

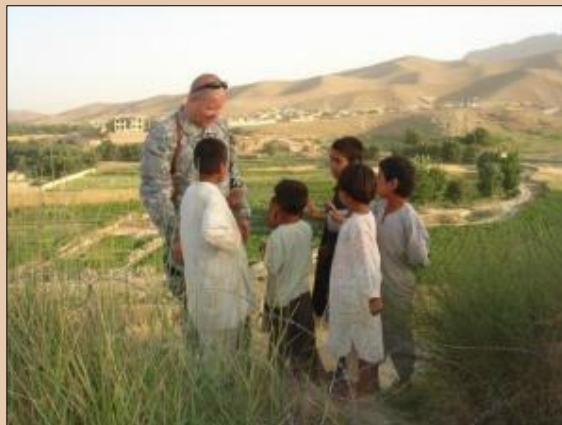


ضرب المثل های دری افغانستان



Crowdsourcing Afghan Proverbs:

Exploring the
Paremiological Minimum
with Social Media



Edward Zellem

Captain, U.S. Navy
United States

Capitão da Marinha dos EUA
Estados Unidos



The views expressed in this presentation are those of the author, and do not necessarily represent those of the Department of Defense or the U.S. Navy.

Introduction

- **26 Years active duty naval officer**
- **Dari speaker**
- **1 ½ years embedded daily with Afghans**
- **Built and led Afghan “White House Situation Room” in Presidential Palace**
- **8 books of Afghan Proverbs in 7 languages**
- **Education: undergraduate + 3 masters**
- **“Accidental” paremiographer**





Afghan Proverbs 2010-2013

From learning tool to hobby - then passion - then books



زبان خوب راحت جان ، زبان بد دشمنان جان

(Zabaan-e-khob rahaat-e- jaan zabaan-e-baad doshmani jaan)

15- Good language is comfort of body, bad language enemy of body.

Description: The power of words is very strong. If used properly, it can bring a lot of goodness. If not, it causes much harm to the speaker. (Birds are entangled by their feet, and men by their tongues)

علم تاج سر است

(Helem tajee ser ast)

2010

16- Knowledge is crown on head.

Description: It points out to the very naked truth of importance of knowledge. Irrespective of ones status in a society, his knowledge is like a crown on his head and thus raises his status in the society. (Learning makes a man fit company for himself)

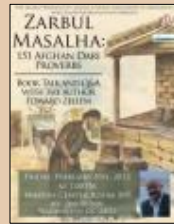
یک نی و صد آسان

(Yaak nee saad hasaan)

17- One no and hundred things easy.

Description: It means that one should not unnecessarily volunteer information to someone.

List - Hobby - Learning Tool

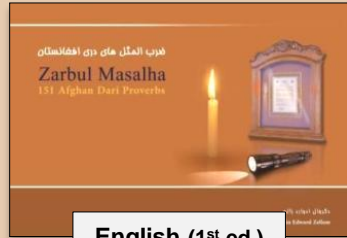


2013

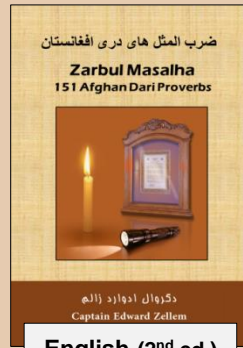


9 Bilingual Afghan Proverbs Books

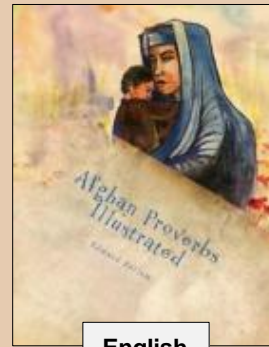
5 more in translation & "Mataluna" in draft



English (1st ed.)



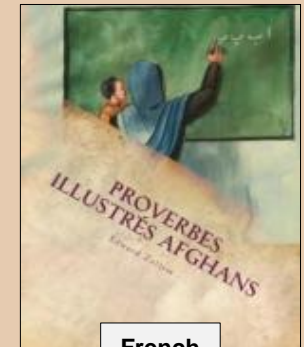
English (2nd ed.)



English



German



French



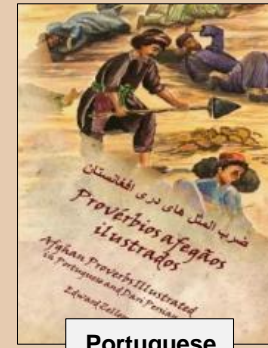
Russian



Swedish



Polish



Portuguese



Coming Soon

Spanish



Coming Soon

Dutch



Coming Soon

Hebrew



Coming Soon

Greek



Coming Soon

Hindi



Coming Soon

151 Pashto Mataluna



Where to Find the Books Links at www.afghansayings.com



Net proceeds benefit Afghan literacy programs

WHERE TO BUY

AFGHAN PROVERBS IN SEVEN LANGUAGES
Available in over 35 countries worldwide

[HOME](#)

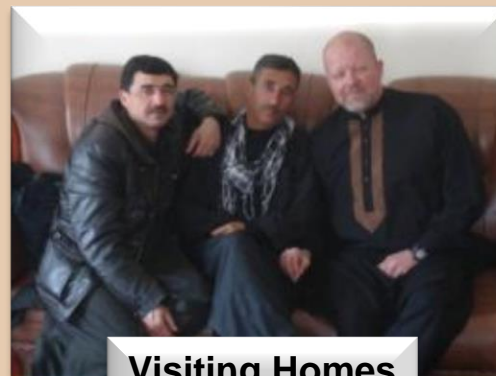
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 Angus&Robertson
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 Many more....

