



The Open
University

A man who knows two
languages is worth two men.

(French proverb)

The importance of language learning

obrigado

Dank U

Merci

mahalo

Köszí

спасибо

Grazie

Thank
you

mawuuru

Takk

Gracias

Dziękuję

Děkuju

danke

Kiitos



Danke	German
Merci	French
Grazie	Italian
Obrigado	Portuguese
Спасибо	Russian
Dziękuję	Polish
Děkuji	Czech
Dank U	Dutch
Mouruuru	Maori
Takk	Norwegian
Kiitos	Finnish
Köszi	Hungarian
Mahalo	Sotho



What about you?

- Are you learning a language?
- Which language(s) do you already speak?
- What do you want to do with the language(s) you are learning?

Do you agree?



1. The best way to learn a foreign language is to go to a foreign country
2. The best way to learn a foreign language is to speak it
3. You are a foreigner, therefore you will always have a foreign accent
4. If you didn't learn a foreign language as a child, you will never be fully proficient in its grammar
5. Studying pronunciation is not important



Languages do not have to be difficult to learn

- 10 easiest languages to learn for English speakers:
<http://www.telegraph.co.uk/education/educationpicturegalleries/9722196/Easiest-foreign-languages-in-pictures.html?frame=2418200>



1. Afrikaans
2. French
3. Spanish
4. Dutch
5. Norwegian
6. Portugese
7. Spanish
8. Italian
9. Esperanto
10. Frisian - German

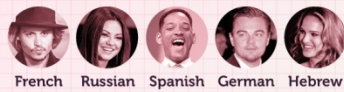


Speakers of more than one language enjoy...

- Your ideas



- wide-ranging opportunities for travel
- wide-ranging opportunities for new relationships
- wide-ranging opportunities for employment
- increased intelligence
- many new open doors



French Russian Spanish German Hebrew

270
British dating agencies agreed that people who speak a foreign language are **more attractive.**

bilingual people are sexy

the sexiest accents



Irish Italian Brazilian Portuguese Spanish French British



Children raised by bilingual couples are more likely to have better **memory** and **overall intelligence.**

Love



63% of those surveyed have dated someone who speaks a different language.

95% of those surveyed think that learning a second language would improve their brain power.

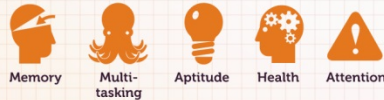
Students who study a foreign language for

4 or more years

outperform their classmates.

Intelligence

mental benefits of learning languages



Memory

Multi-tasking

Aptitude

Health

Attention



Bilinguals find it easier to learn a **third language** than monolinguals do to learn a second.

People who speak 2+ languages are

4x

less likely to have **cognitive impairment.**

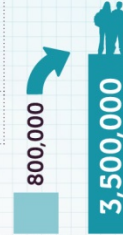


benefits of speaking a country's native language when traveling

An increase of **3x** over 20 years **US students** who studied abroad for credit.

Each year the number of international students increases by

12%



1975 2009

Travel

97%

of those surveyed said that knowing another language makes traveling to other countries easier.

98%

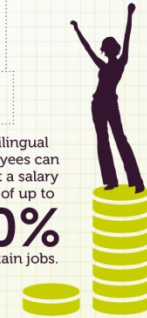
of those surveyed thought that learning a second language would help their career.

Money

Over **1/3 of businesses** want people specifically for their language skills.



Multilingual employees can expect a salary uplift of up to **20%** in certain jobs.



occupations in which speaking 2+ languages is beneficial



Journalist

Computer Games Designer

Marketing Manager

Tourist Guide

Engineer

Doctor

Sources:

UNWTO World Tourism Barometer
UNESCO
British Council
CILT
CBI

American Academy of Neurology
Connecticut State Department of Education
Pentucket Regional School District
Northwestern University
Kormi-Nouri R, Moniri S, & Nilsson L.G.

