with oral peoples of Russia...

In a formal survey, one oral communicator was told: *Precious metals do not rust. Gold is a precious metal. Does gold rust?*

He responded: *Do precious metals rust or not? Does gold rust or not? Precious metals rust. Precious gold rusts.*

When asked the same question the second time, he responded: *To go by your words, they should all be white.*

Question: *What sort of person are you, what's your character like, what are your good qualities and shortcomings?*

Answer: *I came here from Uch-Kurgan, I was very poor, and now I'm married and have children.*

Question: *Are you satisfied with yourself or would you like to be different?*

Answer: *It would be good if I had a little more land and could sow some more wheat.*

Question: Well, people are different -- calm, hot-tempered, or sometimes their memory is poor. What do you think of yourself?

Answer: We behave well. If we were bad people, no one would respect us.

Another responded to that same question: *What can I say about my own heart? How can I talk about my character? Ask others, they can tell you about me. I myself can't say anything.*

Question: Well, people are different -- calm, hot-tempered, or sometimes their memory is poor. What do you think of yourself?

Answer: We behave well. If we were bad people, no one would respect us.

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When asked what he thought about a new village school headmaster, a Central African man replied:

Let's watch how he dances.

When asked what he thought about a new village school headmaster, a Central African man replied:

Let's watch how he dances.

When we
require oral
communicators
respond to our
literate-based
teaching styles,
we think they just
don't measure up!





The fact is, in a world of oral communicators, we are the learning disabled.

Will those we work with,
serve, and minister to say -

To go by YOUR words:

God loves me.

To go by YOUR words:

I am a sinner.

To go by YOUR words:

Jesus paid for my sin.

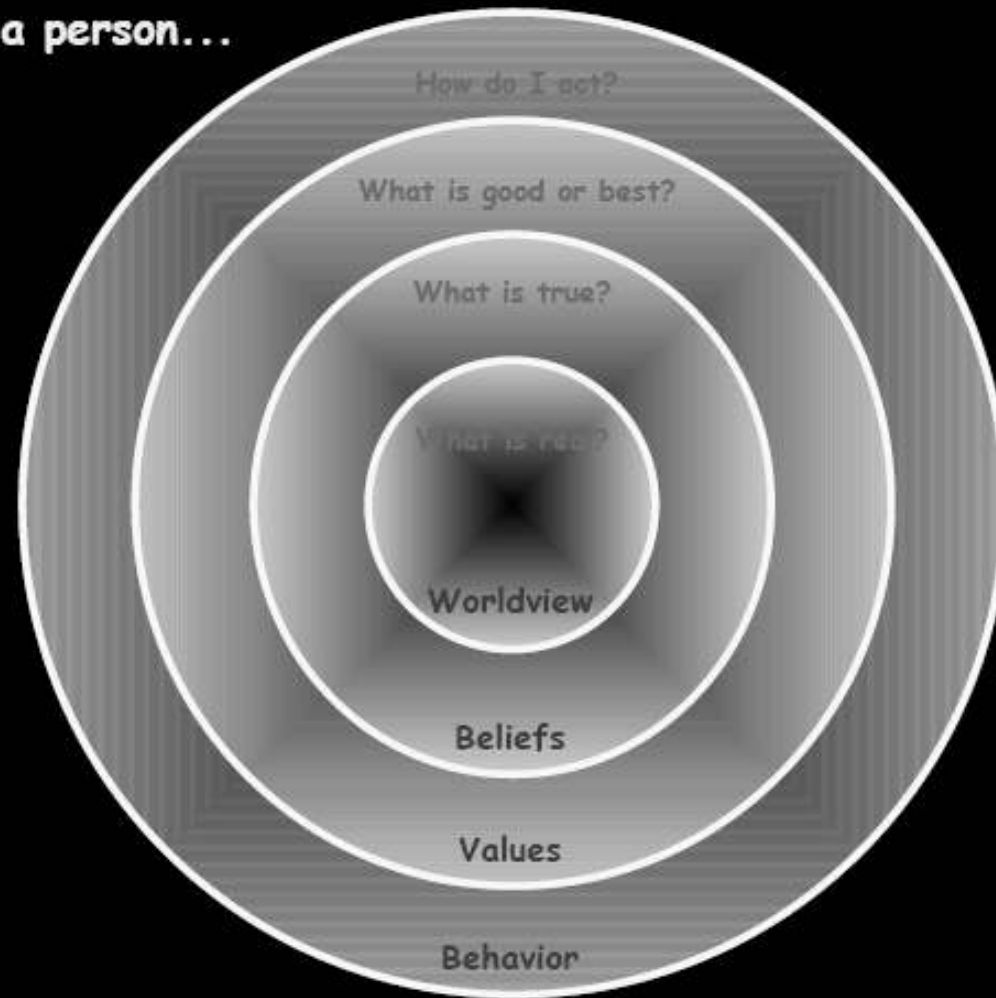


Is that the kind of Christianity
we want?!? Are those the kind
of Christians we want!?!?

NO!

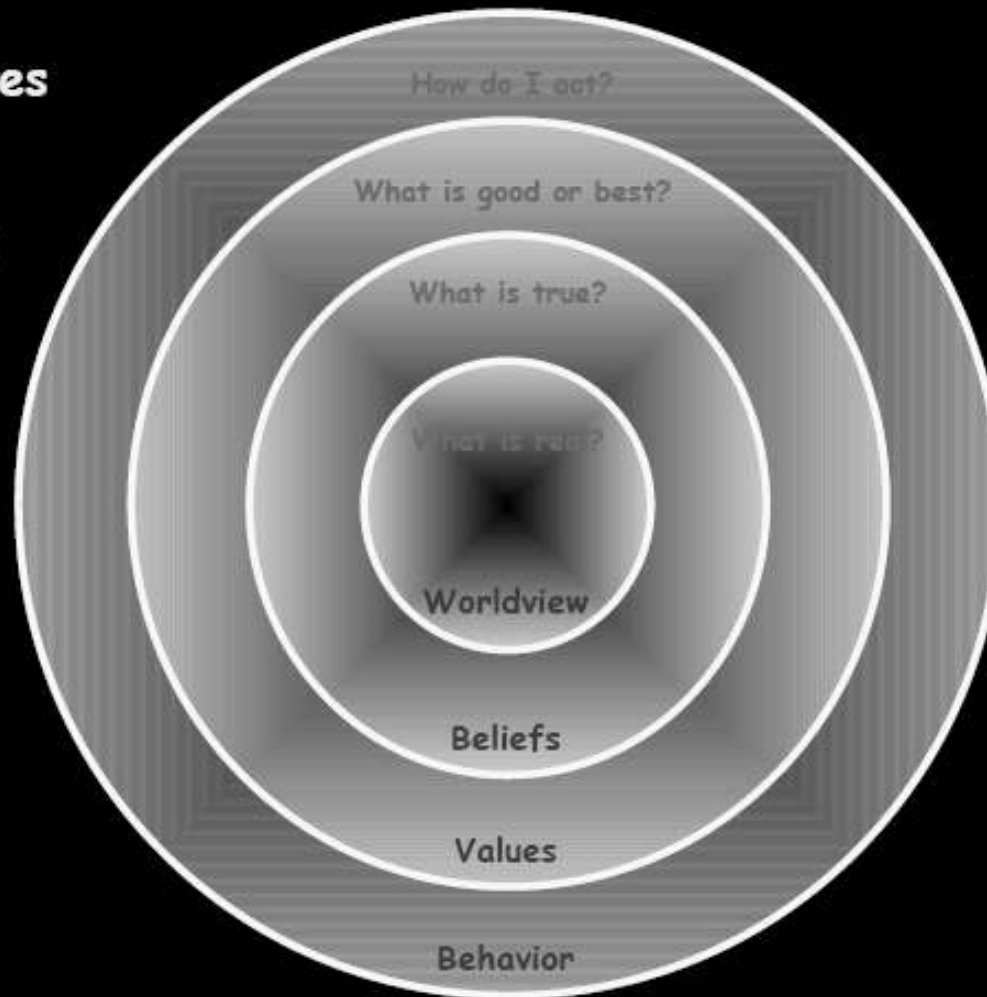
We want transformed lives!

There are four areas that affect a person...



In our attempts to transform lives through our evangelism, teaching and preaching, what do we do?