Using and Collecting Proverbs



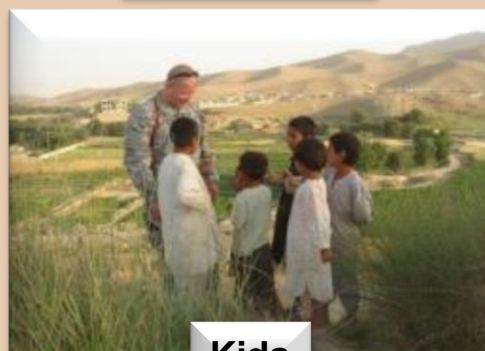
Restaurants



Visiting Homes



Picnics



Kids



Social Events



Travel



Chelam



Shopping



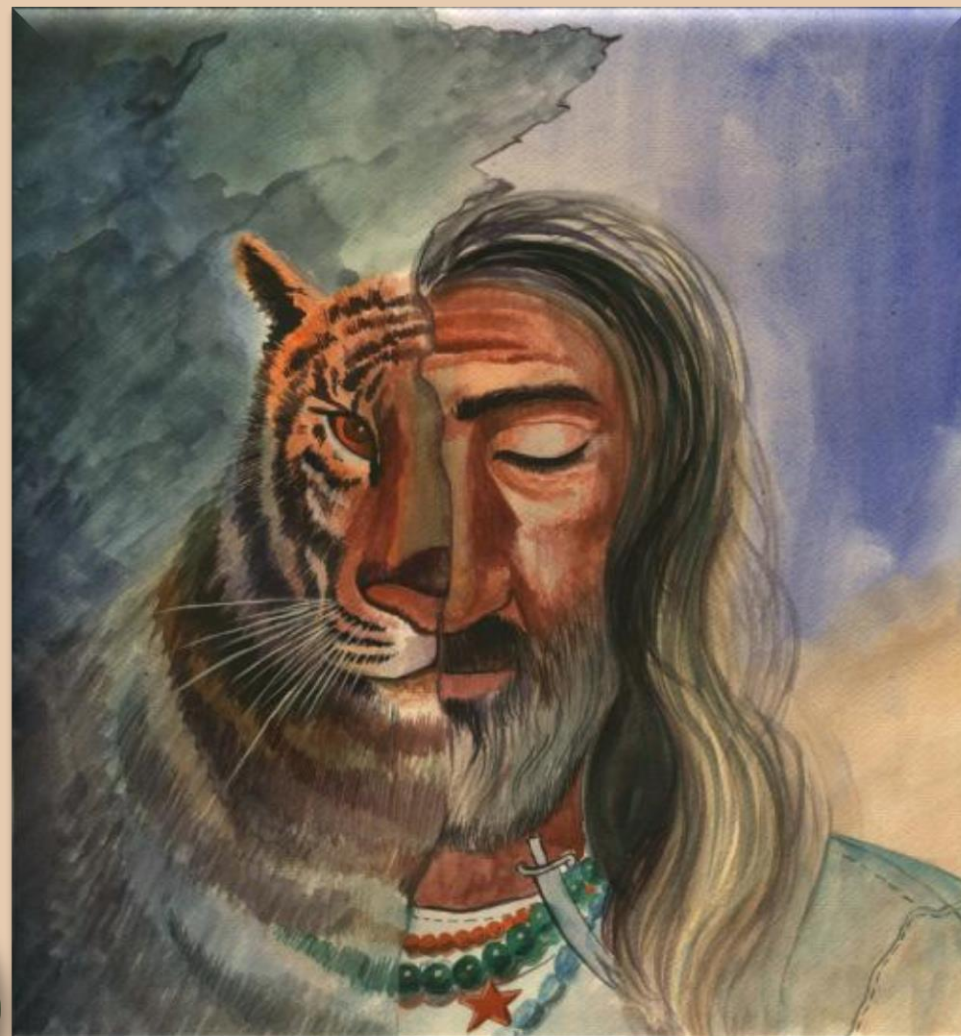
Co-Workers

روز ملنگ ، شو پلنگ.

Roz malang, shao palang.

*Daytime a saint,
nighttime a tiger.*

(ZM #55)



The List of Proverbs Grew



A Bright Idea



A Kabul Fortuneteller



About Merefat High School (MHS)

- **1994:** Founded in Pakistan for children of Afghan refugees, K-12
- **2001:** Moved to Dashti Barchi, one of poorest Kabul suburbs...37 students, community-built school
- **2013:** 2600 boys and girls enrolled
- **Non-profit, community-led, charity based, \$230 annual tuition**
- **Outstanding fine arts programs**
- **“Progressive” school**
 - Independent thought encouraged
 - Protests by radicals in 2008 were repelled by teachers and parents

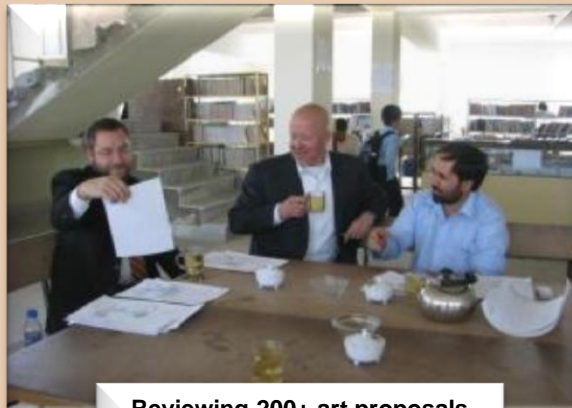


Recess at Merefat High School



Mob outside MHS during 2008 protests

The Making of *Zarbul Masalha* (“Proverbs”)



