





### Say "yes" to languages!











#### **Fact or Fiction?**

- Everyone speaks English.
- 75% of the world's population do not speak any English at all.
- Scotland doesn't really need languages to improve its economy.
- Scotland is losing approximately £0.5 BILLION in potential income every year because we do not have enough people with language skills.
- 83% of 14/15 year olds in Sweden can cope (at a basic level) in a foreign language.
- In England it's only 14%. Can we do better?

## Top jobs...

BBC newsreader

Fiona Bruce



Pop star

 $\rightarrow$ 

**Chris Martin** 



Olympic cyclist



Bradley Wiggins



Famous children's writer

 $\rightarrow$ 

J. K. Rowling



Cheeky TV chef



Jamie Oliver



#### Top brands...

























## The job forecast for 2020 – why does it matter?



- 12 million fewer low skilled jobs
- 15.6 million more highly qualified jobs of which a HUGE percentage will require more than one language

Cedefop: The Widening Gap, 2012







#### What ALL employers are looking for

- team-working
- oral communication
- problem-solving
- intercultural skills

- interpersonal skills
- presentation skills
- organisational skills
- time management

By learning a language, you develop ALL of these skills









#### French: 3 Key Facts

It is the first language spoken by 75 million people worldwide, including more than 15 African countries.

- It is the official language of many international organisations (e.g. the International Olympic Committee)
- France is the most visited country in the world with 75 million tourists every year.









#### Spanish: 3 Key Facts

- Spanish is spoken in 44 countries worldwide and is the official language in 21 countries, including the USA. 329 million people speak Spanish as their first language.
- Spanish is the fourth most widely used language on the internet and is the fastest growing language in the world.
- With Spanish it's easier to learn French, Italian, Portuguese and Catalan.









#### German: 3 Key Facts

- Germany is the UK's largest non-English speaking trading partner.
- Germany leads the way in green technologies and 20% of Europeans speak German.
- Learning German is easier than you think because German is actually quite similar to English.

















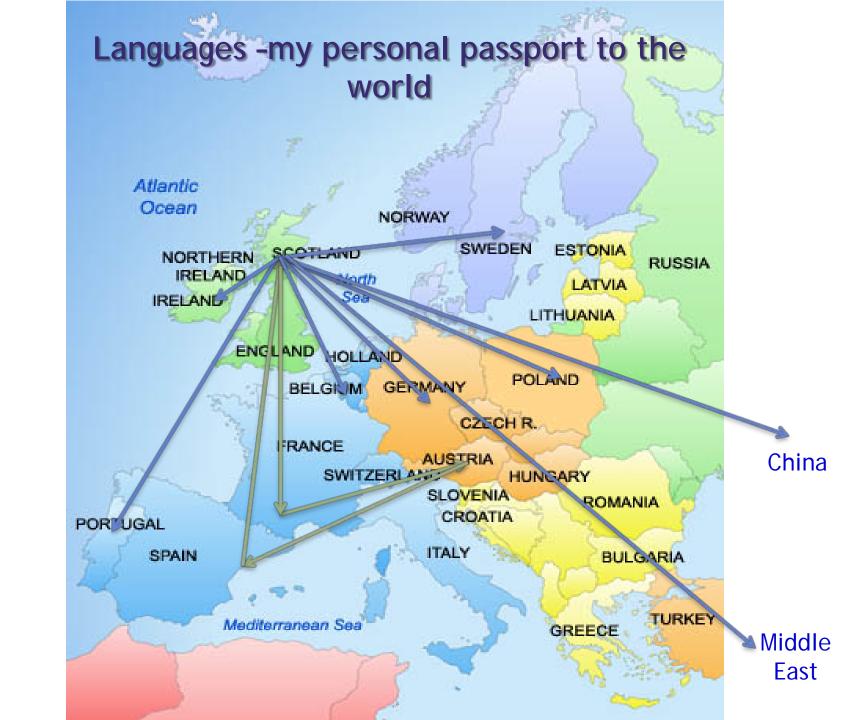


















# 3 simple tips to help you help yourself

- Watch your favourite DVD in another language you'll be surprised by how much you can understand
- Be open to languages and to people from other countries and cultures - wouldn't it be boring if we were all the same?
- Practise by teaching someone else in your family a few words or expressions – you'll have a laugh together!







#### And speaking of having a laugh...







# There are at least 700 reasons for taking your languages further...

- 1. Languages give your brain and your memory a HUGE boost
- 2. Languages give you confidence
- 3. Languages help you do better in ALL your subjects
- 4. Languages give you a passport to the world
- 5. And when the time comes....languages help you get a good job
- 6. 700! https://www.llas.ac.uk/700Reasons









#### A final thought...

If you talk to a man in a language he understands, that goes to his head. If you talk to him in his own language, that goes to his heart.

**Nelson Mandela** 

mouruuru Kiitos mahalo Köszi Merci Grazie Thank chacubo Dank U obrigado you Takk Děkuju danke Gracias 謝謝