

MATRIX Presentations and Communication

MATRIX: ORBIT – telling what time it is in our world

Oral Telling	???? BC – 1500 AD
Reading Documents	1500 AD – 1950 AD
Broadcast Transmission	1950 AD – 2010 AD
Immersion Convergent Experience	2005 AD – ????
Transitional Transformational Integration	

We are “encoded” by our practice of communication. While the media may be the message, (McLuhan) the media also interacts with culture and determines how the message is attended, received, believed, and incorporated. (Sample & Jensen) For detailed look at “what time it is in our world” see Miller, *Millennial Matrix*. Hipps first 80 pages are MUST reading here and Friedman’s *The World is Flat* puts it into a larger-world perspective!

MATRIX: VARK – learning styles: how people attend, receive, trust, & incorporate messages

Visual	16%
Aural	17%
Read/Write	28%
Kinesthetic	39%

Neil Fleming learning styles – these are culturally conditioned, but also realities we face trying to communicate. The post-modern’s desire for involvement, action, and community demand we integrate Kinesthetic practices!

MATRIX: Diversity – recognizing the diversity blend that makes up most communicational experiences

Generational Mix – six generations

Origin Mix – Racial, Ethnic, Language, Country

Bias Mix – Soul Music, Conviction, Preferences, Conditioning (Internal tacky test!)

We find ourselves in a diverse world. Take a look at the make up of your target audience – our church context has 6 very real generations that make up our 1800 folks. Celebrating 100th birthday and the delivery of twins the same weekend. Add to that the learning style mix, people from different cultures/countries, and our predisposed biases and communication is complex without any interference and white noise!

MATRIX: Immanuel – experiencing the presence of God

Reading the Story	Matthew 1:23
Worship as Fellowship	Matthew 18:20
Tangible Acts of Service	Matthew 25:40
Cross-cultural Sharing of Story	Matthew 28:18-20

Matthew's Gospel gives us a four-fold way of experiencing the presence of God in Jesus through community. At different times in our journey of faith, we experience God's presence in different ways. Interaction with these ways and representing them communicational is vital. Hipp’s last two chapters, pp. 125-166 are helpful here.

MATRIX: DIAC – the Message as communicational expression

Deductive – Abstract principles moving toward concrete content and application

Inductive – Concrete reality moving toward abstract principles

Abductive – Seize imaginations through communicational event and bring into story

Conductive – collaborative ongoing expressions done interactively

Disorientation, amazement, astonishment, humor, and “spectacle” grab folks in one world and transport them to another. Jesus’ parables and miracles do this with his followers -- “the Kingdom of God has come upon you”!

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MATRIX: Imagenriching – incorporation of image-rich content in communication

Publishing – providing notes or key data content on handout or slides

Paralleling – providing with contextual image or two that corresponds to notes

Punctuating – using images as hooks or highlights on which to hang the message

Picturing – using image-rich content to communicate the message on its own

Participating – “immersive spectacles” are visceral, memorable, & emotive

Using the full visual elements of learning can involve an array of approaches that are available based on the target receivers of the message, the frequency of the communication, and the context of the communicational experience. The tools and skills necessary to do this are emphasized in *Design Matters* and its accompanying DVD.

“Spectacles” are convergent experiences involving images, sound as beat, and visualization (screen/stage/projection derived sight-sound-feel experiences).

“Sensorium” refers to the sum of an organism's perception, the “seat of sensation” where it experiences and interprets environments in which it lives. This is culturally conditioned!

“Hyperreality” or “reality by proxy” is used to refer to the alleged loss of meaning in our world because the real has been displaced by a techno-stimulated world of stimuli without meaning

“Sound as beat” focuses on the change in beat structures and the focus on music as beat rather than tune that characterizes much of the music of post WWII Western cultures

“Visualization” refers to the power of screen generated or projection generated images combined with musical beat and light to deliver information that is often accepted as reality.

“Imagenriching” is the use of images to drive deep and connect people with messages. As far as I am aware, this term, and the terms “conductive” and “enter-active” are my own. Jensen's chapter on Sermon Structures is helpful in giving MATRIX “Imagenriching” examples in a less developed, but clear and more traditional sermon planning context.