Reviewing 200+ art proposals



Meetings with students



Editing and layout for publishing



Pages awaiting binding and shipment



The student artists



Printing books at Karwan Press



Karwan Press, Kabul

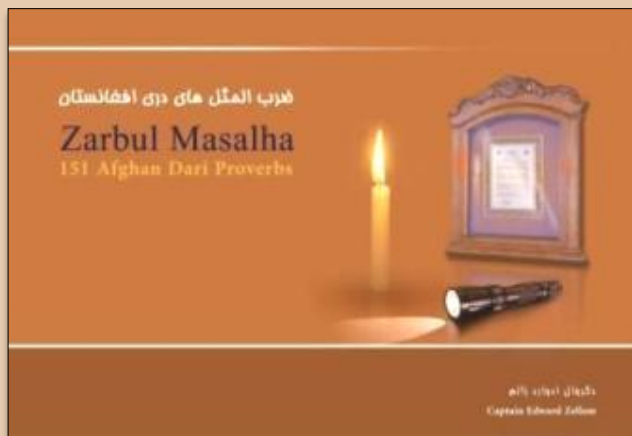


Book courier

Zarbul Masalha - 1st Edition

(Aug 2011: Karwan Press Kabul, 176 pages)

- 40,000 copies published & distributed by MHS to over 200 schools nationwide
- One limited edition run of 40,000 books funded by DoS grant to Marefa High School...grant terms fulfilled



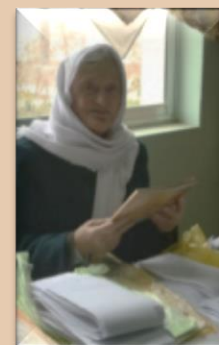
Nancy Dupree at Kabul University



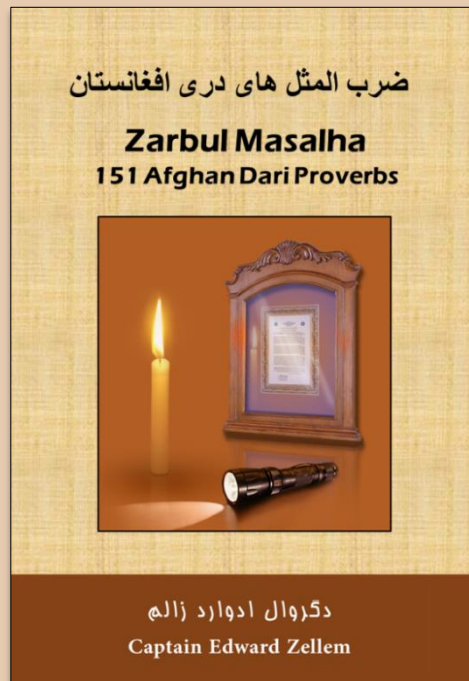
"Books in a Box"



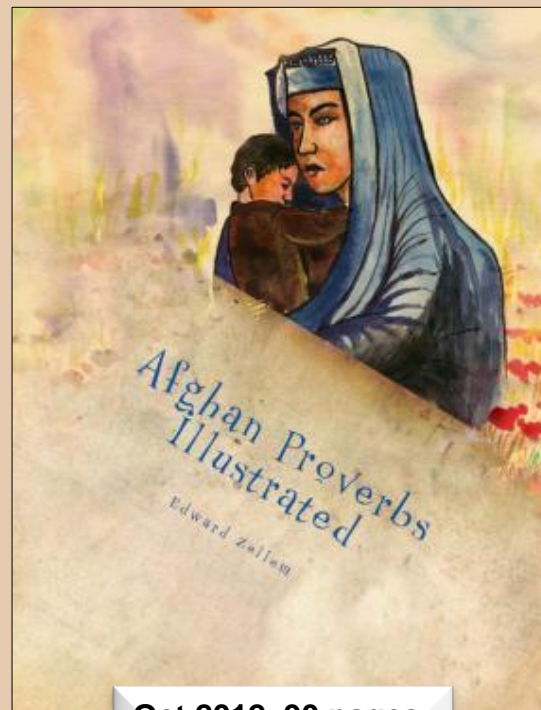
Afghan teachers receiving books



Zarbul Masalha: 151 Afghan Dari Proverbs (2nd Ed.) Afghan Proverbs Illustrated



May 2012, 178 pages, 2nd ed.



Oct 2012, 90 pages



German



French



Russian



Polish



Swedish



Portuguese

- Language and cultural education, refugee integration
- Cross-cultural and cross-generational understanding
- Preserving and documenting Afghan culture
- Relationship building and improving/solving conflict situations
- Reinforcing community and inspiring Afghan national identity

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WHITBY'S GIGSET 2013 AWARD WINNER

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شرب المثل های دری افغانستان

Zarbul Masalha
151 Afghan Dari Proverbs

کتابخانه آری
Edward Zellel

ZARBUL MASALHA
151 Afghan Dari Proverbs

The most winning and world's most popular bilingual book of Afghan Proverbs. Collected in Afghanistan by U.S. Navy Captain and Dari speaker Edward Zellel. Available at leading booksellers in over 35 countries. In English and Dari.

Zarbul Masalha ("Proverbs" in Dari) is the only book of its kind in the world. Preserving "Zarbul Masal-ha" is the authoritative work that preserves and explains 151 of Afghanistan's most commonly used Proverbs. Beautifully illustrated with 50 original artworks by Afghan high school students in Kabul.

By popular demand the companion book, Edward Zellel's *Afghan Proverbs Illustrated* has now been translated and published in seven languages: English, German, French, Russian, Swedish, Polish, and Portuguese. More languages and a new book of Afghan Pashto Proverbs (Afghanid) are coming soon.

