

**PAUL'S USE OF ETHOS AND PATHOS IN GALATIANS:
ITS IMPLICATIONS FOR EFFECTIVE PREACHING**

by
Sung Wook Shin

Submitted in fulfilment of the requirements for the degree

Philosophiae Doctor

**in the Faculty of Theology
Department of Practical Theology
of the
University of Pretoria**

**Promoter: Prof. C.J.A Vos
Co-Promoter: Prof. van der Watt**

**Pretoria
2004**

For my father and mother, Kyu Soo, Jumryae,
my faithful parents who has always been encouraging, and committed to me.

Also for my wife, Yeon Hee,
my best friend for her love, patience, and faithfulness.

And my four children, Grace, Sophia, Daniel, and Joshua,
my sweet four children whom are very proud of.

Not forgetting my brother and sisters, Il Kwon, Sung Ae, and Seo Young,
for their generous and loving support throughout my studies.

Thank you

I would like to express my gratitude to the following people:

First of all, Professor C.J.A. Vos, for his kindness, encouragement and guidance during this thesis,

Professor van der Watt, who gave me precious advice and insight,

My best mentor for ideal preacher, Rev. Sung Hun Lee, who gave me homiletical vision and challenge.

My closest colleague, Rev. Eun Sung Ra, Yung-Sil Park, Hung Rae Cho, Dae Yong Lee, Chang Hyung Yoo, who are with me always, and has always given precious advices,

And my lovely helper Rachel H. E. Lee, I cannot say how helpful her advice and prayer on this thesis was.

CONTENTS

CHAPTER 1.....	1
Orientation.....	1
Introduction.....	1
1.1 Posing the Problem.....	1
1.1.1 Crisis in the Church today.....	1
1.1.2 Two Main Causes for this Problem.....	2
1.1.3 The Strategies for Effective Preaching.....	4
1.2 Problem Formulation.....	10
1.3 Study Goals.....	10
1.4 Delimitation.....	11
1.5 Definition.....	12
1.6 Hypothesis.....	13
1.7 Method of Research.....	13
1.8 Conclusion.....	15
CHAPTER 2.....	17
Historical Review of Rhetoric.....	17
2.1 The Predominance of Rhetoric in Greco-Roman Society.....	17
2.1.1 The Development of Greco-Roman Rhetoric.....	18
2.1.1.1 Plato.....	18
2.1.1.2 Aristotle.....	20
2.1.1.3 Cicero.....	23
2.1.1.4 Quintilian.....	25
2.2 The Use of Rhetoric in Christian Preaching.....	27
2.2.1 The Application of Rhetoric to Preaching.....	27
2.2.1.1 Chrysostom.....	28
2.2.1.2 Augustine.....	29
2.2.1.3 Modern Preachers.....	34
2.3 The Relationship between Rhetoric and Preaching.....	37
2.3.1 Communication and Persuasion.....	37
2.3.2 Rhetoric and Persuasion.....	38
2.3.3 Preaching as an Art of Persuasive Communication.....	41

2.3.4	Preaching as an Art of Rhetoric.....	43
2.4	Conclusion.....	45
CHAPTER 3.....		46
Basic Conceptual Review of Rhetoric Criticism.....		46
3.1	Rhetorical Situation.....	46
3.1.1	Exigence.....	47
3.1.2	Audience.....	48
3.2	Rhetorical Species.....	48
3.2.1	Deliberative Oratory.....	49
3.2.2	Forensic Oratory.....	50
3.2.3	Epideictic Oratory.....	50
3.3	Classic Cannons.....	51
3.3.1	Invention.....	51
3.3.2	Two Means of Persuasion.....	53
3.3.2.1	<i>Ethos</i> in Classical Rhetoric.....	54
3.3.2.1.1	Plato.....	55
3.3.2.1.2	Aristotle.....	56
3.3.2.1.3	Cicero.....	60
3.3.2.1.4	Quintilian.....	62
3.3.2.2	<i>Pathos</i> in Classical Rhetoric.....	65
3.3.2.2.1	Plato.....	66
3.3.2.2.2	Aristotle.....	67
3.3.2.2.3	Cicero.....	71
3.3.2.2.4	Quintilian.....	72
3.4	Conclusion.....	74
CHAPTER 4.....		75
Foundations for Rhetorical Analysis of Galatians.....		75
4.1	Rhetorical Situation of Galatians.....	76
4.1.1	Rhetorical Situation and the Purpose of Galatians.....	76
4.1.2	Structure of Galatians.....	79
4.1.2.1	Hans Dieter Betz's Hypothesis (Apologetic Letter).....	80
4.1.2.2	George A. Kennedy's Hypothesis (Deliberative Letter).....	81
4.1.2.3	Richard Longenecker's Hypothesis (Epistolography).....	83