Our Traditional Approach

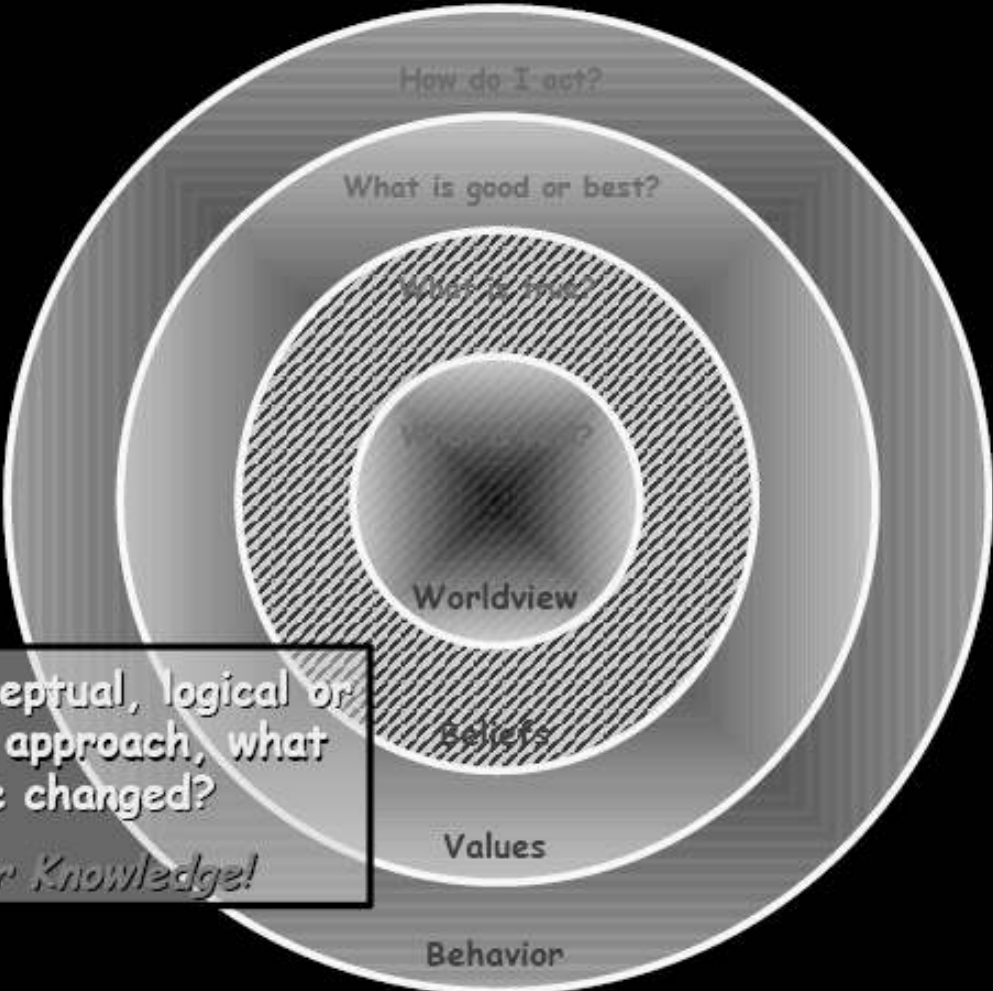


Our Traditional Approach



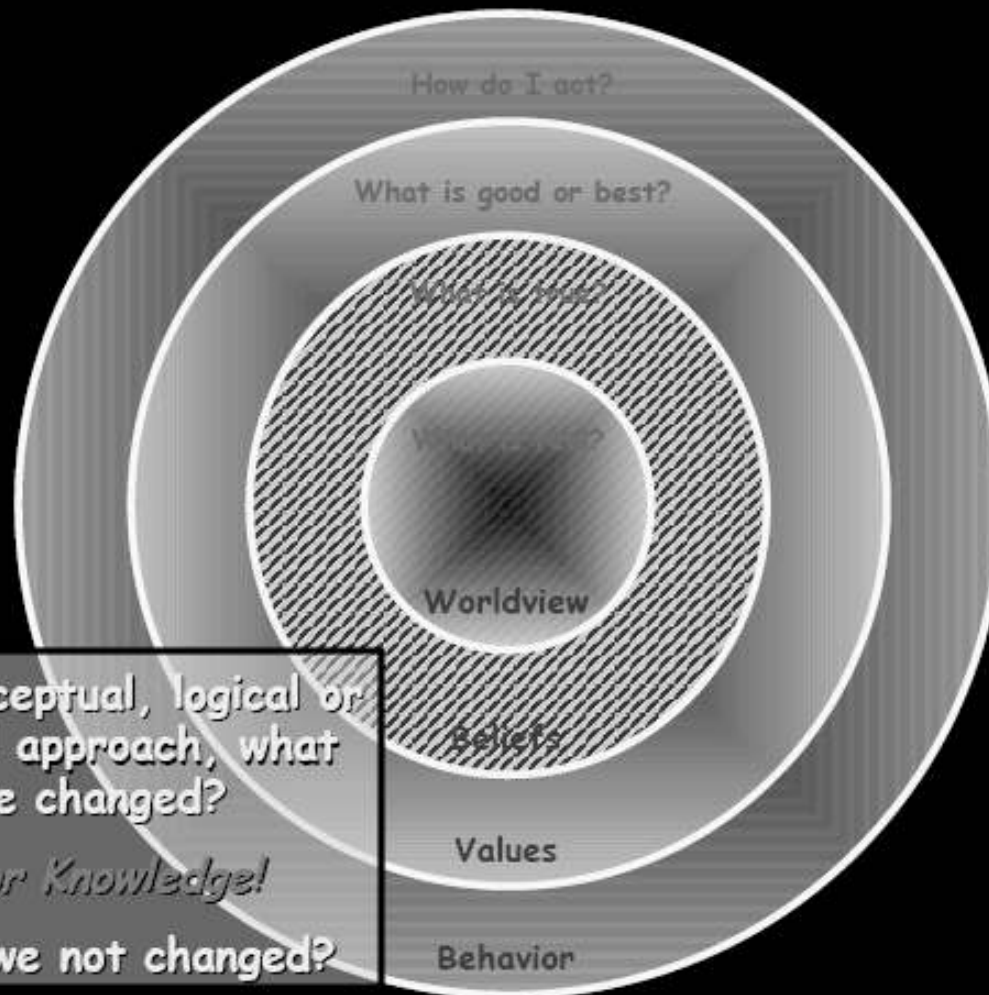
With our conceptual, logical or propositional approach, what have we changed?

Our Traditional Approach



With our conceptual, logical or propositional approach, what have we changed?
Beliefs or Knowledge!

