

Rick Blackwood. *The Power of Multi-Sensory Preaching and Teaching*. Grand Rapids, MI: Zondervan, 2013. 218 pages. \$17.34.

Do you want to gain more attention from your congregation during your preaching? Do you want to make your sermon more attractive to people's ears? Do you want to render your sermon more understandable and memorable? Here is one way to do that, says Rick Blackwood, the senior pastor of Christ Fellowship Church in Miami. His premise is this: The more senses you stimulate in preaching, the higher levels of learning you can achieve in people. In other words, multi-sensory preaching will accomplish higher levels of attention to, and comprehension and retention of, the sermon message for today's multimedia-saturated people.

In order to make his case clear and applicable to other church contexts, he divides the book into three parts. The six chapters in Part I show biblical and scientific evidence that supports the application of multi-senses in effective learning. In particular, the use of three senses is highlighted: verbal, visual, and interactive (or touching). He realizes that out of the five senses (hearing, seeing, touching, smelling, and tasting), the first three can be maximized for better learning during the sermon delivery, though he does not exclude the use of the last two senses.

Part II contains three chapters about the actual "how" of the multi-sensory preaching. Chapter 7 specifically discusses multi-sensory change in the preacher's message creation and delivery, the audience's perception of the transformed message, and the function of ministry teams. By his own experiences he acknowledges that gradual change in all three of these groups is absolutely required for the most effective multisensory preaching. Chapter 8 includes specifics of multi-sensory preaching prepared and offered by the preacher and the ministry teams. To briefly summarize, three teams (teaching team, design team, and implementation team) work together during six months of content creation, worship design, implementation, preparation, rehearsal, execution, and evaluation of the series sermon. The sermon message will be the core content of small group resources for bible study and prayer meetings. A key to the success of multi-sensory preaching is collaboration among the whole ecclesial community dedicated to the envisioned transformative work.

The three chapters in Part III provide three sermon examples of multi-sensory preaching actually delivered by Blackwood at his church. Using these three sermons as examples, he shows the first simple level of multi-sensory preaching, the second intermediate level, and the third most advanced one. He suggests that the preacher and her ministerial team carefully determine the target level of the multi-sensory preaching depending on the congregational understanding of it and available resources at hand.

Blackwood does a good job in presenting his case clearly and succinctly, in spite of the complexity of the subject (i.e., multi-sensory preaching), especially in describing the actual practice of it. Anybody who wants to try multi-sensory preaching will find this book very applicable and useful. My only reservation is that this book would be much better if it included the learner's DVD packet. The DVD will help novices in this practice to learn comprehensively by actually *seeing* it, not "reading" it. Fortunately, the church's website provides free VODs of Blackwood's multi-sensory preaching, which are very helpful to watch.

A last word is needed. Does Blackwood simply want to make his preaching more entertaining and so more attractive, even sacrificing the hardness or seriousness of the biblical message? Absolutely not! As he firmly acknowledges, his ultimate concern is to make the solid and sound biblical message more attractable, comprehensible, and memorable so that the

message itself is truly lived out in people's daily lives. This is why I would not hesitate to recommend his vision and this book with applause.

Sunggu Yang, Ph.D. candidate, Vanderbilt University, Nashville, TN