TOWARDS THE INTERCULTURAL COMMUNICATION OF THE GOSPEL: A RESPONSE TO CHANGE IN THE ST HELENIAN CULTURE

by

EDWARD ADRIAN APPOLLIS

Submitted in the fulfilment of the requirements for the degree of

MASTER OF THEOLOGY

In the subject

MISSIOLOGY

at the

UNIVERSITY OF SOUTH AFRICA

SUPERVISOR: PROF MM KARECKI

NOVEMBER 2004
"I declare that TOWARDS THE INTERCULTURAL COMMUNICATION OF THE GOSPEL: A RESPONSE TO CHANGE IN THE ST HELENIAN CULTURE is my own work and that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references."

............................................. .............................................
SIGNATURE DATE
(PASTOR E A APPOLLIS)
TOWARDS THE INTERCULTURAL COMMUNICATION OF THE GOSPEL:
A RESPONSE TO CHANGE IN THE ST HELENIAN CULTURE

ACKNOWLEDGEMENTS

I will forever be indebted to all the Saints (St Helenians) who helped me in this work of obtaining data. To those who offered their candid opinions and also to others who opened their hearts and allowed me to “enter” in, I say thank you very much. It was truly “a crossing over” from my culture to theirs, as John Dunne put it. I will also be forever thankful to the many coordinators and the contributors of this project. Many Saint Helenians exposed their fears and bona fides to me, and while I tried to be honest and open-minded, I hope I have not betrayed any of their confidence. It is my sincere desire that the people of St Helena Island will benefit from this dissertation as much as I have. I hope I can return someday to the Island to put to practise what I have learnt from this research. I also would like to thank all expatriate clergy who shared their views with me in an open and honest way. Without their input this dissertation would have been unbalanced.

Further acknowledgements are to all those who helped with the typing and editing of my thesis in some sort of way. I want to make special mention of my final editor, Freda Rossouw, who helped me tremendously. I give thanks to the administration of Helderberg College, for granting financing and study time. Special mention must be made of my supervisor, Prof Madge Karecki, for her frank yet encouraging and helpful remarks over the years. Her guidance has brought this dissertation to develop into more than just an empirical report.

I am thankful to my family, especially for their prayers, understanding and encouragement. In particular I acknowledge my wife Jilian, for her loving support, language editing and critical analysis throughout this time of study. I also thank my two boys for their patience with me over the years of study.
My greatest acknowledgement goes to the Lord Jesus, who saw me through chapter by chapter and who supplied the strength and tenacity over the years. All glory and honour belong to Him.
SUMMARY/ABSTRACT
St Helena Island in the South Atlantic Ocean has been changing for over a decade. The way the people on the Island respond to the change affects the way in which the Gospel is communicated, and this has missiological implications. This raises the question; what influence does change have on the way the Gospel is communicated? If people are resistant to social change, will they be open to change required by the Gospel? How will good intercultural skills help? To fully address the Island’s response to change, one needs to look at the interplay of change, culture and communication. It also important to consider how these three elements can be monitored and managed by both the Saints and the clergy alike. This will become the basis for my proposal of focusing the intercultural communication of the Gospel on the ever-changing world of the youth.

KEY TERMS
Culture; Intercultural; Gospel; Change; Communication; Contextualization; Clergy; St Helena Island; Inculturation; Post-modernism.
# TABLE OF CONTENTS

## CHAPTER 1 INTRODUCTION
- 1.1. Statement of the research problem ........................................ 1
- 1.2. Purpose of the dissertation .................................................. 1
- 1.3. Research methodology ....................................................... 3
- 1.4. Organization of dissertation ................................................ 5
- 1.5. Literature review .................................................................... 7
- 1.6. Scope of the dissertation ....................................................... 16

## CHAPTER 2 CHANGE
- 2.1. Introduction ............................................................................ 18
- 2.2. The psychology of change ..................................................... 18
- 2.3. Areas of change in St Helena: 1990-2000 ................................. 40
- 2.4. Agents of change on St Helena .............................................. 63
- 2.5. Summary ................................................................................ 65

## CHAPTER 3 CULTURE
- 3.1. Introduction ............................................................................ 67
- 3.2. Dynamics of culture .............................................................. 68
- 3.3. Cultural patterns ..................................................................... 72
- 3.4. Cultural change ....................................................................... 82
- 3.5. Saint Helenian response to changes in culture ......................... 91
- 3.6. Summary ................................................................................ 95

## CHAPTER 4 COMMUNICATION
- 4.1. Introduction ............................................................................ 97
- 4.2. Intercultural communication of the Gospel ............................... 97
- 4.3. Contextualization of the Gospel .............................................. 116
- 4.4. Implications and deductions of clergy responses ...................... 130
- 4.5. Summary ................................................................................ 133

## CHAPTER 5 CRUX
- 5.1. Introduction ............................................................................ 135
- 5.2. Interrelatedness of change, culture and communication ............ 136
- 5.3. Results of empirical studies ................................................... 137
- 5.4. Conclusion .............................................................................. 151

## BIBLIOGRAPHY

## APPENDIX
LIST OF ABBREVIATIONS
Saints = the people who live on the isolated Island of St Helena in the South Atlantic Ocean
Islanders = the people who live on the British Island of St Helena
RMS = Royal Mail Ship, St Helena
Expats. = Expatriates

LIST OF TABLES AND FIGURES
: St Helena and Dependencies Statistical Yearbook (1996)
LIST OF TABLES AND FIGURES

Fig. 1 Map of St Helena Island
Fig.2 Map of St Helena and its districts
Fig.3 Country information
Fig. 4 Country Profile of St Helena Island