Our Traditional Approach

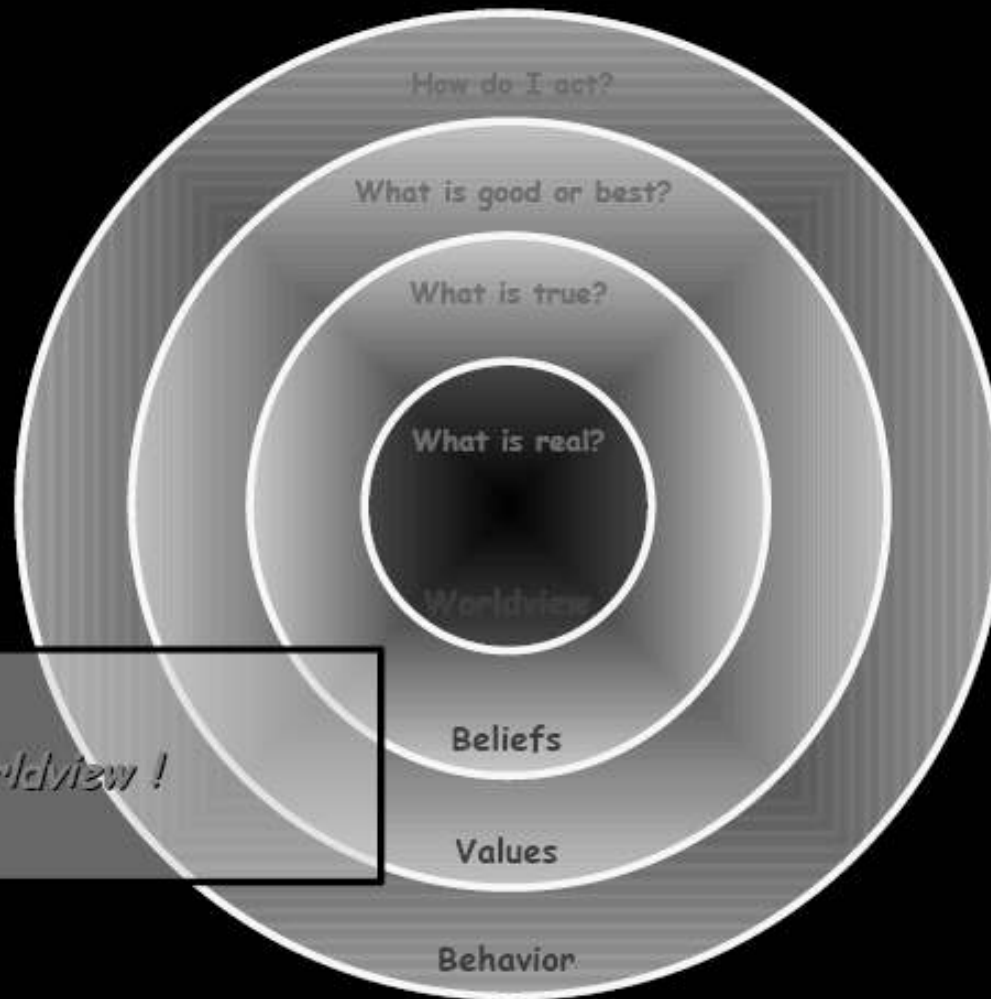


With our conceptual, logical or propositional approach, what have we changed?

Beliefs or Knowledge!

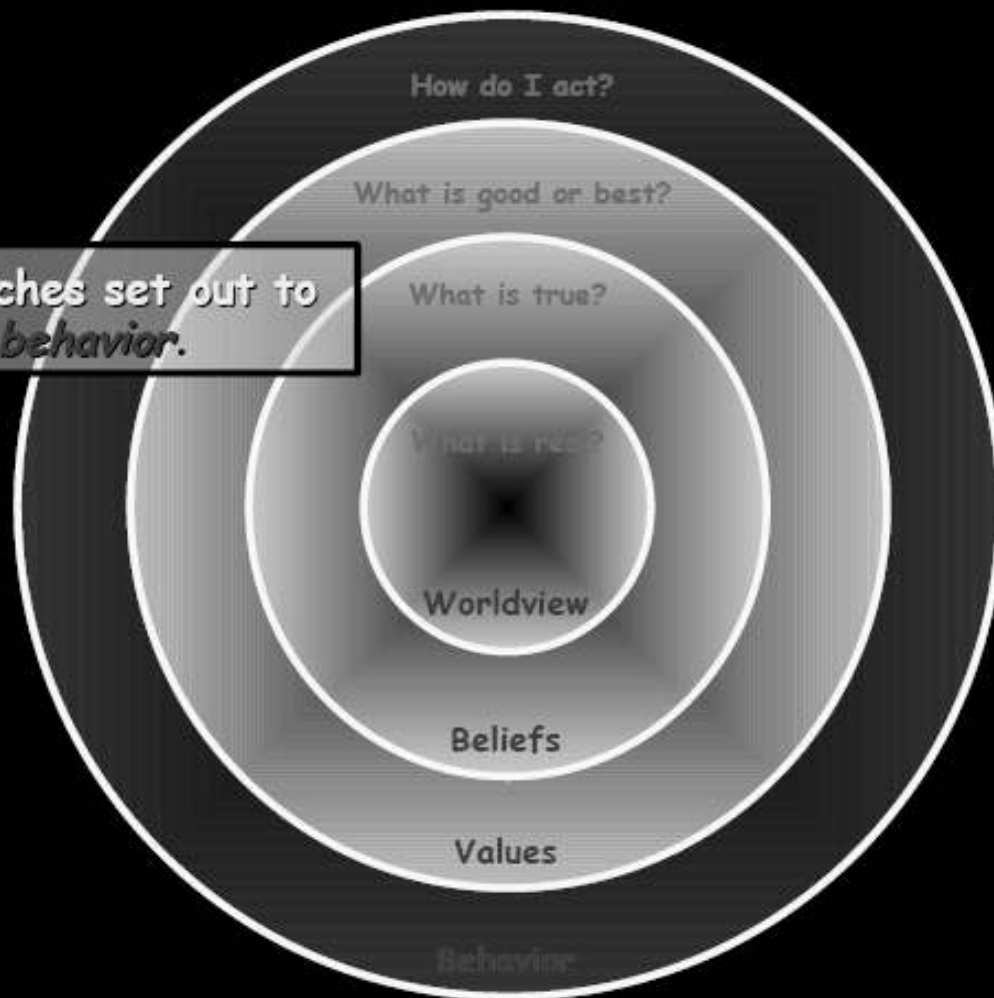
What have we not changed?

Our Traditional Approach

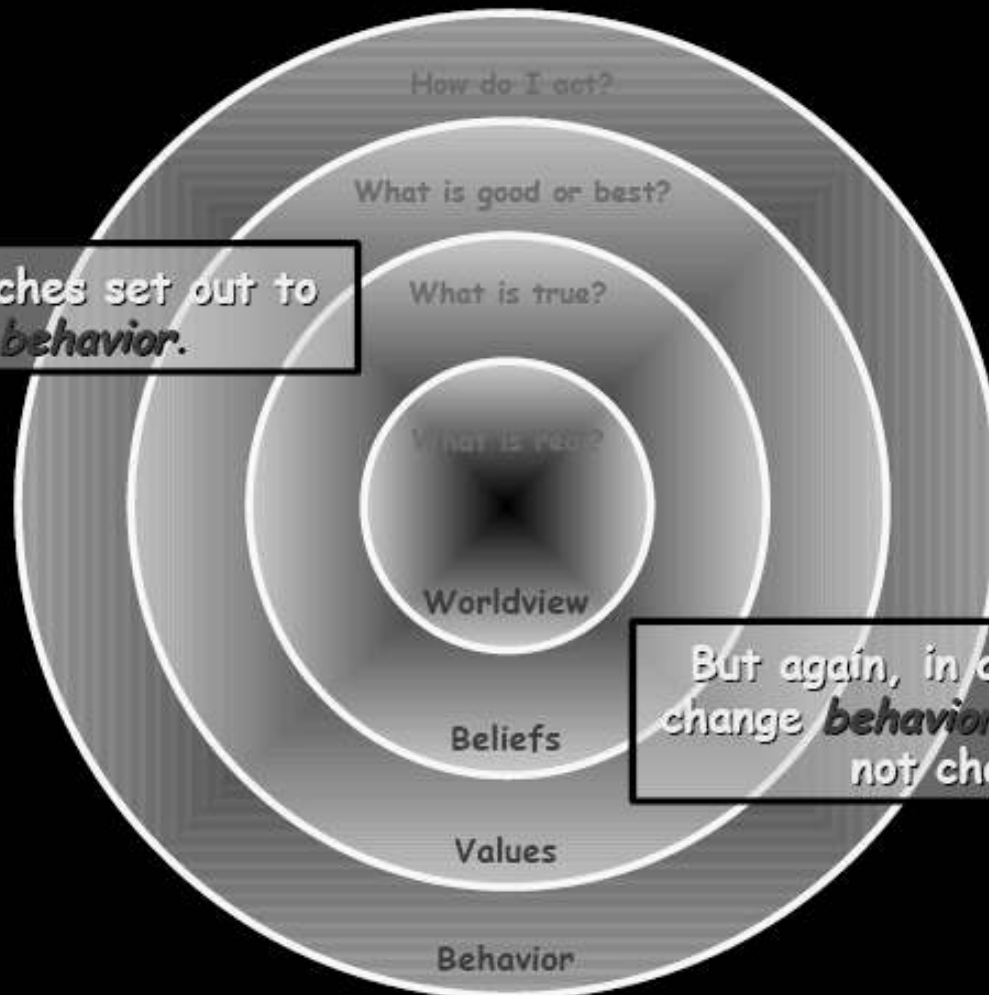


Worldview !

Other approaches set out to change *behavior*.

