

Paper 79 – Education

DEVELOPMENT OF A DISTINCT ADVENTIST COMMUNICATION PROCESS MODEL: A PARADIGM SHIFT FROM SECULAR WORLDVIEW TO BIBLICAL CHRISTIAN PERSPECTIVES

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ABSTRACT

For decades Seventh-day Adventists casually embrace the popular and secular concepts of communication process. Short of having their own distinct model, Adventist professionals and students regard the popular Sender-Message-Channel-Receiver-Feedback communication model as the most acceptable standard of communication process. The most obvious reason is the dearth of Adventist communication researchers; and instead of engaging in Bible-based studies to 'renew their minds' are simply 'conforming' to the ideas of the world (Romans 12:2). Such mediocrity was revealed in the result of open-ended communication diagnostic questionnaire where the responses of Adventist teachers were not different from their non-Adventist counterparts. Their stored knowledge about communication is obviously rooted from the popular, human-based, and technological worldview. Through a cross-case analysis, these secular concepts were found to be deficient in many respects in the light of the Holy Scriptures. The greatest question of the study is: Where is the place of God in human communication process? Thus, a paradigm shift is inevitable to attain the Christian standards of communication.

The final output of this qualitative study is a diagrammatic representation of a distinctly Adventist communication model based on Synergistic Communication Theory (Barrios, 2015; 2014; 2013; 2012; 2011...) grounded on strong Biblical foundations of Christian communication.

Key Words: Paradigm Shift, Transactional Communication Model, Synergistic Communication Theory, Popular Worldview, Biblical Standpoint, Cross-Case Analysis