Chicago Tribune
Survey of 1728 prospective Kaplan students
<http://learninglanguages.com>
<http://www.ranker.com/>





10 reasons to learn another language

- http://www.ehow.com/list_6511471_10-reasons-learn-foreign-language.html



1. To better appreciate travel abroad
2. To enhance job prospects at home and abroad
3. To conduct business more effectively
4. To better understand other cultures
5. To experience foreign literature, movies, music
6. To better understand your own culture
7. To improve your thinking
8. To make learning another foreign language easier
9. To study abroad
10. To increase ability in your own language



It is true that...



- In today's global economy, **business is conducted across national boundaries on a regular basis**. According to Washington State University College of Liberal Arts, no matter what career you choose, you'll have a real advantage if you've learned a second language.
- Foreign language study increases problem-solving skills, memory and self-discipline. Also, **children who study a second language often score higher in seemingly unrelated subjects such as math and reading**.
- Studying a foreign language helps you **develop a knowledge of how languages work**. This makes learning a third foreign language easier.
- Through a process of compare and contrast, you will **develop a better understanding of and ability in your own language**. As the German playwright Johann Wolfgang von Goethe remarked, "Those who know nothing of foreign languages know nothing of their own."

Languages in my business



The Open University is the biggest distance learning university in the UK

- Language courses:

<http://www.open.ac.uk/courses/qualifications/q30>

- OpenLearn: <http://www.open.edu/openlearn/languages>

- Languages and the BBC:

<http://www.open.edu/openlearn/whats-on/ou-on-the-bbc-berlin>

<http://www.open.edu/openlearn/languages/when-words-do-matter>

- Connections between subjects:

<http://www.open.edu/openlearn/money-management/the-great-fall-business-impact>



Learning German – the smart choice

- <http://www.goethe.de/ins/gb/gla/lhr/wer/en11541516.htm>
- <http://www.goethe.de/ins/gb/gla/lhr/vor/en9047080.htm> -
Vorsprung mit Deutsch



New opportunities

- http://www.ukgermanconnection.org/?location_id=2969

How to learn a new language more easily



Fast Facts

- It is more productive to study a foreign language regularly for shorter periods of time than it is to study occasionally for longer periods of time because the brain is better able to retain the information when it is not overloaded. It is important to listen and read as much as possible, even when you cannot understand the material, because over time, it will increase your ability to make sense of the language. Self-made flash cards are the best way to memorize vocabulary.

Methods

- There are two primary techniques of second language learning. The first and most traditional method is a book-learned, systematic approach to understanding grammar and learning vocabulary. The second method is referred to as the cognitive approach, which attempts to recreate the surroundings of a child learning his native language by focusing on conversation and immersion. An effective immersion technique is to visit the native country.

Age

- Research shows that it is best to start learning a foreign language at a young age because the mind is more receptive to language at that stage of development. In fact, infants are born with the ability to recognize unique collections of sounds, but this skill quickly declines. Seven is the best age at which to learn a second language, but this, too, fades after puberty. For these reasons, many primary schools have foreign language programs.

Benefits

- Learning a foreign language has been shown to improve critical thinking skills, creativity and flexibility of the mind. As a result, students who take a second language have been shown to do better in other subjects. Bilingualism is also a marketable asset in many lucrative careers, such as health care, law and finance. Regardless of age, or whether or not you have a "knack" for languages, through perseverance and constant practice, anyone can learn a second language and enjoy these benefits.

Tips

- There are various activities to supplement books and classrooms that can increase bilingualism proficiency. For example, watching a foreign film can aid in the acquisition of authentic pronunciation, pace and dialect because it is not intentionally slowed down or formalized, as many learning tools are. Listening to music in a foreign language is beneficial because the melody and simple structure of the words can make new vocabulary easier to remember and use.
- http://www.ehow.com/about_6620896_learning-foreign-language.html



And remember... a little language
goes a long way

- <http://eurotalk.com/blog/2014/04/09/a-little-language-goes-a-long-way/>