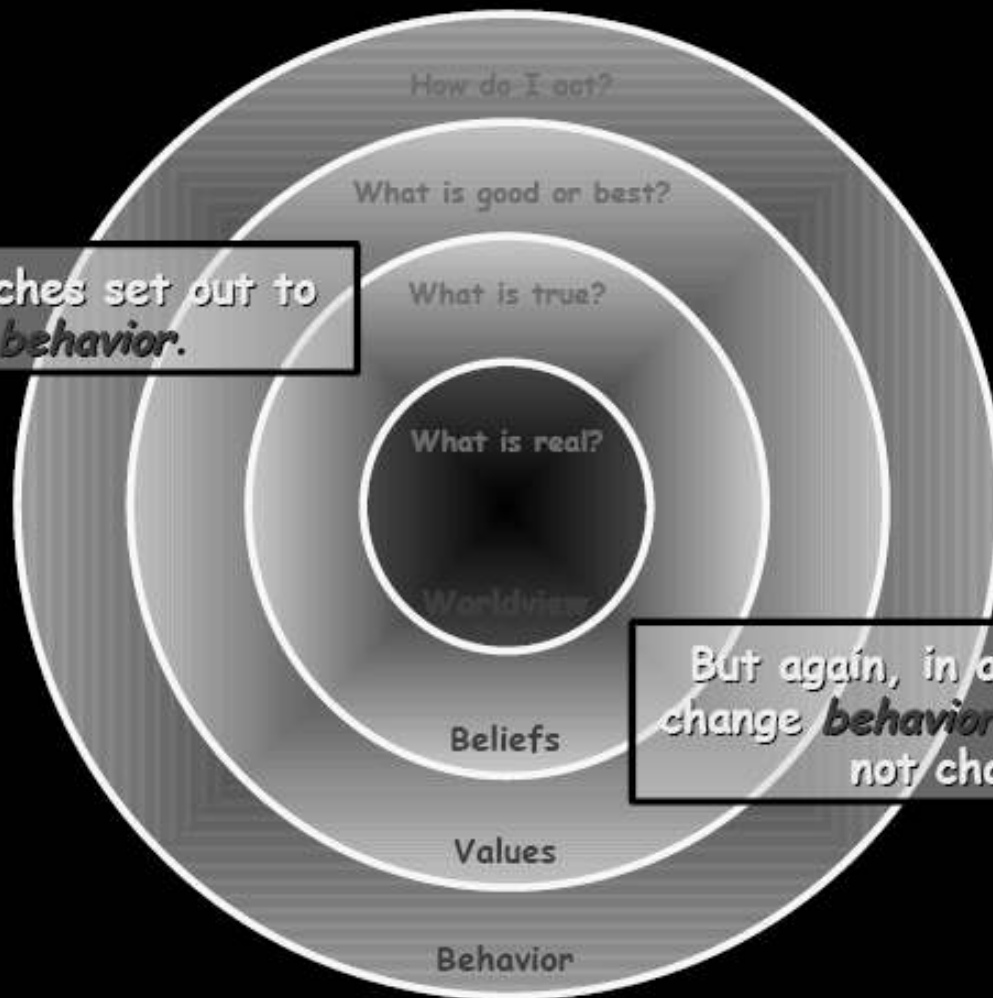


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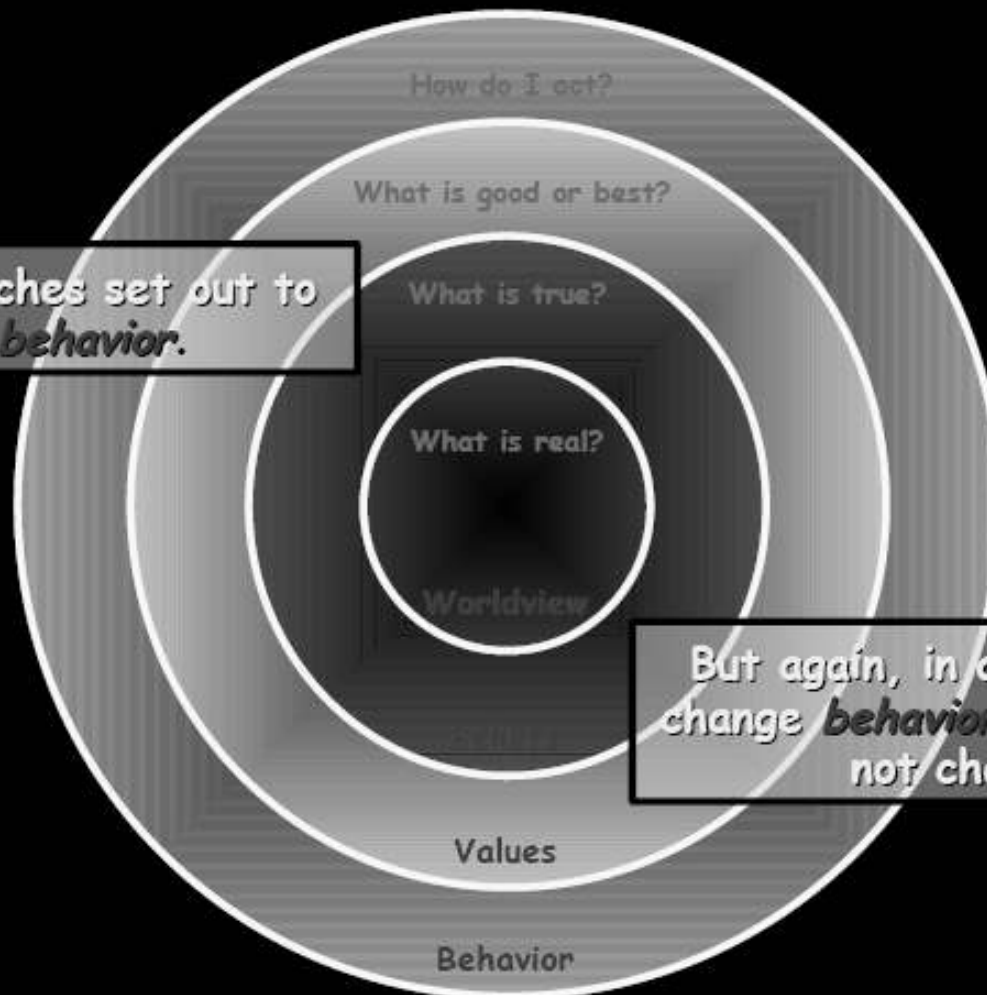
But again, in attempting to change *behavior*., what do we not change?