4.1.2.4	Suggestion.....	85
4.2	Legitimacy of the analysis of Galatians as rhetoric.....	89
4.2.1	Paul's Rhetorical Awareness.....	89
4.3	Legitimacy of the Analysis of Galatians as Preaching.....	97
4.3.1	The Legitimacy of Selection of Galatians.....	97
4.3.2	The Nature of Paul's Letters.....	100
4.4	Conclusion.....	105
CHAPTER 5.....		106
Rhetorical Analysis of Two Modes of Persuasion in Galatians.....		106
5.1	Paul's Use of <i>Ethos</i>	106
5.1.1	Knowledge (Good Sense).....	107
5.1.1.1	<i>Historical Data</i>	107
5.1.2	Integrity (Moral Character).....	109
5.1.3	Goodwill.....	115
5.1.3.1	<i>Identification</i>	116
5.1.3.2	<i>Negative Ethos</i>	119
5.1.3.3	<i>Divine Ethos</i>	120
5.2	Paul's Use of <i>Pathos</i>	121
5.2.1	Love (Benediction).....	122
5.2.2	Negative <i>Pathos</i>	123
5.2.3	Audience Need.....	125
5.3	Conclusion.....	125
CHAPTER 6.....		127
Implications for Effective Preaching.....		127
6.1	Strategies for Effective Preaching from Paul.....	127
6.1.1	Integrity of Preacher.....	128
6.1.2	Identification.....	132
6.1.2.1	The Concept of Identification.....	133
6.1.2.2	Similarity between Aristotle's Thought and Kenneth Burke's Identification.....	134
6.1.2.3	Persuasion and Identification.....	134
6.1.2.4	Identification and Preaching.....	138
6.1.3	Awareness of Audience.....	142
6.1.3.1	Contextualization in Preaching.....	143

6.1.3.1.1	Contextualization.....	143
6.1.3.1.2	Contextualization in Preaching.....	144
6.1.3.2	Preaching as Communication.....	146
6.1.3.2.1	Focusing on the Bible Text.....	148
6.1.3.2.2	Focusing on the Audience.....	150
6.1.3.3	Audience Analysis.....	153
6.1.3.3.1	Understanding the Language of the Audience.....	154
6.1.3.3.2	Listening to Audience's Needs.....	155
6.1.3.3.3	Reading to Know People.....	160
6.1.3.3.4	Understanding of Modern Society and Culture.....	161
6.1.3.3.5	Common Misunderstanding about the Audience.....	165
6.1.3.4	Anticipating the Audience in Preaching.....	167
6.1.3.4.1	In the Process of Preparing the Sermon.....	168
6.1.3.4.2	In the process of the preaching.....	168
6.1.3.4.3	After the Preaching the Sermon.....	171
6.1.4	Divine Power.....	175
6.2	Implications for Effective Preaching.....	179
6.3	Conclusion.....	182
CHAPTER 7.....		184
An Adjusted Theory for Praxis: Paul's Four Strategies' Contributions to The Preacher for Effective Preaching.....		184
7.1	Sermon Outline of Four Elements of Persuasion for Effective Preaching.....	184
7.2	Contributions to Persuasive Preaching for Effective Preacher.....	186
CHAPTER 8.....		189
SUMMARY AND CONCLUSION.....		189
KEYWORDS 10.....		190
BIBLIOGRAPHY.....		191