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Arab Vision begins production of Christian TV programs for hearing impaired

Arab Vision, a producer of Christian TV programs in the Arab World, has added a new language to its broadcasts. It has begun airing programs in the sign language for hearing impaired. The organization already produces programs in many Arabic and non-Arabic vernaculars of the Arab World.

'In our Christian programs we present the Gospel of Jesus Christ, but we put much stress on the social side of the Gospel. It was not hard for us to decide to produce programs for deaf Arabs', says the international director of Arab Vision. 'There are millions of deaf people in the Arab World. This forgotten group needs the Gospel just as much as all others.'

In the Arab World, illiteracy is high; not more than 20% of all Arabs are able readers. This makes television a good medium to communicate the Christian message, according to Arab Vision. Among deaf people literacy is even much lower, so for them TV programs with sign language are very attractive.

A major problem is that there is no standardized sign language all over the Arab World, just as there is not one spoke language. Arab Vision therefore decided to use sign language as practiced in Egypt, as that is the largest Arab country where more hearing impaired live than in any other Arab country.

About Arab Vision

Founded in 1997, Arab Vision is a community of Christians in the Arab World committed to proclaiming the Gospel and working towards a just society in accordance with the Gospel. Its primary activities revolve around the production and distribution of television programs.

For more information, visit www.arabvision.org or e-mail contact@arabvision.org

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