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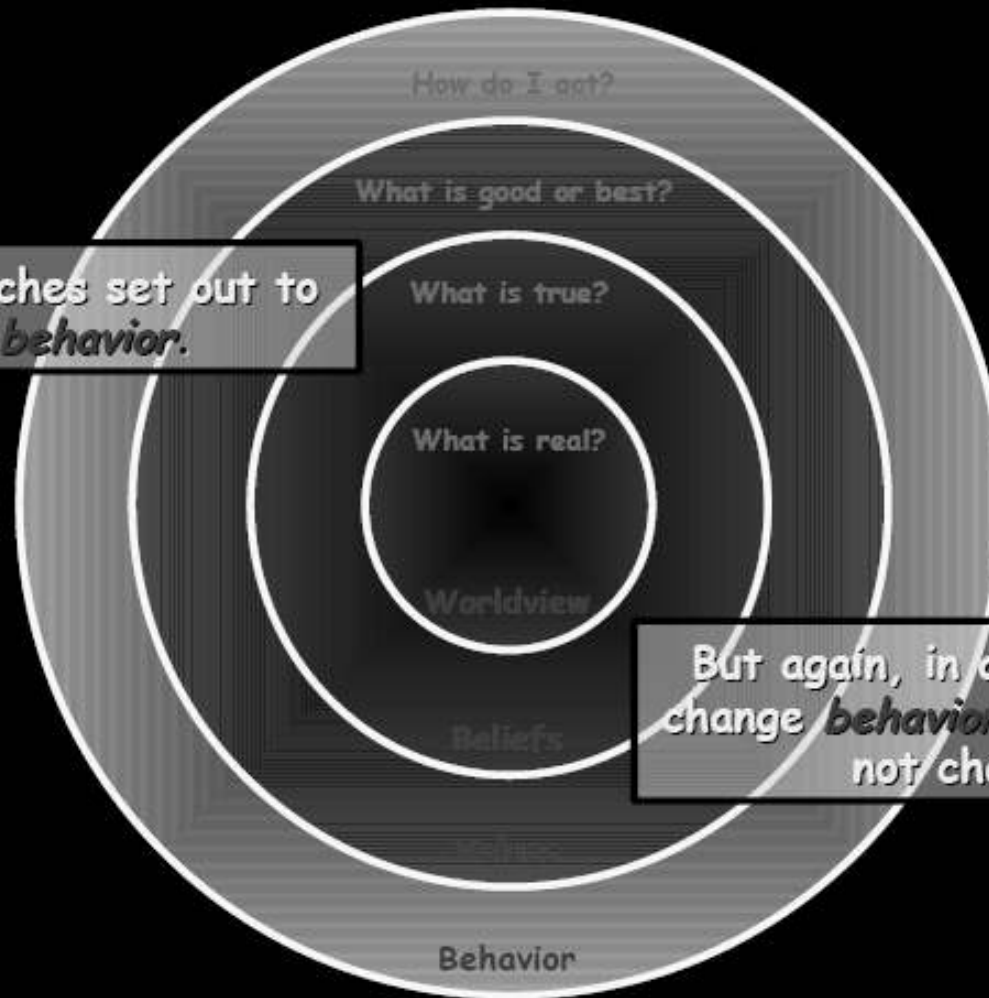
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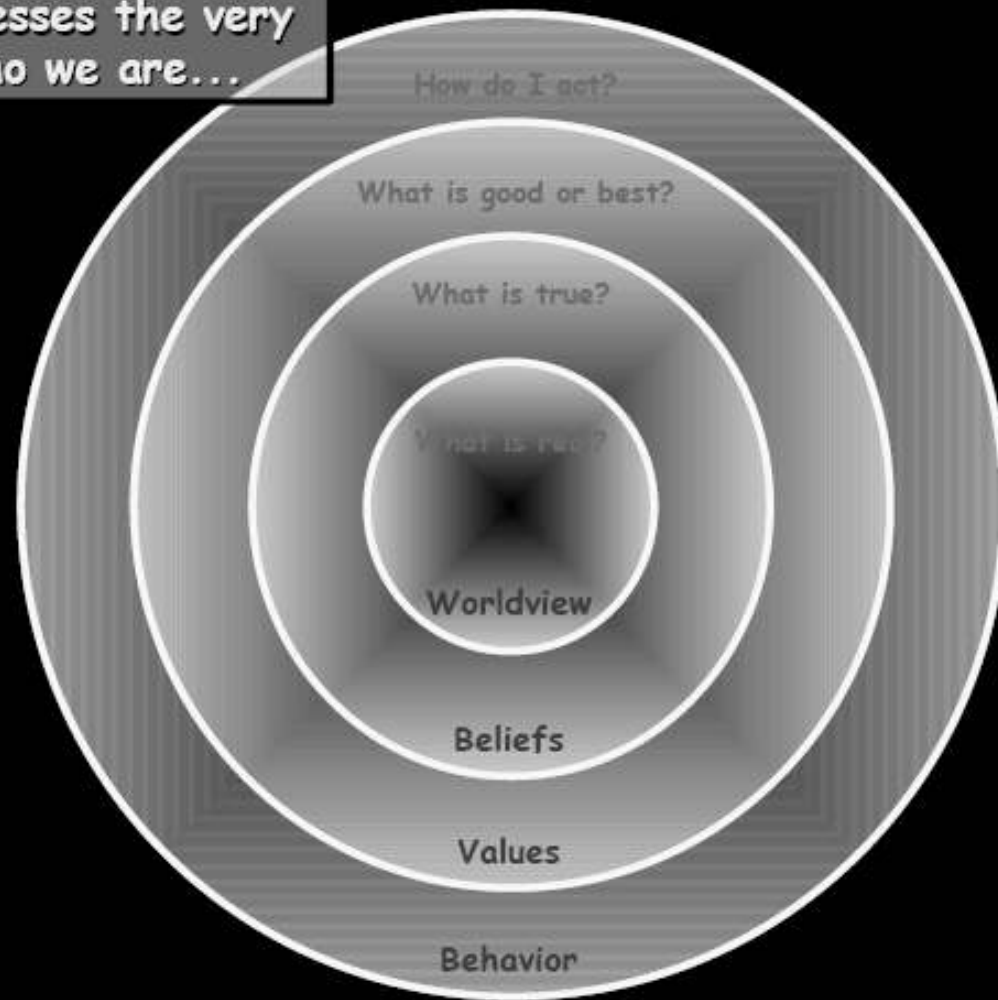
Get this! This is important!

Our worldview, our lives, the very core of who we are, is made up of the events that surround us and the stories that are implanted within us.

Stories change worldview!

(This is true for all people of all cultures, anywhere, anytime!)

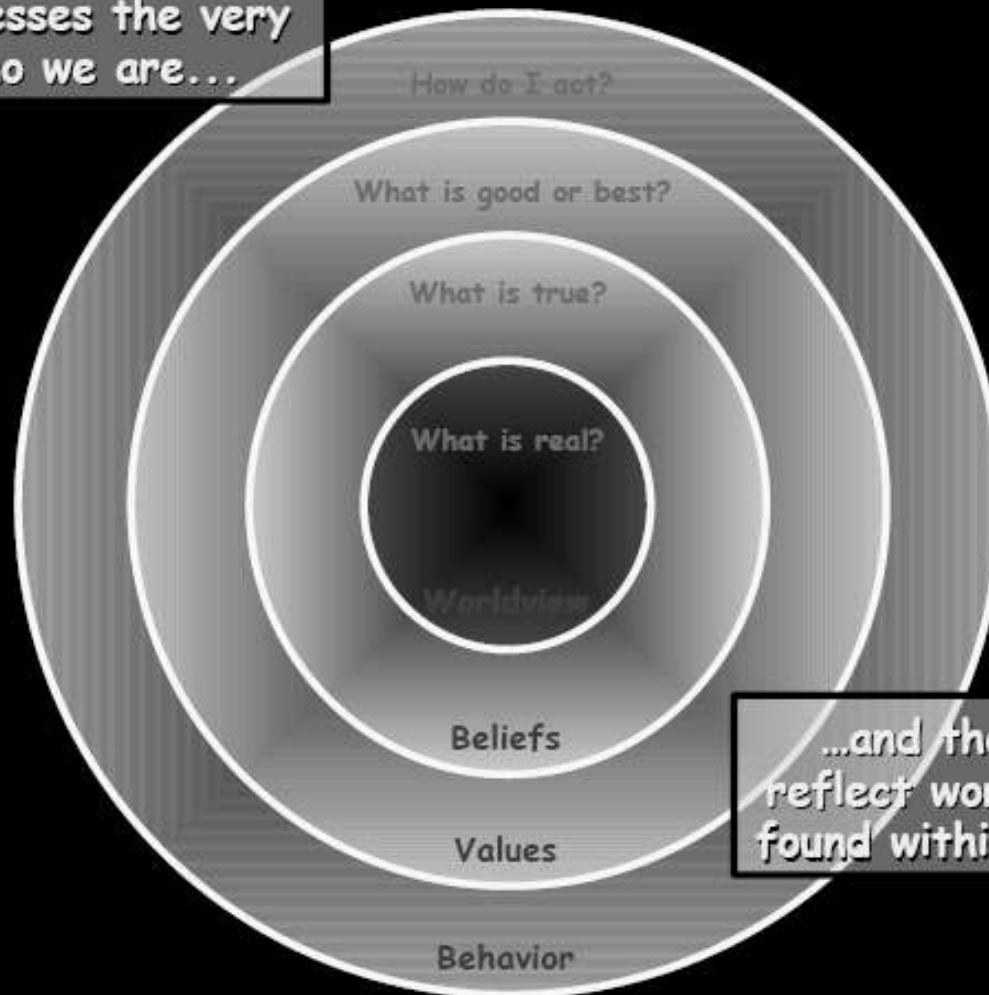
The use of the narrative or stories addresses the very core of who we are...