More info at www.afghansayings.com

2013 Gold Medal Winner
Military Writer's Society of America

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WHAT PEOPLE ARE SAYING ABOUT AFGHAN PROVERBS

"

"Captain Zellel's collection is an outstanding work that underscores our common humanity."
- Dwight Jon Zimmerman
New York Times #1 best-selling author

"As one of the Proverbs in the book says, 'Zarbul Masal-ha darand' ما به باورده داريم. There is a way from heart to heart. I hope you enjoy the book as much as I have."
- General David H. Petraeus, U.S. Army (ret)
Former commander of U.S. and NATO forces in Afghanistan

"All types of social and cultural learning and understanding are enriched through Proverbs."
- Nancy Dupree
Author, historian, and founder of the Afghanistan Centre at Kabul University

"Edward Zellel's *Zarbul Masalha* is not a history in the traditional sense. But it fills a historical void nonetheless. In Afghanistan the Taliban and other extremists burned books and attacked education thereby gravely threatening the nation's cultural heritage. This slim volume not only helps increase literacy, it helps conserve a rich culture."
- Cathryn J. Pease
Award-winning author and journalist

edward.zellel

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Twitter

Ideal for Promoting Interest, Sharing Proverbs



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ضرب المثل های دری افغانستان
Zarbul Masalha
 151 Afghan Dari Proverbs

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Afghan Proverbs expert & U.S. Navy Captain. Author of Afghan Proverbs books. Speaks Dari/Farsi. A personal project. TWS/RTs are not DoD or USN endorsements.
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Tweets

Afghan Proverbs @afghansayings 2h
 @SultanHicmat Good question - ham besyaar rost dar gharb ast, har doo yaki ast saheb ;)

Afghan Proverbs @afghansayings 3h
 Daily #AfghanProverbs: Az gap, gap meykhizad. From talk comes talk. Listen to audio of yesterday's radio interview at ow.ly/qdh8z

Akash Khosla @akashkhosla 10m
 @afghansayings in Hindi it's "Sabra kaa phal meetha hota hai"
 Retweeted by Afghan Proverbs

Afghan Proverbs @afghansayings 24h
 @EqbalAnwari Tashakur - interview was interesting & fun - will post link today when it is available, it will be at afghansayings.com/#news-and-eve...

Afghan Proverbs @afghansayings 26 Oct
 On air NOW: live radio interview with #AfghanProverbs Edward Zellem ow.ly/qcnXa @swenbooks @filmannex @Myafghanlife @ann_canela

Afghan Proverbs.
 Your Tweet got retweeted!

Afghan Proverbs @afghansayings
 RT #AfghanProverbs (#Dari): Az gap, gap meykhizad. From talk comes more talk. ow.ly/09LWV #socialmediais @eileenguo #MyAfghanLife
 12:27 PM - 22 Aug 13

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 To 299 followers

Dari - French - English

Najia Khaan @NajiaKhaan 26 Sep
 Makawa pa cha chi wa bashi pata
 @afghansayings #Don't do anything wrong to any1 it will come back at u.
 WHAT GOES AROUND COMES BACK AROUND
 Collapse Reply Retweet Favorite More

2 FAVORITES

6:26 PM - 26 Sep 13 · Details

Pashto - English + Equivalent



Facebook



Edward Zellem

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Zarbul Masalha
151 Afghan Dari Proverbs

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About

Award-winning author of "Zarbul Masalha: 151 Afghan Dari Proverbs" and "Afghan Proverbs Illustrated" at Edward Zellem
Past: Navy Captain

Studied at University of Virginia

Followed by 45 people

Photos · 33

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interview with EDWARD ZELLEM
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Meena Saifi
Afghan Artist



Ustad Hamid Naweed
Art Historian, Author, Filmmaker



Angela Schöpke
Afghan "Attan" Dance Researcher



Hazratgul Baran
Pro Soccer Player, Olympian



Dr. Farid Younos
TV Personality



Lina Fouro
Afghan-Canadian Music Star



Nancy Dupree
Philanthropist, Afghan Legend



Fahim Fazli
Hollywood Actor, Author



Arif Parwani
Afghan Development



Najia Khaan
Bollywood Actress



Maryam Rashid
Afghan Education for a Better Tomorrow (AEBT)



Howard Altman
The Tampa Tribune



Dr. Shinkai Hakimi
Marathon Runner



Leena Alam
Film Star and Director



The Rumi Awards
Afghan "Emmys"

ګول نرنی ګول میخوری

**Goal nazanee,
goal mekhoree.**

**"Score – or be
scored upon."**

- Afghan football proverb





Media Coverage

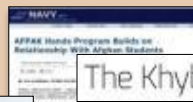
More at www.afghansayings.com



Television



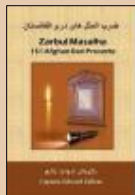
Print



The Khyberman Report



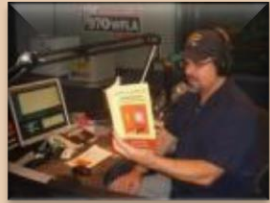
Awards



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Radio





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Sept. 22-23, 2013



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Paiwand 22 Sep. - 23 Sep. 2013
AFGHANISTAN'S FIRST-EVER SOCIAL MEDIA SUMMIT

PAIWAND LIVE

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FACEBOOK: <https://www.facebook.com/edward.zellem>
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WEBSITE: <http://www.afghanproverbs.com/>

Edward Zellem is the Author of Afghan Proverbs books and AfghanProverbs.com, "151 Afghan Dari Proverbs," a collection of proverbs translated into English. Zellem is fluent in Dari and has used social media extensively to promote the book and literacy in Afghanistan. Now, he is crowd sourcing the collection of Pashto proverbs for his next book through Twitter and Facebook. Zellem will talk about his innovative experience of not only collecting Pashto proverbs, but also finding and recruiting good translators to translate the Dari-English book into third languages, such as German, French and Russian. In addition to his work with proverbs, Zellem is the co-founder of the Presidential Information Coordination Center of the Presidential Palace.

Edward Zellem is the author of "Zarbul Masalha: 151 Afghan Dari Proverbs"

WORKSHOPS
Leading tech entrepreneurs, thought leaders, and social media specialists will lead skills-building workshops in the innovative use of social media. Content will promote participant engagement and hands on learning in an environment of mixed levels of skill and experience.

