

Consider, fourthly, the method of appealing to emotion. Emotion is a much misunderstood thing. To some people it is a thing to be dreaded and distrusted. Do not let us despise it. No venture of the soul is made without it (32).

Jesus' preaching was so effective because of his unique personality, not so much because of compelling oratory or emotional appeal. Jesus spoke directly to men's souls. He was a teacher of man's spirit, but through the mind (141:7.10; 1594).

While he made no appeal to human authority, he did speak directly to the consciences and souls of men. Though he did not resort to logic, legal quibbles, or clever sayings, he did make a powerful, direct, clear, and personal appeal to the hearts of his hearers (145:3.3; 1632).

The second night of their sojourn at Gennesaret the Master again told the apostles the parable of the sower and added these words: "You see, my children, the appeal to human feelings is transitory and utterly disappointing; the exclusive appeal to the intellect of man is likewise empty and barren; it is only by making your appeal to the spirit which lives within the human mind that you can hope to achieve lasting success ..." (152:6.3; 1705)

[Jesus] used emotion—for instance, He spoke words which kindled fear as no other words can kindle that emotion—but, out of a divine respect for human personality, He never pressed for decision while emotion was at its height, nor coerced a submission by an appeal to admiration, or pity, or fear (33).

What a respect for personality! What a divine restraint! What a majestic love! (35)

Between Him and the object of His passionate longing is only the frail barrier of the human will. If He lifted so much as a little finger, our paltry defences would go down in ruins, but, because of this tremendous respect for our personality, which reveals the eternal restraint of God, this great Lover of the soul will never be its burglar, but will wait on the threshold until we ourselves rise and let Him in. 'Behold,' He says, 'I stand at the door and knock' (35).

Behold, I stand at the door, and knock: if any man hear my voice, and open the door, I will come in to him, and will sup with him, and he with me (Rev. 3:20).

While emotion as a factor in human decisions cannot be wholly eliminated,

it should not be directly appealed to in the teachings of those who would advance the cause of the kingdom.

Make your appeals directly to the divine spirit that dwells within the minds of men.

Do not appeal to fear, pity, or mere sentiment.

In appealing to men, be fair, exercise self-control

and exhibit due restraint; show proper respect for the personalities of your pupils.

Remember that I have said: "Behold, I stand at the door and knock, and if any man will open, I will come in."