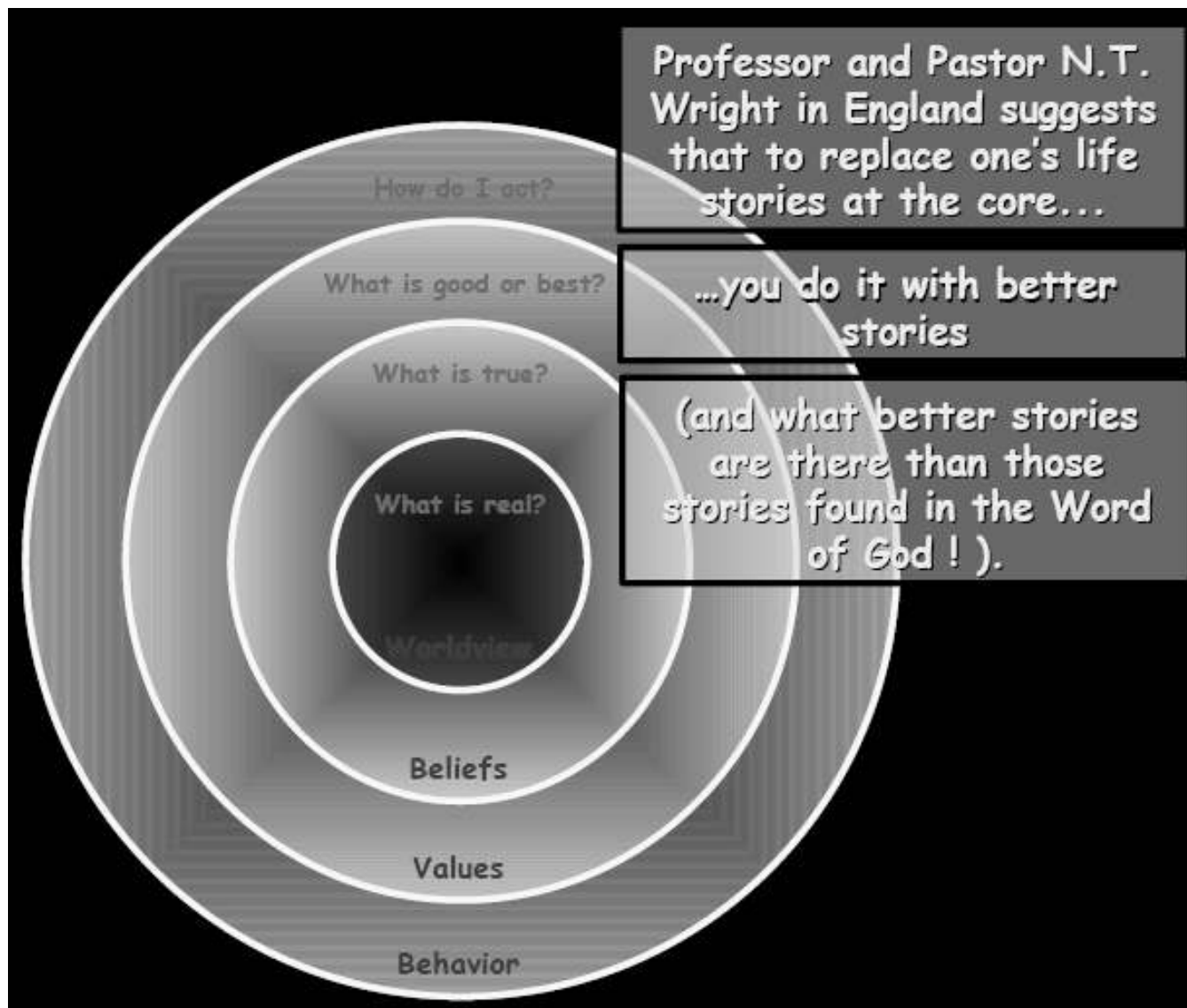
The use of the narrative or stories addresses the very core of who we are...



The use of the narrative or stories addresses the very core of who we are...



...and those stories reflect worldview issues found within our culture.