BREAK-OUT SESSIONS
Participants will be able to share ideas and exchange.



Topic: "Remaking Culture and Identity in an Online World"



О переводчице

Ясмин Рахмани (Yasamin Rahmani) окончила в июне 2013 года Dominion High School в штате Вирджиния, США. Она переехала из Москвы в США семь лет назад. В Москве она училась в школе №333 и №775.

Я. Рахмани хочет помочь Афганистану стать более современной страной. Она активно борется за права человека. В 2013 году Ясмин Рахмани получила стипендию Джорджа Мейсона. В свободное время она занимается английским языком. Она мечтает о здоровом будущем Афганистана.



Yasamin Rahmani



Om översättaren

Karin Johanssons intresse för Afghanistan och Afghanistans folk har sitt ursprung i de många möten hon, i sitt arbete, haft med exilafghaner. Det är människor som alla varit mycket goda ambassadörer för sitt hemland. De har delat med sig av sina liv, tankar inför framtiden, historier om landet och den stora längtan efter ett Afghanistan i fred. Allt detta med en stor vänlighet, enorm gästfrihet och en innerlig känsla för humor.

Allt som gör att människor får en bättre tillvaro, får möjlighet att påverka sina egna liv och göra sina egna val är något som Karin brinner för.

Karin Johansson arbetar sedan ett antal år som projektledare för olika projekt i Afghanistan. Hon har varit verksamhetschef för ett projekt som syftar till att stärka kvinnors ekonomiska situation. Efter detta har hon arbetat som projektledare för ett projekt som syftar till att stärka kvinnors ekonomiska situation.

Hon arbetar av flyktingar från olika länder. Hon är utbildad till lärare och har varit verksamhetschef för ett projekt som syftar till att stärka kvinnors ekonomiska situation.



Karin Johansson



Le traducteur

Le Lieutenant-Colonel (Dagarmen) Bertrand Voirin sert depuis 21 ans comme officier de l'armée française. En tant que chasseur alpin il a servi de nombreux mois répartis sur plusieurs années, "shona ba shona", avec ses amis de l'armée Afghane dans différentes régions du pays.

Marqué par les paysages de montagnes magnifiques de l'Hindou Kouch il est habitué par ce pays envoûtant.

Une de ses missions est de traduire ces proverbes afghans.



Lt. Col Bertrand Voirin



Acerca do Tradutor

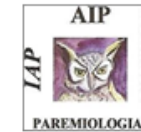
Rui JB Soares natural de Tavira, Portugal, dedicou a sua vida profissional à educação nos níveis dos ensinos primário, secundário, politécnico e universitário. Possui as licenciaturas em Matemática Aplicada e Engenharia Geógrafa, e doutorou-se em Ciências da Educação com especialidade de Educação Intercultural. Possui, entre outras, pós-graduações nos Estados Unidos da América (Boston) e na Europa (Reino Unido e Finlândia). Como pedagogo continua a cooperar com várias instituições nacionais e estrangeiras, entre outras, nas áreas da Educação Matemática, Relações Interculturais e da Paremiologia.

Os provérbios surgem-lhe, desde sempre, como uma fonte de conhecimento e entendimento entre povos e culturas bem diversificadas, e como uma estratégia de formação. Por isso, os livros de provérbios de sua autoria são projectos que tem coordenado na área da paremiografia visam aspectos pedagógicos úteis para pais, professores, alunos e aprendentes de línguas nacionais e estrangeiras, publicou a série "Provérbios Europeus" (edições em Estoniana, Finlandesa, Polaca, Sérvia) que apresenta 111 provérbios com equivalentes em Português, Inglês e nas línguas específicas das edições indicadas.

É um dos membros fundadores da Associação Internacional de Paremiologia/International Association of Paremiology (AIP-IAP), com sede em Tavira, sendo actualmente, o Presidente da Direcção. Em colaboração com a co-organizadora finlandesa Outi Lauhakangas realiza anualmente, em Tavira, e desde 2007, os Colóquios Interdisciplinares sobre Provérbios (ICPs).



Dr. Rui Soares



Acerca da AIP-IAP

Associação Internacional de Paremiologia (International Association of Paremiology)

A Associação Internacional de Paremiologia / International Association of Paremiology (AIP-IAP) é uma instituição cultural sem fins lucrativos, sediada em Faro, Algarve, Portugal, e dedicada ao estudo científico dos provérbios. É a única Associação no seu género a nível mundial, visa, entre outras coisas, os seguintes fins:

- Promover e encorajar a cooperação internacional em paremiologia e áreas científicas relacionadas;
- Estabelecer programas de acção educativa com entidades oficiais públicas ou privadas;
- Incentivar jovens investigadores na defesa do património cultural intangível;
- Organizar ciclos de conferências nacionais e internacionais em paremiologia;
- Promover a realização de estudos de paremiologia (estudo dos provérbios), conferências sobre os Corpos Sociais, os Estatutos, como aderir à Associação (AIP-IAP) e, ainda, as actividades levadas a cabo desde o início, podem ser encontradas em www.aip-iap.org.
- Pela sua importância no contexto internacional, promove a realização dos Colóquios Interdisciplinares sobre Provérbios (ICPs) - loquium-proverbs.org.
- A importância e a quantidade de intervenções públicas da AIP-IAP, bem como, das actividades realizadas, são bem conhecidas e reconhecidas por especialistas na temática da paremiologia, nomeadamente por paremiologistas e fraseologistas de renome mundial.

