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In part IV the author gives due recognition to the cognitive power of man by which he can be related and open to the ways of Christian faith. Sound thinking and right knowledge are basic requisites for a missionary. Here the author presents St. Paul as an ideal missionary. Part V shows the importance of the language which is called the "inventory" of a culture. Any number of controversies can be created by language problems. Though English is almost a common language today, knowledge in English does not exclude the missionary from the responsibility of learning other languages. The missionary should learn the language of the respondent culture, because only through it he can make vital contact with a community.

There is a behavioural dimension of communication too. This is illustrated in part VI. Our behaviour speaks nonverbally. Behaviour includes moral, ethical and spiritual life of the missionary that makes his message credible and persuasive. Yet it is not the same as saying "when in Rome do as Romans do." The missionary should avoid many things that the Romans do. He should be prudent enough even to reject some behavioural patterns that the target culture possesses [p. 320].

In part VII an analysis of social structure is made to enable the missionary to adopt suitable approaches to societies. Don't enter into any other culture thinking that the new culture would be a carbon copy of your own [p. 328]. Here Dr. Hesselgrave makes an analysis showing the inner relationship of people in different cultures. He goes on analysing the urban, free and totalitarean societies, each of which has its own identity and value. Part VIII concentrates on how to channel the media-influences in societies. The way a thing is used determines the value of that thing. All media are extensions of human faculty psychic or physical [p. 384]. Our interest should be in decoding the Christian message by all possible means. Here we must live the centrality of the Word of God. So the Christian message is all important and second to it is the medium of its communication.

Part IX deals with the motivational sources, namely, the ways and means of decision making. A missionary is for persuasion and it involves a call for conversion and convergence. Missionary enjoys the right for persuasion and he has resources too. The book being a synthesis of theological wisdom and scientific knowledge an ordinary rapid reader may find it tough and he may take more time to get into