

Art & Arlene Guina

SERVING WITH THE JESUS FILM PROJECT



The Imperative of the "Heart" Language

"JAMBA!" This Swahili greeting was given by our ministry partner when he stepped up to the microphone to address a large crowd in the Eastern African country of Tanzania. The crowd was assembled for a JESUS film showing. Steve's greeting was to establish a simple, friendly connection with the crowd. He wanted these Swahili speakers to know that he was thrilled to be with them that evening.

Having spoken to many large crowds previously, Steve expected a robust "JAMBA!" in return for his Swahili greeting... Instead, the crowd roared with laughter. In English, there is little difference between the appearance of the letter "A" and the letter "O." In Swahili, the difference between these two letters at the end of this greeting is... well, 'stinkin' huge!

JAMBA means "I passed gas."

JAMBO means "Hello."

Mark Twain said, "The difference between the right word and the almost right word is the difference between lightning and a lightning bug."

You can imagine how delicate our translators must be when choosing the correct words for the script of the JESUS film! One wrong word can be a mess! The right word is like lightning to those who hear and see the gospel in their Heart Language.

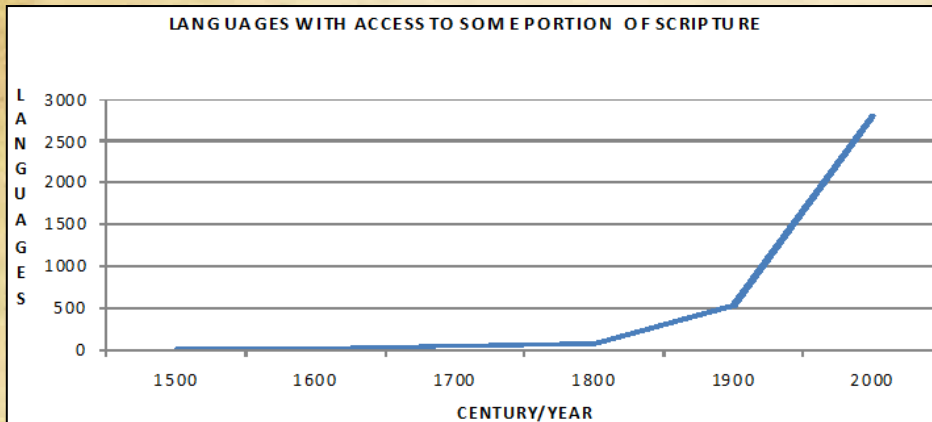
Your "heart" language is the one you learned first. It brings stories to life. You come to understand nuances of vernacular which describe like no other language you may come to know.

The gospel writer records, "...and the common people heard Him gladly". (Mark 12:37b)

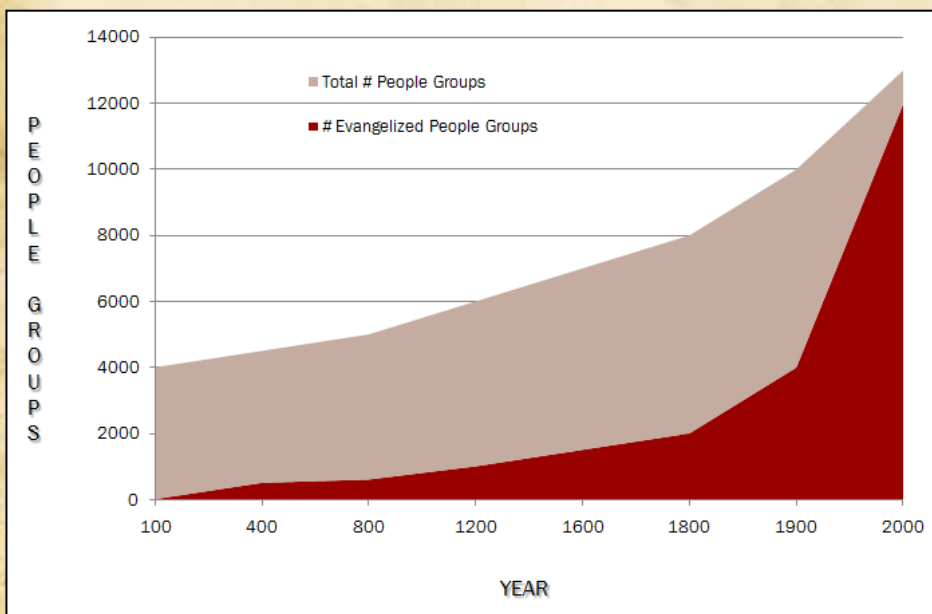
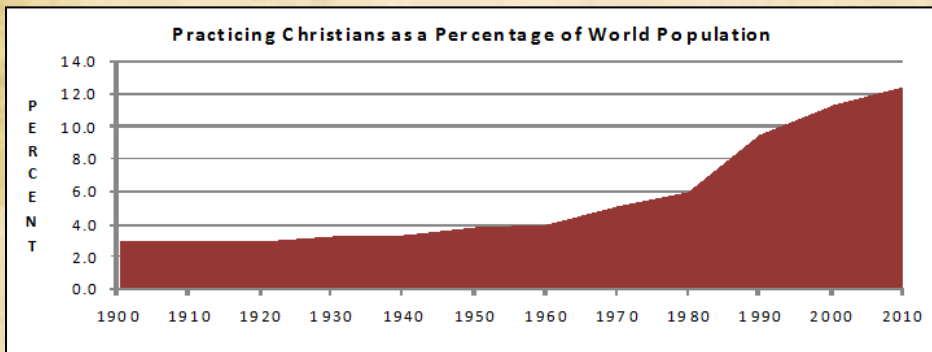
The gospel in the heart language is of ultimate importance. We have to get the words right so that men, women, and children can come to faith in Jesus. We cannot afford JAMBA for JAMBO when the stakes are so high! For most cultures, the right word means everything.



Amazingly, 2,000 years have passed since the time of Christ. And yet, in only the last 100 years has more than 80 percent of all Bible translation been completed – 64 percent since 1978 alone when the JESUS film was produced.



This growth in translation has been the foundation for ministries like The JESUS Film Project. In just 30 years since its production, the film has been translated into 1,077 languages!! It's interesting to note that parallel to the boon of Bible translation has been the increase in the number of practicing Christians and people groups that have been reached during the same period.



WE NEED TO GET TO THE HEART LANGUAGE!

The good news is that the Body of Christ has made incredible strides in the area of translations in the last 100 years! This has resulted in the corresponding increase in the number of practicing Christians as the charts above indicate. By God's grace and with your prayers, the JESUS Film Project looks forward to completing the remaining 850 needed translations of the JESUS film by 2015 in order to help the global church finish the task of reaching the unreached people groups with speakers of at least 50,000 people.

Thank you for partnering with us to help everyone, everywhere, have a chance to see and hear the gospel in their heart language!

Art and Arlene



One highlight this month is celebrating our daughter Stephanie's graduation cum laude from Pepperdine University with a B.A. degree in psychology. The Lord quickly provided her with a job at a law firm. She will head back to Santa Monica, CA, after a brief rest at home in Phoenix with us.