Este dinamismo na recolha, preservação e divulgação do património cultural imaterial, tem levado a Câmara Municipal de Tavira (CMT) e a Fundação para a Ciência e a Tecnologia (FCT) a apoiarem as iniciativas da AIP-IAP. Estas instituições culturais têm vindo a colaborar com a AIP-IAP tais como o Centro Nacional de Cultura em Lisboa, a Secretaria de Estado da Cultura-Direcção Regional de Cultura do Algarve e a UNESCO, as quais nos honram com o Patrocínio Honorífico concedido.



Problem: Ketob-e Pakhto cuja ast?



- **Afghanistan's second major language is Pashto**
- **International demand for companion book of Pashto Proverbs**
- **Pashtun proverbs are important and have some differences from Dari Persian (Pashto vs. Persian/Tajik/Hazara ethnicities)**
- **I am not in Afghanistan right now**
- **Joyenda, yaa-beenda ast (The seeker is the finder)**
- **Crowdsourcing**

What is Crowdsourcing?

- The practice of obtaining needed money, services or content by soliciting contributions from large groups of people, generally online, rather than from traditional suppliers
- Combines the efforts of “crowds” of volunteers, with each one contributing a small portion that adds into a larger, more significant result
- Crowdsourcing for content, not money
- Has this been done before in Paremiography?

www.kickstarter.com





The Pashto Proverbs Project



“Mataluna: 151 Afghan Pashto Proverbs” in Illustration

Collection Webpage

ضرب المثل های دری افغانستان
Afghan Proverbs and Sayings

Zarbul Masalha:
151 Afghan Dari Proverbs

In Dari Persian (Afghan Farsi) and English

© 2012-2013 by Edward Zelleem



Available at these and other leading international bookstores
Follow the author on Facebook and Twitter @edwardzelleem



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- links and blogs
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The Pashto Proverbs Project

کتابخانه پښتانه

Now collecting Afghan Pashto Proverbs
For the New Book

“Mataluna: 151 Afghan Pashto Proverbs”

You can help by sending your favorite Mataluna
with the form below



Created by Edward Zelleem

By popular demand, the Pashto companion to “Zarbul Masalha”

“Mataluna: 151 Pashto Proverbs”

Not proceeds benefit Afghan-Ind literacy programs in Afghanistan

The Purpose

Many fans of “Zarbul Masalha: 151 Afghan Dari Proverbs” have asked for a book of Proverbs in the Afghan Pashto language. It is time to make one! It will be a team effort by Pashto speakers from all over the world. This has never before been tried using social media.

The Plan

1. We will collect at least 151 Afghan Pashto Proverbs (“Mataluna”) online at this website.
2. After 151 Pashto Proverbs are collected, 50 of them will be illustrated by Afghan high school students in Afghanistan.
3. Then we will publish the companion volume to “Zarbul Masalha.” The title will be “Mataluna: 151 Afghan Pashto Proverbs.”
4. As with “Zarbul Masalha,” net proceeds from “Mataluna” will be

Add your favorite Pashto Proverb here:

Field 1: Your Pashto Proverb

Example:
داسې مټل نشته چې رښتیا نه وي

(In Pashto script)

Field 2: Your Pronunciation of the Pashto Proverb

Example:
Das matl nashita chi ruzhiya na wi.

(In English letters)

Field 3: Your Literal Translation of the Pashto Proverb

Example:
There is no proverb which is not true.

(In English)

Field 4: Meaning of the Pashto Proverb

Example:
This is something that can be learned from every proverb. Proverbs are the collective and traditional wisdom of many people from the past and the present.

(In English)

Name:



غوا که توره ده پی یی سپینی دي



Ghwa ke tora da pay yee speenye dee.
Although a cow is black, her milk is white.

علم د ښه سړي نه ډېر ښه او د بد سړي نه ډېر بد جوړوي



Elam da kha sarri na der kha aw da bad sarri na der bad jorrawi.
Learning makes a good man better, and a bad man worse.

په يو گل نه پسرلی کيږي



Pe ya gol ne pesarlay kigi.
One flower does not make spring.



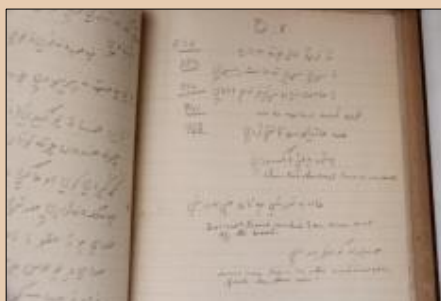
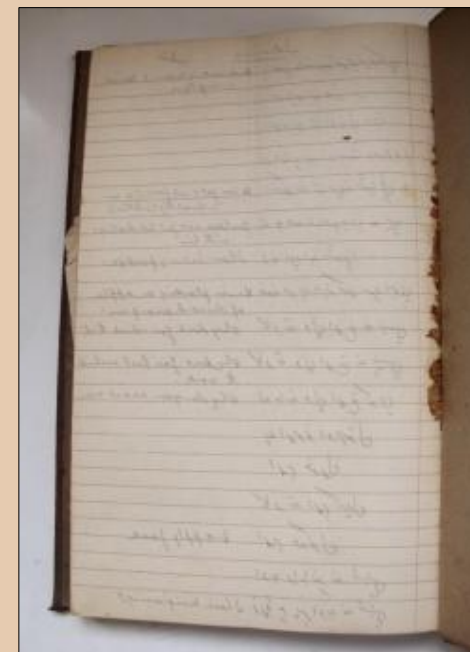
Qazi Ahmad Jan

1883 - 1951



- Laid foundations of modern Pashto literature
- Advocated modernization, education and women's empowerment
- Awarded MBE, taught British officers Pashto
- Unpublished manuscripts discovered in 2002

Qazi Ahmad Jan
Scholar, writer, playwright, judge



Mataluna: 151 Afghan Pashto Proverbs

Coming in early 2014



خپله لاسه ګله لاسه

92. *Khपालa laasa gula laasa.*

The labor of one's own hand is beautiful.

