



## Essential training and equipment



Participants had to work very hard during the course that was presented by Global Network Recordings.

- Dalene Joubert, *Good News Media*. All the computer software had to be upgraded under her guidance in order to use the technology to its utmost potential.

Those who go through the course are equipped to help with the recording of new languages as well as do translations. Audiovisual gospel resources for inaccessible groups, are becoming more and more of a possibility. One of the associates, Dallion Chitekwere, also learned how to edit the recordings by himself, then process and compile them for distribution purposes.

Global Recordings Network's main aim since 1939 is to effectively service illiterate people worldwide with the Word. There is so much GNM can learn from them, especially since they tend to focus more and more on effective research before any production work is considered.

Through the years Good News Media (GNM) managed to build a network of trustworthy associates in Southern Africa who are helping with the distribution and usage of gospel resources. Since these associates have won the trust of the different target groups and know the specific culture relatively well, they are also positioned in such a way that they can assist GNM with research and language recordings. However, in order to do the latter, these associates need further training.

In order to conduct the research successfully, trained questioners need to get hold of the information regarding languages and cultures. The right questions need to be asked to the right target group to ensure the best results. Trained GNM associates will support the planning of future productions.

From 5 to 25 October Global Recordings Network, in co-operation with GNM, presented a course for a few of GNM's associates. Kim Knight (from Sydney, Australia) was leading the course. You will recognise the following associates' names and their organisations from previous correspondence:

- Dallion Chitekwere of *Fishers, Trainers & Senders*, Malawi (in the picture).
- Jess Lucas of *Zambia Project*, Mongu, Zambia.



### In the future GNM will still be responsible for:

- overall coordination of all recordings in Southern Africa;
- the quality control of the recordings;
- where necessary, the editing, processing and mixing of the recordings;
- the conversion into different formats; and
- the archiving of the whole sound archive.

# Good progress in West Zambia

**A**t Mongu, in the west of Zambia, GNM resources are in great demand. James Lucas reports, *The GNM material is very popular. All the MP3 players you sent us have been sold. About 25 congregations, mostly in remote communities, profit immensely by using this material. They use the gospel material piece by piece.*

## A starting package consists of:

- a blue carry bag
- a Good News Media picture card book
- Look, Listen and Live (Book 1 picture book)
- a Sunday school manual
- a plastic pastor
- a car battery charger (DC-DC)

Thanks to the positive attitude of the local leaders who realise the educational value of these resources, a few congregations have already made good progress. These congregations are already working with Book 2 in the *Look, Listen and Live* series. For westerners this may sound like slow progress, but illiterate people work at a different pace.



members do not have cars and some need to travel far by foot to get to the church. One of these members is Benard Chindele (photo above). He is 70 years old, but walks five kilometres on his crutches to church every week.



## Translation project

James and his team identified four languages in which to start translating: Few, Mashi, Nkoya and Kwangwa (another name for Luyana). He further tells of how everybody who is part of this project is excited about the GNM resources. The *Look, Listen and Live* series is thus included in the translation project.

Jess Lucas, James' wife, received training during October to ensure high quality field recordings with the new 702 sound recorder. Global Recordings Network is now making this machine available to *Project Zambia*. GNM will edit the recordings before making it available for wider distribution.

## Grateful for co-operation

James Lucas and his team recently met with the local council responsible for the work of *Zambia Project*. They are immensely grateful for the co-operation between GNM and the Zambia Project.

## Fruit?

One of the congregations by the name of *Hope Church*, also close to Mongu in the west of Zambia, is experiencing tremendous growth and the members of the congregation are extremely committed. These



# Project Mozambique

Chris Hemborough is so excited about the progress in Mozambique he sent photos to illustrate how the MP3 players, provided by donors, are being used.



Above: Pastor Timoteo lives in Chemba near the Zambezi River. He sometimes travels far distances on his bicycle to take GNM material to extremely remote communities. In previous years he used a *Messenger* cassette player. Now he is trained and equipped to use Saber MP3 player. The fact that his bicycle needs pedals does not bother him. To him it is far more important that all the programmes he might need, are loaded on to the Saber player.



Above: A group of women are working with a picture book. Similar groups often use the Saber MP3 player and picture resources. Nowadays these resources are not only used to listen to, but also to evangelise and to establish churches. A lot of the people cannot read or write. Many do not own a Bible, but they use whatever they have. In a case such as this it is still an old manual cassette player and the picture books.



Above: A small group of church leaders are gathering near a place by the name of Marromeu. They only recently received a Saber MP3 player. The relevant GNM training material is loaded onto it. This MP3 player is being used to its full potential on one of the small islands in the Zambezi River, where a large group of people live.



