



TNIV™

TODAY'S NEW
INTERNATIONAL
VERSION

Timeless truth. Today's language.™

Introducing the TNIV.™ | Leader's Guide

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www.Zondervan.com

Zondervan Introducing the TNIV™

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Zondervan 1-800-727-1309



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A Leader's Guide to "Introducing the TNIV" DVD Presentation

"In the beginning was the Word, and the Word was with God, and the Word was God."

John 1:1 (TNIV)

"In the beginning was the Word..." and ever since we've been trying to fully understand and follow the Word. In this presentation, pastor Jarrett Stevens leads us on a journey of discovery as we introduce the TNIV: Today's New International Version.

How to Use this Guide

Zondervan is committed to helping sales associates become more knowledgeable, comfortable, and confident when it comes to advising their customers on the distinguishing features of the TNIV. We have created this DVD training presentation, "Introducing the TNIV," to accomplish that goal.

The TNIV Retailer Training Kit includes:

- **Leader's Guide.** This leader's guide suggests various topics for discussion and exercises for individual viewers or group members after viewing the presentation.
- **Participant's Guide.** The participant's guide summarizes the content in the DVD presentation. It may be read before watching the presentation so the viewer can become familiar with the content. After viewing, it serves as a reminder of the key ideas and the TNIV product catalog.

- **DVD: "Introducing the TNIV"** This 30-minute presentation gives an overview of Bible translation practices, history, and philosophies over the past several hundred years. It also introduces the sales associate to the different TNIV Bible versions so they can better advise customers who ask about the TNIV.

We recommend that leaders read the entire participant's guide and watch the DVD to become familiar with the presentation and anticipate questions that sales associates may have. You may also wish to look up some of the resources for further learning, including printed works and websites, indicated throughout this guide by the further study icon:

Further Study

When you're ready to start the training session, we suggest that you lead the sales associates through the participant's guide, and then have them watch the DVD presentation. When they're finished, answer any questions they may have and direct them to the internet resources for further study.

To help us improve our products and future presentations, we would like to hear from you and your sales staff. If you complete the Leader's Survey in the back of this guide and return it to Zondervan with the Free TNIV Order Form completed, Zondervan will mail you the TNIV Bible of your choice.



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The Journey Begins...

This section discusses the history of Bible translation and begins to describe the challenge faced by translators throughout the centuries.

Further Study

- www.TNIV.com
– *The Challenge of Bible Translation*
Chapter 7: The Bible in English: An Overview
by Dick France

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Howard Long and the Development of the NIV Translation

The video discusses businessman Howard Long and how he influenced the NIV translation project, beginning in 1955. We are then introduced to the translation team, the Committee on Bible Translation, or CBT.

Further Study

- www.ibs.org
- www.zondervanbibles.com/niv.htm
- www.TNIV.com
– *“The Challenge of Bible Translation”*
Chapter 10: *“The New International Version: How It Came To Be”* by John Stek



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The Distinctiveness of the TNIV

The video quotes three members of the CBT on how the English language has changed in the thirty years since the publication of the NIV. This is followed by a look at a contemporary English dictionary, compared to one published just a decade ago.

Further Study

- www.TNIV.info
 - Learn More: Third Party Scholars Weigh In
*“Today’s New International Version:
The Untold Story of a Good Translation”*
by Craig Blomberg

The English Language and Today’s Generation

The topic of today’s generation is next covered in the video, discussing how this generation differs from previous generations. In addition, the international English readership for the TNIV presents a special challenge for translators, as different cultures may interpret various words and figures of speech differently than others.

The Mission: Reach Today’s Generation

This section discusses the statistics of today’s generation, comparing their church attendance with their spiritual beliefs and methods of worship.