Must Reads:

Shane Hipps, *The Hidden Power of Electronic Culture: How Media Shapes Faith, The Gospel, and Church*, Zondervan, 2005.

Jason Moore and Len Wilson, *Design Matters: Creating Powerful Imagery for Worship*, Abingdon, 2006.

Tex Sample, *The Spectacle of Worship in a Wired World*, Abingdon Press, 1998.

Helpful Books:

Thomas L. Friedman, *The World is Flat: A Brief History of the Twenty-first Century – Updated and Expanded*, Farrar, Straus and Giroux, 2006

Conrad Gemf, *Jesus Asked. What he Wanted to Know*, Zondervan, 2003.

Richard Jensen, *Envisioning the Word: The Use of Visual Images in Preaching*, by Augsburg & Fortress Press, 2005.

Brian D. McLaren, *The Secret Message of Jesus: Uncovering the Truth that Could Change Everything*, Word, 2006.

M. Rex Miller, *The Millennium Matrix: Reclaiming the Past, Reframing the Future of the Church*, A Leadership Network Publication, Jossey-Bass, 2004.

Leonard Sweet, Brian D. McLaren, Jerry Haselmayer, *A is for Abductive*, Zondervan, 2003.

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Free Overviews for Church Leaders:

The Changing Face of Worship: The Church in a Postmodern World. Free video resource from Family Net. Order from www.familynet.com

Expanding the Palette: 18 Ways to Use Media in Worship. Available free on the web from:
<http://midnightoilproductions.com/reading/?p=28>

Images:

Heartlight Gallery	http://www.heartlight.org/gallery (notice ads)
Heartlight Backgrounds	http://www.heartlight.org/cgi/powerpoint.cgi (notice ads)
Google Images	http://images.google.com
Design Pics	http://www.designpics.com
iStockPhoto	http://www.istockphoto.com
Image CD & DVD Libraries	

Plug into Google Search:

<http://www.google.com/search?hl=en&q=worship+backgrounds&btnG=Google+Search>

Video Resources:

CVLI	http://www.cvli.org/cvli/index.cfm
Worship House Media	http://www.worshiphousemedia.com
Midnight Oil Productions	http://midnightoilproductions.com
ImageVine	http://www.imagevine.com
Bluefish TV	http://www.bluefishtv.com
Igniter Videos	http://www.ignitermedia.com
Highway Video	http://www.highwayvideo.com
Visual Reality	http://www.visualrealityonline.com
Nooma	http://www.nooma.com
Sermon Spice	http://www.sermonspice.com
Yahoo Video Search	http://www.yahoo.com
Willow Creek Resources	http://www.willowcreek.com/servicebuilder/

Drama:

Willow Creek Resources	http://www.willowcreek.com/servicebuilder/
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Three Worship Presentation Resources & Related Stores in addition to PowerPoint and Keynote:

MediaShout	http://www.mediashout.com/
EasyWorship	http://www.easyworship.com
LiveWorship	http://www.liveworship.com (dual platform)
For Others See	http://www.ebibleteacher.com/reviewworship.html

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MATRIX Presentations and Communication

MATRIX Communication Notes & Exercises:

M¹ATRIX: ORBIT – telling what time it is in our world

Which is your ORBIT? What is the ORBIT of your primary audience?

M²ATRIX: VARK – realizing how people attend, receive, trust, & incorporate message

What is your Learning Style? What is the primary learning style you try to reach?

M³ATRIX: Diversity – recognizing the diversity blend that makes up most communicational experiences

How diverse is your target audience & what challenges does it pose?

M⁴ATRIX: Immanuel – experiencing the presence of God

What implications does this have on oral communication?

M⁵ATRIX: DIAC – the Message as communicational expression

What is your “natural” communication expression? Your audiences'?

M⁶ATRIX: Imageriching – incorporation of image-rich content in communication

Which practices of “imageriching” do you feel proficient using?

What do you need to do with that “imageriching” practice to use it more effectively?

Should you integrate other “imageriching” practices?