Above: A full-time employer of Project Mozambique, is testing one of the new sun panels recently donated to them. The sun panels are quite handy when it comes to the old cassette players of which the slings have broken off. Some of the cassette players are old and worn-out due to the high usage frequency. Nevertheless, every piece of appliance which is still considered usable is being implemented in order to train as many people possible.



Above: Kathy Noland, another one of GNM's loyal co-workers, regularly undertakes outreaches in Mozambique. She bought a Saber MP3 player for this cause. During the outreaches between 50 and 100 children could listen to the gospel every day in their own language – all thanks to this wonderful resource!

# Is research really that important?

Most of us have already heard that effective communication should be receptor orientated rather than communicator orientated. The latter means that the logic, arguments, the construction of the message and the thought processing which the communicator considers to be effective, will probably have **no impact** on the listener.

A person's view of the world and perspectives around cultures, as well as his or her education and life experience, all have a big influence on the way in which he or she will process and interpret communication. The contents, style and amount of material being prepared for a language group should thus be aimed at effective communication of the message which we are trying to convey – in our case, the Message.

## Culturally applicable

Effective communication requires that we understand the way in which the target group communicates. There is a language group in the southern part of Mozambique under which only three men in the area are deputed to convey essential messages to everybody. Should anybody else send or convey a similar message to the people, the latter would probably listen to the message, but not see it as very important. If we consider this kind of information before we go to convey the gospel to this language group, it could make a radical difference on the **impact** the gospel may have on this language group.

If we are thus serious about conveying the gospel across different cultures, merely translating a flysheet containing a Bible message or Bible text into another language will not be enough. The translator or translation team should understand and consider the context and worldly views of each target group.

## Obstacle

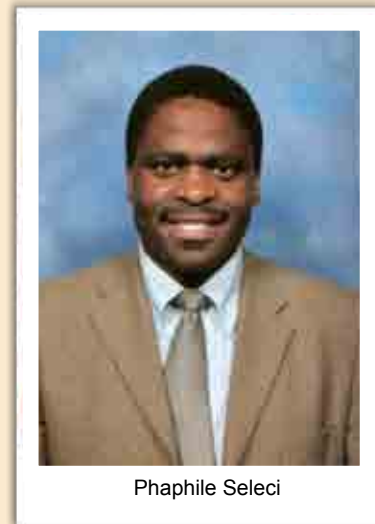
One of the biggest obstacles we still encounter on a regular basis is the fact that the gospel is still regarded as foreign in many areas of Africa. In many areas it is brought in by people "from outside" (foreigners) and then, furthermore, presented in an unfamiliar way. The listener comes to the conclusion that this message is good, but not necessarily "meant for us".

## GNM's strategy

This is the reason why GNM wants to help outreachers and inform them about these obstacles. We also want to try and overcome these obstacles in communication with the contents we present. We do **thorough research** to ensure the message that we compile or translate is compiled or translated in such a way that listeners can identify with the way in which it is being communicated.

When we make our recordings we use only **mother tongue** translators and speakers, not second or third language speakers. Even though the latter may be familiar with the vocabulary, they are not necessarily familiar with the **idiom** of the target culture. The choice of **music** in between the pages of picture books, is also imperative.

## New production about Aids



Phaphile Seleci

Dalene Joubert and Phaphile Seleci, full-time staff member of the Nehemiah Bible Institute in Wellington, recently compiled a new listening programme about Aids in English. The text was originally written in Malawi by Family Life and Aids Education Ministry (FLAEM). GNM obtained the rights to translate the text, record it in sound format and distribute it. It is thus a programme in Africa, created for Africa. This programme is currently being edited in order to have it available on CD and in MP3 format for the Saber player before the end of the year.

## Make use of our one-stop service

- |                                     |   |  |
|-------------------------------------|---|--|
| ✉ <b>Enquiries and information:</b> | ✉ <b>Orders/Congregation Orders:</b>                                  | ✉ <b>Website:</b> <a href="http://www.bybelmedia.co.za">www.bybelmedia.co.za</a> |
| ● Tel 021 864 8276                  | ● Phone 0860 26 33 42   | ● For purchases using your credit card   |
| ● Fax 021 864 8282                  | ● Email to <a href="mailto:order@bmedia.co.za">order@bmedia.co.za</a> | ● If you would like to support a ministry  |
| ✉ <b>Book Salesman Services:</b>    |   | ● To obtain more information about Bible Media                                   |
| ● Phone 021 873 0822                |   |  |