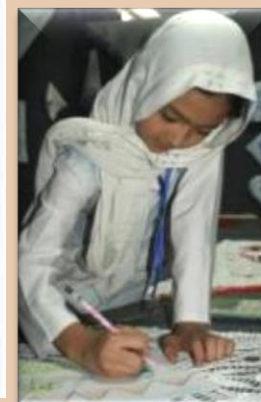


افغاني پښتو متلونه

Mataluna
151 Afghan Pashto Proverbs



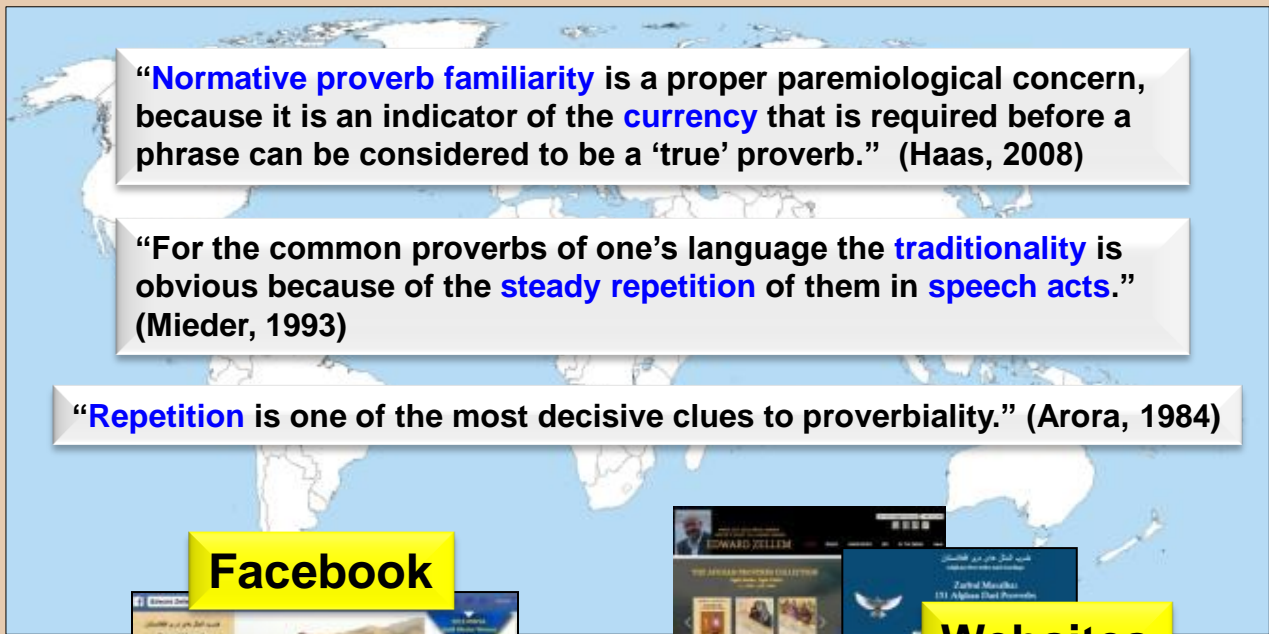
دګروال ادوارډ زالم
Captain Edward Zellem



Exploring the Paremiological Minimum

Social Media – New Territory and Methods

Traditionality – Frequency – Familiarity – Currency
Essential minimal knowledge



“**Normative proverb familiarity** is a proper paremiological concern, because it is an indicator of the **currency** that is required before a phrase can be considered to be a ‘true’ proverb.” (Haas, 2008)

“For the common proverbs of one’s language the **traditionality** is obvious because of the **steady repetition** of them in **speech acts**.” (Mieder, 1993)

“**Repetition** is one of the most decisive clues to proverbiality.” (Arora, 1984)