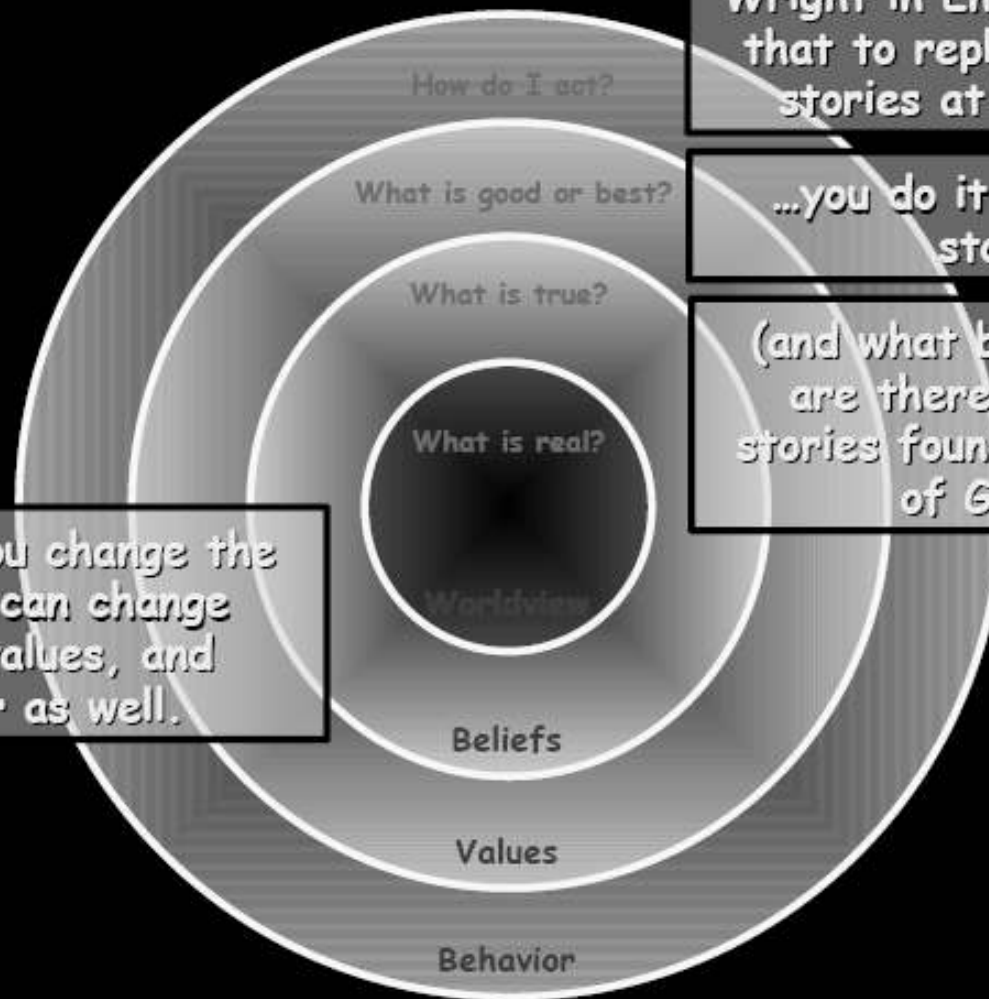


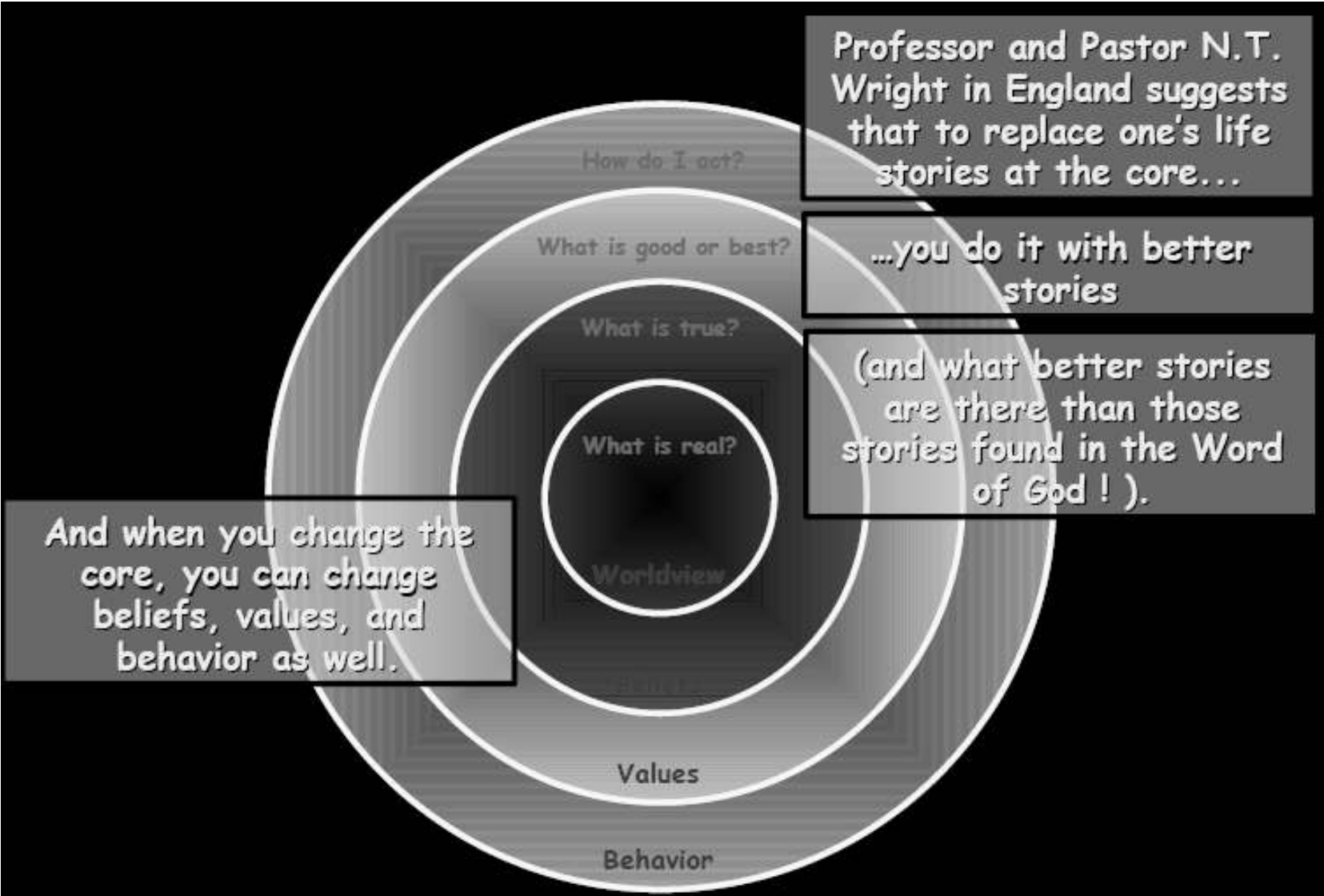
Professor and Pastor N.T. Wright in England suggests that to replace one's life stories at the core...

...you do it with better stories

(and what better stories are there than those stories found in the Word of God!).

And when you change the core, you can change beliefs, values, and behavior as well.





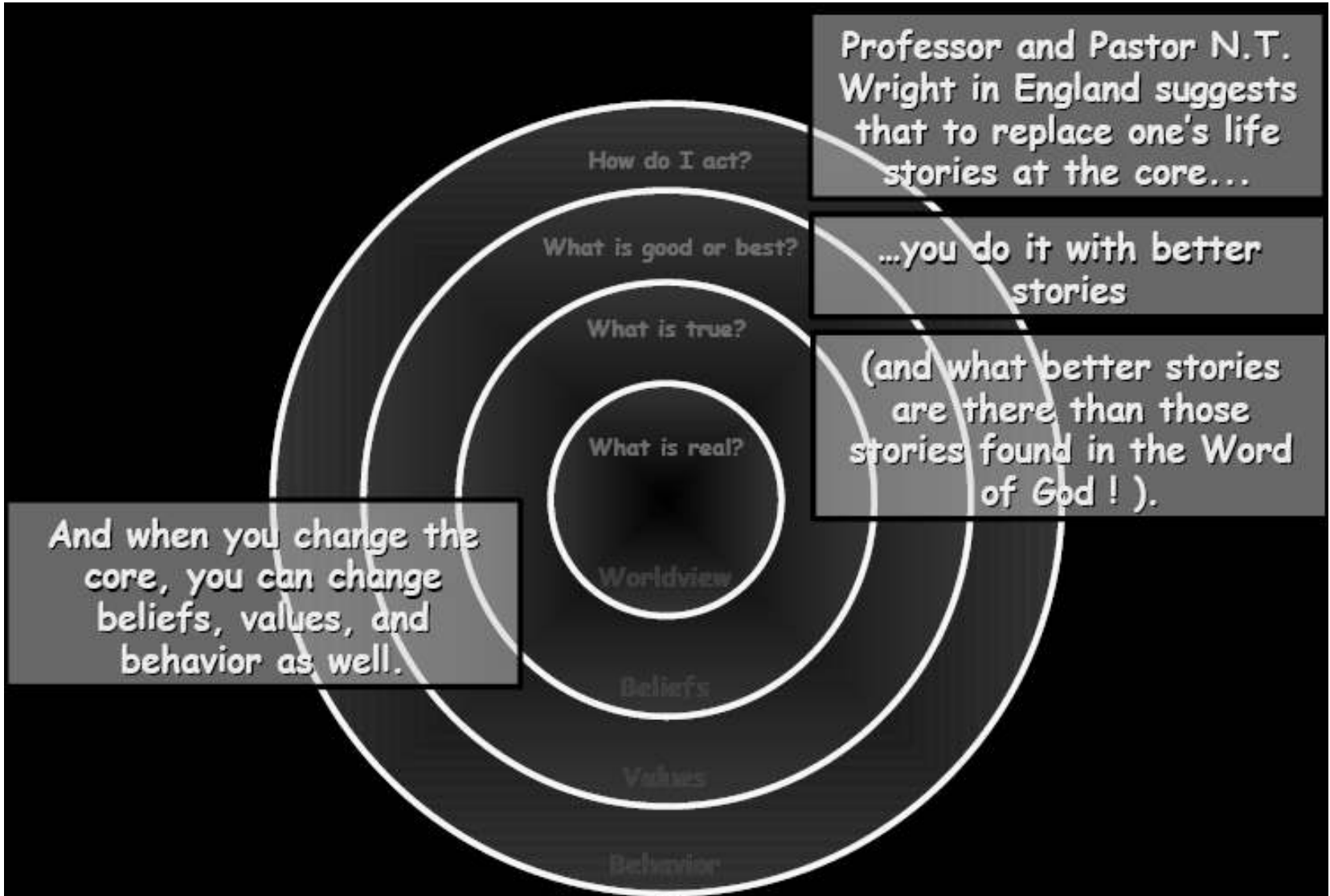
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The preferred method of the oral communicator for learning, remembering, and conveying & receiving information is through stories.

ORAL
COMMUNICATOR

Illiterate



ILLITERATE: KRIS AND RAJA'S STORY

Kris used to be a farmer but now he lives in the city and works as a day-laborer selling fruits and collecting trash. He and his wife Raja have two boys and a girl. Kris never went to school. Until recently, he never even traveled past the market town three hours' walk from his farm. Although he is surrounded by writing in the city and knows about letters and words, he doesn't think of words as "things". For Kris, words are simply sounds he uses to paint a picture of what is happening in his life. It wouldn't occur to him to take a single word and consider its "definition," because meaning is shaped by the context of his communication. Kris entertains his children with funny stories from his day at work. But as soon as he finishes speaking, the story "disappears". It is gone forever unless he repeats it. So the children beg him, "Tell it again!" and they tell their friends the next day. Raja listens too so she has something new to tell her neighbor when they drink tea.

As illiterates, both Kris and his wife are oral communicators by necessity. Their lives are based on what they learn through stories, anecdotes, proverbs, songs, and practical experience.

ORAL
COMMUNICATOR

Illiterate



ORAL
COMMUNICATOR

Functionally
Illiterate



FUNCTIONAL ILLITERATE: ALI'S STORY

Ali is a former soldier, but he now works in the city running a small blanket factory and business. He has a wife and two daughters. He completed trade school before he entered the army. However, when his schooling finished, he did not continue to read. Ali is very proud of his older daughter who is at the top of her class in school. But he secretly feels shame that he can't help her with homework. At age eleven, she already reads and understands what she reads better than he does, especially when it is a subject he doesn't know much about. Ali buys the newspaper as some of his friends do and he sits in the tea house looking at it. But he really gets the news and forms his opinions from conversation with his friends and from the radio. Printed information has very little effect on his values or his behavior. Yet every country in the world counts Ali as being "literate".

As a functional illiterate, Ali is an oral communicator. His life is based on what he learns through stories, anecdotes, proverbs, songs, and practical experience.

