

Why Study other Languages



The Importance of Languages

- How many languages are spoken throughout the world?
- 100
- 200
- 300
- More than 500

Just over 6,500

The Importance of Languages



In the Australia
18% of people
speak a language
other than English
at home.

The Importance of Languages

- The proportion of the world which does not speak English as its first language is:-
 - 1%
 - 25%
 - 74%
 - 94%

94%

What proportion of the world speaks no English at all?

- 75%
- 60%
- 50%
- 25%

75%

The Importance of Languages

Our planet has over 6 billion people who speak between 6000 and 7000 different languages

- Only 6% of the world's population are native English speakers?
- 75% of the world's population speak no English at all?



What percentage of employers are looking for school-leavers with language skills?

- a) 10%
- b) 25%
- c) 50%
- d) 74%

74%

Languages give you choices


- In most careers nowadays language abilities are highly valued and there is a particular shortage of people with languages in Engineering and Finance.

Languages take you further

- Some universities now require a language for degree courses in English, History and Law

How will studying languages help you?

- It will increase your job opportunities
- It assists your understanding of other cultures
- It develops your higher-order thinking skills further
- Improves your opportunities for travel



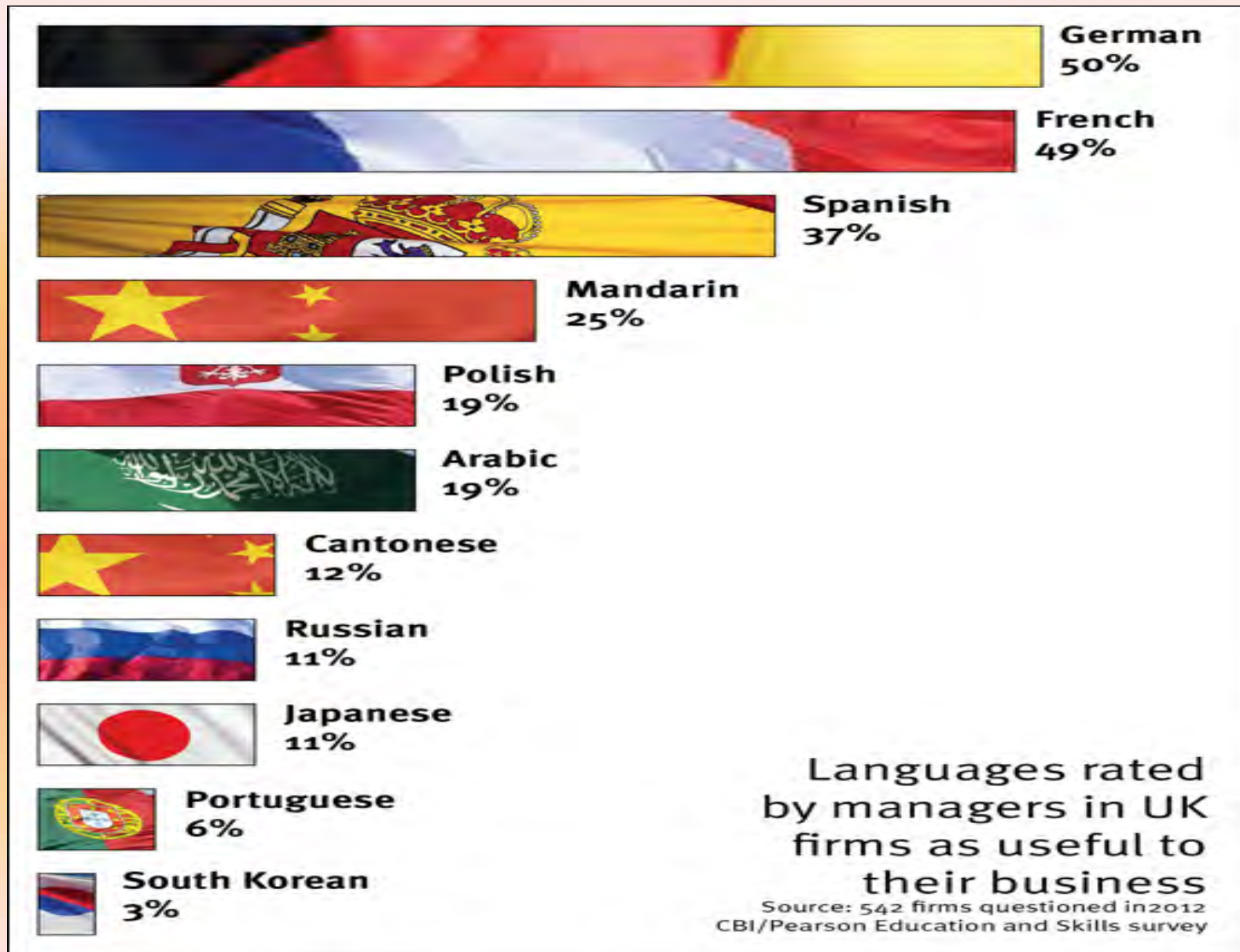
People who can speak another language earn on average 20% more than people who do not

Did you know?