Facebook



Websites



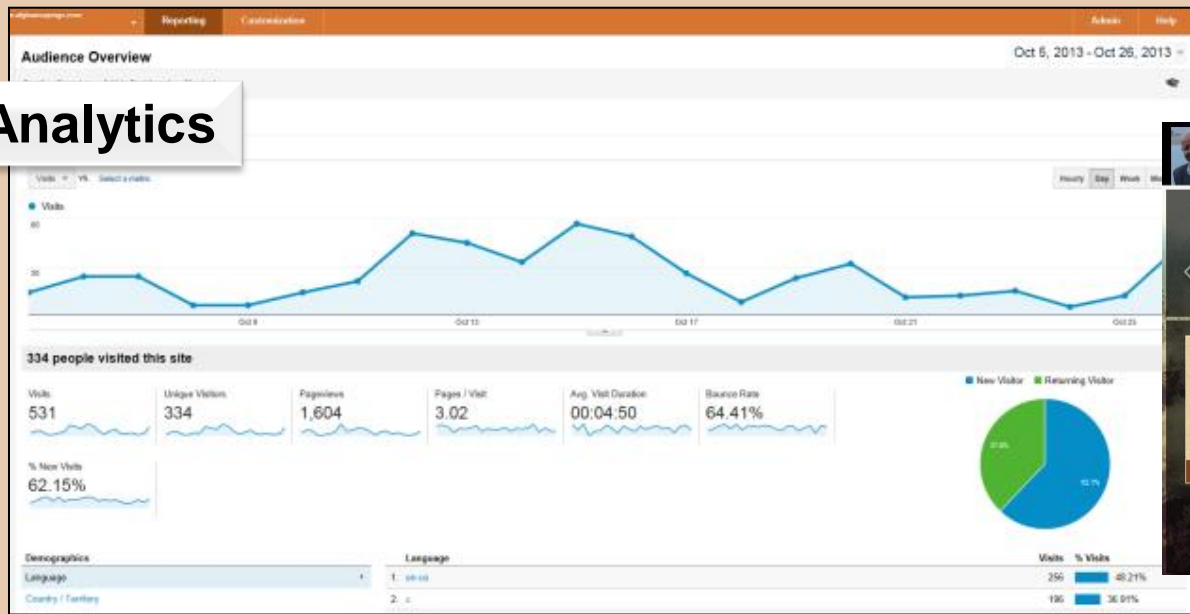
Twitter



Internet Analytics and Tools



Google Analytics



ZARBUL MASALHA
151 Afghan Dari Proverbs

Buy it on Amazon.com

HootSuite

My Tweets, Retweeted, Search Tweets, @afghansayings, @afghanproverbs

Afghan Proverbs
@afghansayings

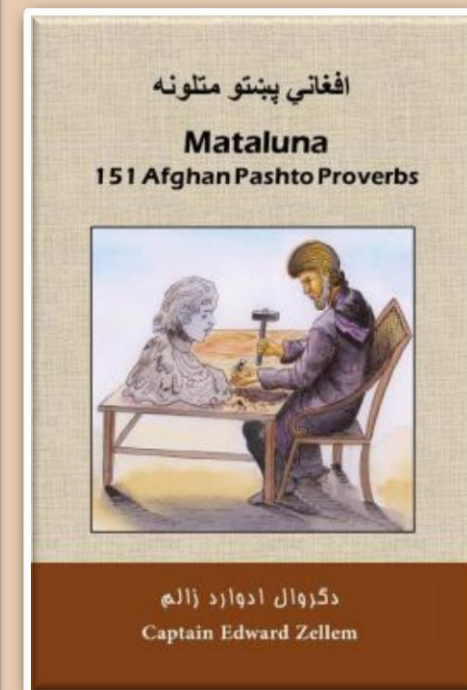
Daily #AfghanProverbs: Da qisimat leek na noregey. What is written in fate cannot be changed. ow.ly/qJ8f @SwedishKarin @kabulii - 31 Oct

M. Nasrat Samim
@NasratSamimi

@afghansayings @SwedishKarin @kabulii :) exactly.

09:27 AM - 31 Oct 13

- Continue translating and publishing “*Afghan Proverbs Illustrated*” in more languages
- Publish “*Mataluna: 151 Afghan Pashto Proverbs*” (March 2014)
- Publish “*Pashto Proverbs Illustrated*” and in more languages
- Continue 3X daily **Tweeting** of Dari and Pashto Proverbs
- Continue **Facebook**, **Website**, Other Social Media
- Refine methodology for collecting & analyzing social media traffic and metrics (**Paremiological minimum**)
- **Explore model in other developing countries and/or conflict zones**
- Promote AIP-IAP and new collaborations and initiatives, progress report at ICP14



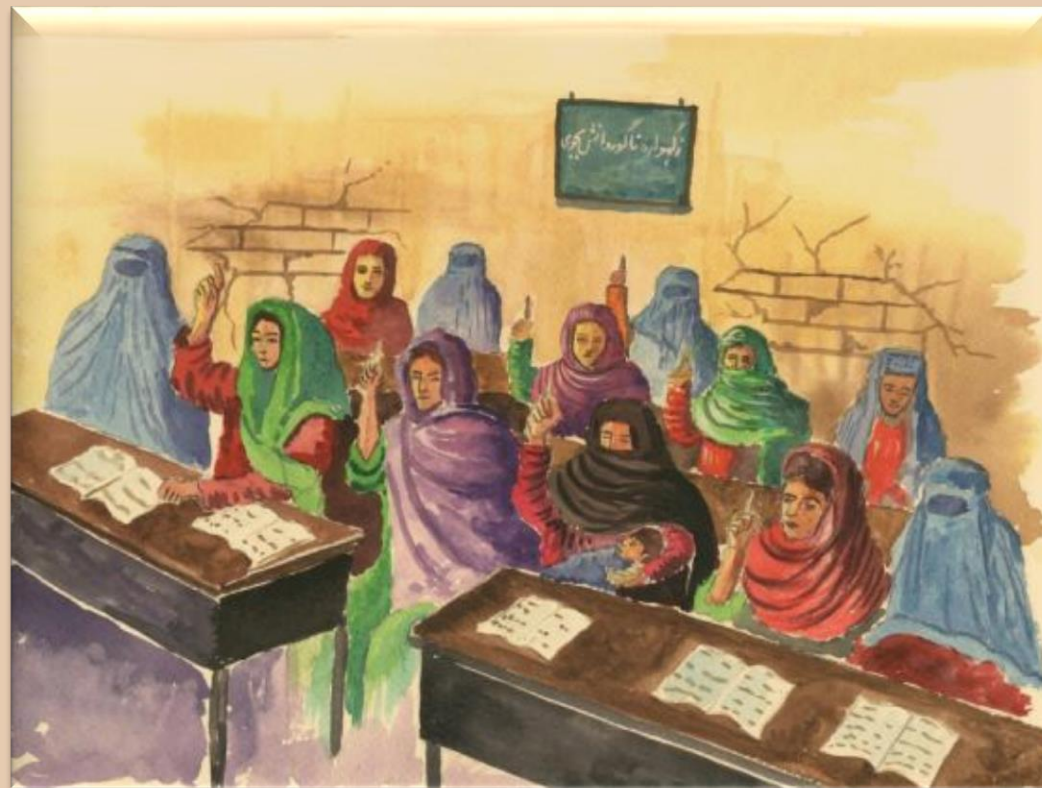
ماهی را هر وقت از آب
بگیری، تازه است.

**Maahee-raa har waqt az
aab biggeree, taaza ast.**

***Whenever you take a
fish from the water,
it is fresh.***

**The beginning of something
is always a fresh start.**

(ZM #127)



Questions/Discussion



www.AfghanSayings.com
Twitter: @AfghanSayings