ORAL
COMMUNICATOR

Illiterate

ORAL
COMMUNICATOR

Functionally
Illiterate

ORAL/PRINT
COMMUNICATOR

Semi-
Literate

SEMI-LITERATE: AISHA'S STORY

Ali's wife, Aisha, is 30. She grew up in the city and graduated from high school. After she married Ali, she worked as a clerk until her first child was born, but since then she has been a housewife. She wrote to Ali every week when he was away doing military service and she also likes to read. Mostly, she reads novels that she borrows from friends or the library. But her favorite entertainment is the drama on TV and radio, especially those on Sundays.



Aisha helps her older daughter with schoolwork and makes sure that all the assignments are done on time. But when Aisha needs information for herself, she doesn't "look it up" at the library even though she's capable of doing that. Instead, she finds someone to tell her or show her. In spite of her education, she still thinks of people as being the best sources of information. She understands a little when someone explains using outlines, points, lists, tables, graphs or steps, but she finds this kind of information hard to remember and hard to pass along to other people.

Aisha prefers oral communication to print communication. She learns best and most easily through stories, anecdotes, proverbs, songs, and practical experience.

ORAL
COMMUNICATOR

Illiterate

ORAL
COMMUNICATOR

Functionally
Illiterate

ORAL/PRINT
COMMUNICATOR

Semi-
Literate

PRINT
COMMUNICATOR

(Highly)
Literate

LITERATE: MICHAEL'S STORY

Michael is a 26-year-old university student majoring in mathematics who hopes to get a job at a Teacher Training College. He likes to read and he buys books on subjects that interest him, even when they aren't required for his classes. He and his two brothers share a computer at home and use for school.



But he also goes to the Internet café to write his friends and do a bit of Web research for his classes. Michael does not expect nor gets repetition in the classroom, and he likes getting new information each time. But he also likes having pictures with everything he reads since he's become accustomed to seeing this on the Internet. So he groans at the sight of books with long chapters and paragraphs, and no illustrations!

As a print communicator, Michael prefers to learn and share information with others using outlines, point by point teaching, lists, tables, graphs and steps in a plan. He enjoys TV or a good film, and he's always ready to enjoy a good story, his favorite songs or poetry.

ORAL
COMMUNICATOR

Illiterate

ORAL
COMMUNICATOR

Functionally
Illiterate



Nearly two of
every four
people in the
world are oral
communicators
by necessity.

Stories from the past, from today

Repetition
Proverbs
Traditional Sayings
Songs
Chanting
Poetry
Drama
Life Experience

By necessity they
communicate this way

ORAL
COMMUNICATOR

Illiterate

ORAL
COMMUNICATOR

Functionally
Illiterate

ORAL/PRINT
COMMUNICATOR

Semi-
Literate



Stories from the past, from today

Repetition
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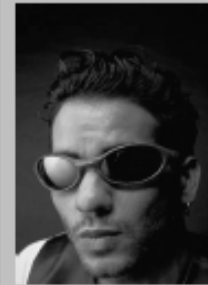
Nearly three
of every four
people in the
world are oral
communicators
either by
necessity or
by choice.

By choice they
communicate this way

Only one of every four people in the world is a print or literate communicator.

PRINT
COMMUNICATOR

(Highly)
Literate



Lists
Tables
Outlines
Diagrams/Graphs

Steps
Teaching Points

They communicate
this way

ORAL
COMMUNICATOR

Illiterate

ORAL
COMMUNICATOR

Functionally
Illiterate

ORAL/PRINT
COMMUNICATOR

Semi-
Literate

PRINT
COMMUNICATOR

(Highly)
Literate

50% or more of the world's people are oral communicators by necessity...



Nearly 70% of the world's people are oral communicators by necessity or preference...

Stories from the past, from today

Repetition
Proverbs
Traditional Sayings
Songs
Chanting
Poetry
Drama
Life Experience

Lists
Tables
Outlines
Diagrams/Graphs
Steps
Teaching Points

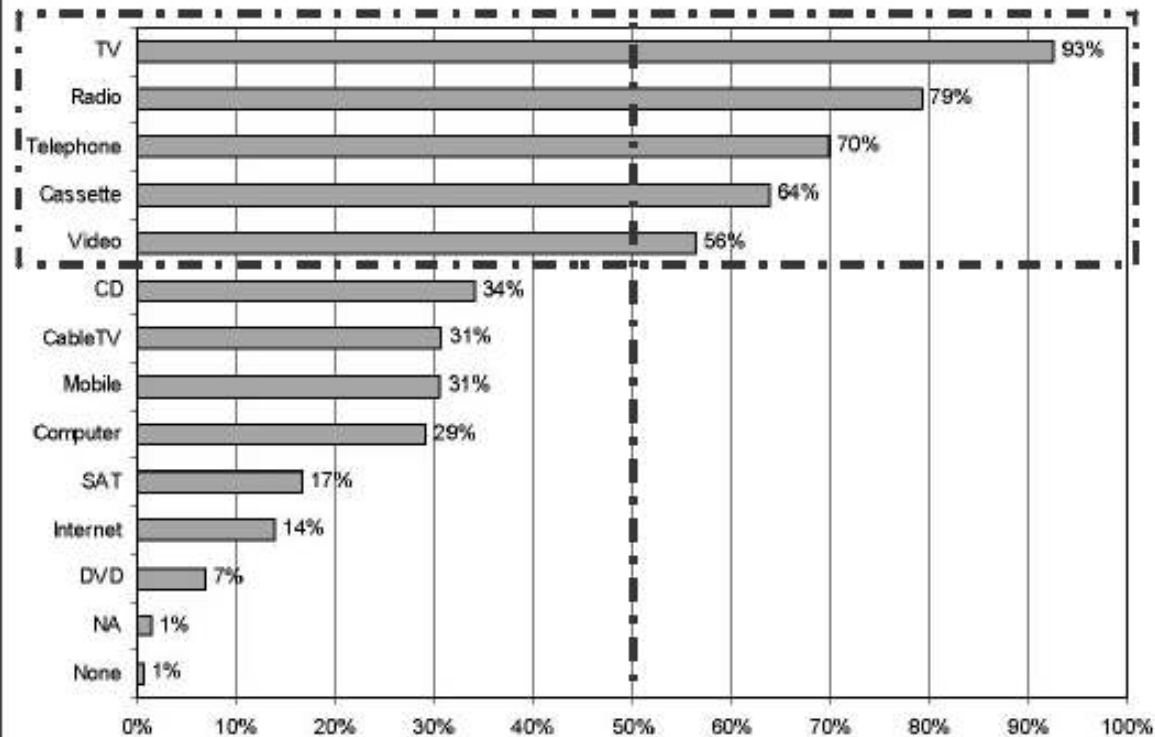
20% to 30% of the world's people are print or literate communicators...

Did you know that in the USA

- Over 50% of the adults are functionally illiterate?
- One-third of high school graduates never read another book for the rest of their lives?
- 58% of the US adult population never reads another book after high school?
- 42% of college graduates never read another book?
- 80% of US families did not buy or read a book last year?
- 57% of new books are not read to completion. Most readers do not get past page 18 in a book they have purchased?
- Each day, people in the US spend four hours watching TV, three hours listening to the radio and 14 minutes reading magazines?

In Eastern & Central Europe

Diffusion of Media Among Survey Respondents



Media preferences of a majority of those living in Central and Eastern Europe are

**ALL
NON-
PRINT !**

If it is that way with
the people of
America and Europe,
what is it like with
the people you are
working with ?!?!?

THERE ARE TWO IMPORTANT
CONSIDERATIONS:



First, oral communicators can learn as well as literate people.

Their ability to learn is just as good as a literate's, and their memory is superior to the average literate person's memory.

The problem is not that of learning, but of the presentation format through which information comes to them. Information must come to oral communicators through stories, parables, poems, music / songs, and other similar formats.

FORMAT IS THE KEY FOR THEM!





Second, and conversely, most literates mistakenly believe that if they can outline the information or put it into a series of steps or principles, anyone, including oral communicators, can understand it and recall it.



That is a misconception about learning and how different individuals process information! Most oral communicators do not understand outlines, steps, or principles, and they certainly cannot remember them.





Illiterates cannot 'look up' anything, and they have no personal means of refreshing their memories if they have forgotten something!

A good proverb to remember is:

When a bushman dies, a whole library is lost!

