

Eton Institute



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Press Release:

[Dubai's First Batch of Learners Successfully Complete the Sign Language Course at Eton Institute & Raise Proceeds for Special Needs Children:](#)

Dubai, 23 March 2010 – Dubai's first public Sign Language course conducted at Eton Institute was successfully completed by learners who took the 4 weeks course in American Sign Language. Part of the proceeds raised from the course is donated to Dubai Center for Special Needs based near Al Safa Park.

Colette Abi Rashed, Sign Language tutor at Eton Institute commented: "Sign Language is a captivating language because it so expressive and personal. Every gesture, movement, expression and even your body language has a meaning. It is not just a different language, but also a different culture and perspective. For instance while in many hearing cultures, continuous eye contact may be considered staring, in deaf culture it is essential to maintain eye contact at all times while conversing. Breaking eye contact while signing is considered rude as it is interpreted as a lack of interest or attentiveness."

The Sign Language course introduced for the first time in the U.A.E by Eton Institute is based on the widely accepted American Sign Language (ASL) standard and was launched as part of the institute's CSR (Corporate Social Responsibility) initiative to raise awareness for the hearing and speech impaired. It provides comprehensive training on using sign language in a practical day-to-day context and a part of the proceeds raised from the course are donated to the Dubai Centre for Special Needs, a non-profit organization that provides specialized education and therapy for children with various disabilities.

Although mainly used for communication with individuals with any sort of hearing or speech impairment, the applications and benefits of Sign Language go far beyond this. Sign Language when used effectively along with spoken language can help speakers utilize these non-verbal communication channels to reinforce their message in the conscious and subconscious minds of their listeners. Learning Sign Language has also been shown to enhance certain processing functions of the brain with users showing improved visual processing abilities.

The Introduction to Signing Course provides learners with the necessary know-how to start communicating in real-life situations using an interactive, fun and step-by-step approach. In addition to learning essential ASL topics such as finger spelling, vocabulary and sentence structuring, the Sign Language course also teaches popular deaf expressions, deaf etiquette and tips to sign like a pro.

For more information or to register for the *Introduction to Signing* course visit www.eton.ac or call 800-Eton (8003866) to speak with an adviser.

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