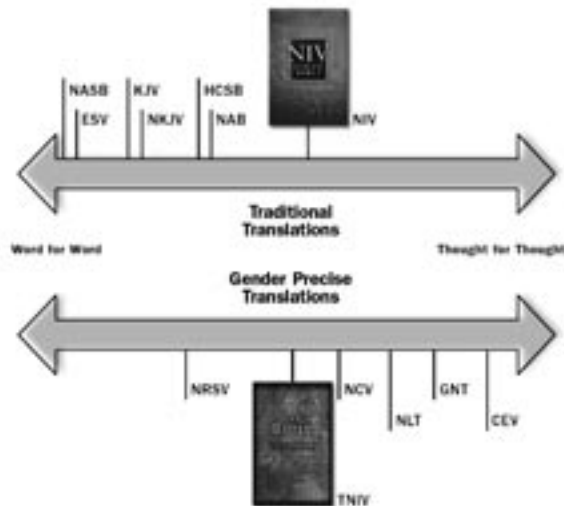
Further Study

- www.barna.org
 - “Adults Who Attend Church as Children Show Lifelong Effects”*
 - “Twentysomethings Struggle to Find Their Place in Christian Churches”*
- www.TNIV.info
 - “Learn More: The Story of the TNIV”*



Meeting the Challenge, Fulfilling the Promise

This section compares TNIV passages to other translations, describing the differences and the reasoning behind those changes.



Further Study

- www.TNIV.info/bible/sample.php
 –Passages Explained: *Passages Most Commonly Asked About*
- For more reading, check out www.zondervan.com/books
 Search for:
 –*Greek for the Rest of Us* (William D. Mounce)
 –*Basics of Biblical Hebrew Grammar*
 (Gary Practico and Miles V. Van Pelt)



Closing Thoughts

The video summarizes the key discussion points and reminds the viewer that although existing translations of the Bible are still valid and may be preferred by some readers, others will benefit from a contemporary translation such as the TNIV, which reaches out to and connects with today's generation, offering a new way to pass on the message and true meaning of the Bible.

TNIV Catalog Overview

This section profiles the TNIV product catalog, with an overview of the features and benefits of each TNIV Bible, including:

- The Story
- TNIV Text Bibles
- The Pocket Bible
- TNIV Thinline Bibles
- TNIV Church Bibles
- The Bible: Timeless Truth in Today's Language
- TNIV New Testament, Audio CD Multi-Voice Edition
- Strive: The Bible for Men
- True Identity: The Bible for Women
- TNIV: Beginning the Journey

See the participant's guide for a more detailed review of each of these Bibles.

Further Study

- zbusiness.zondervan.com
 –Clerk Training: Zondervan Bible Sales Training,
 TNIV section



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Thank You!

We appreciate your willingness to introduce your sales associates to the TNIV Bible. To show our appreciation, we would like to send you a FREE TNIV Bible.

Please fill out the survey on the next page with your choice of Bible on the FREE TNIV Order Form and return it to Zondervan.

Thank you for your interest in the TNIV!



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Introducing the TNIV.™ | Leader's Survey

Please mark your response below each question:

Prior to reviewing this material, what was your opinion of the TNIV?

- Very Favorable
 Somewhat Favorable
 Neutral
 Somewhat Unfavorable
 Very Unfavorable

How do you feel about the TNIV now that you've reviewed this material?

- Very Favorable
 Somewhat Favorable
 Neutral
 Somewhat Unfavorable
 Very Unfavorable

How helpful was this material in helping you understand the issues involved in Bible translation?

- Very Helpful
 Somewhat Helpful
 Neutral
 Somewhat Unhelpful
 Very Unhelpful

How helpful was this material in helping you understand the TNIV Bibles available, as well as understanding the key benefits of each TNIV Bible?

- Very Helpful
 Somewhat Helpful
 Neutral
 Somewhat Unhelpful
 Very Unhelpful

How likely are you to recommend the TNIV to your customers?

- Very Likely
 Somewhat Likely
 Neutral
 Somewhat Unlikely
 Very Unlikely

How likely are you to use the TNIV as your personal Bible?

- Very Likely
 Somewhat Likely
 Neutral
 Somewhat Unlikely
 Very Unlikely

Are you interested in learning more about the TNIV?

- Yes
 No

Detach Here

