No initial culture shock in encountering a Bible translation modern people are held prisoners by Western translations of the Bible. Therefore, translations should instil a new sensitivity among modern readers to the socio-cultural distance between them and the original contexts of the Bible. In order to help facilitate this historical awareness, a new generation of "value added" translations must, in creative and responsible ways, begin to provide a minimum amount of cultural information to assist modern readers in assigning legitimate meanings to the linguistic signs encapsulated on the pages of the Bible.