- **86% of the UK's richest under 30s speak a foreign language.**

WHY GERMAN?

Which languages are most in demand?



Why learn German?

- German is the most wanted foreign language by UK companies
- German is the second most commonly used scientific language
- Germany is the largest exporter in the world
- One out of every ten books in the world is written in German

Within the European Union, more Europeans are native speakers of German than any other language

- German is spoken by more than 120 million people in:
- Austria, Germany, Liechtenstein,
- Luxembourg, Switzerland
- Parts of Belgium, Northern Italy and Eastern Europe

Media

- Being able to speak a language opens doors for journalists all over the world. The BBC's Andrew Marr has used his French and Spanish skills throughout his career, and says there's no substitute for speaking the language of the country

Andrew Marr



Marketing

- These days, companies have to market to customers all over the world. A lot of value is therefore placed on language skills.

Technology and computer games

- The computer gaming industry has seen huge growth over the last few years, and the demand to produce software for local markets means that language skills are in increasing demand.
- Your languages would be a great asset in this sector.

Engineering



Engineering companies in Britain are having to recruit from France and Germany because British engineers don't have language skills.

**Who speaks foreign
languages?**

Jonathan Ross Russian



Johnny Depp

French



Daniel Craig

Spanish



Helena Bonham-Carter

French



Will Smith Spanish



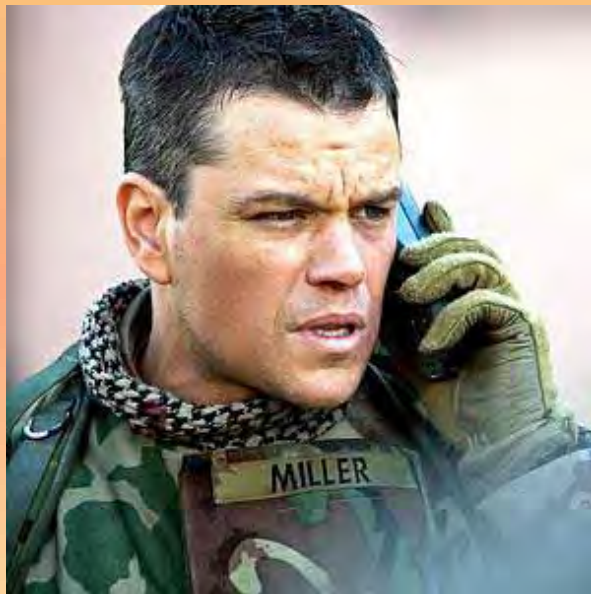
Uma Thurman

French



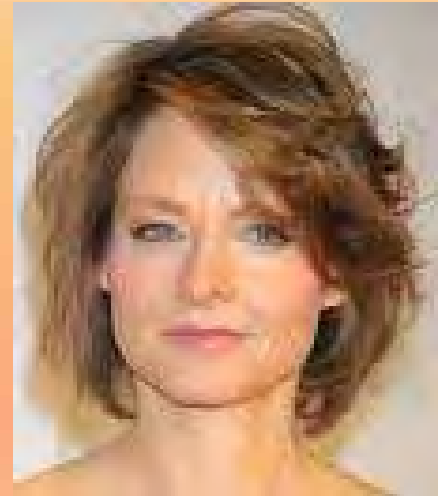
Matt Damon

Spanish



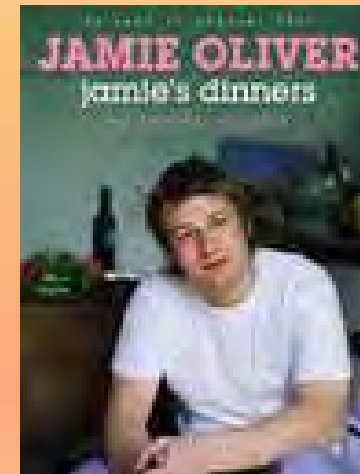
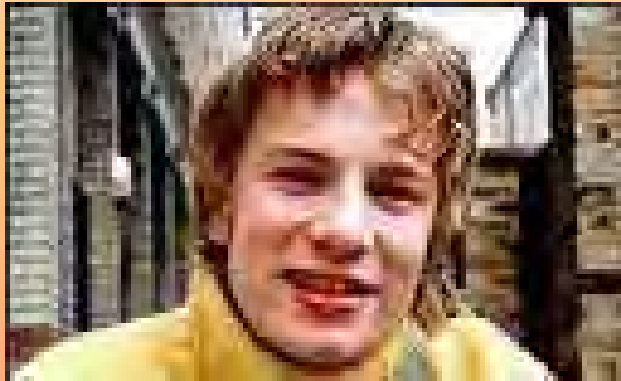
Jodie Foster

French



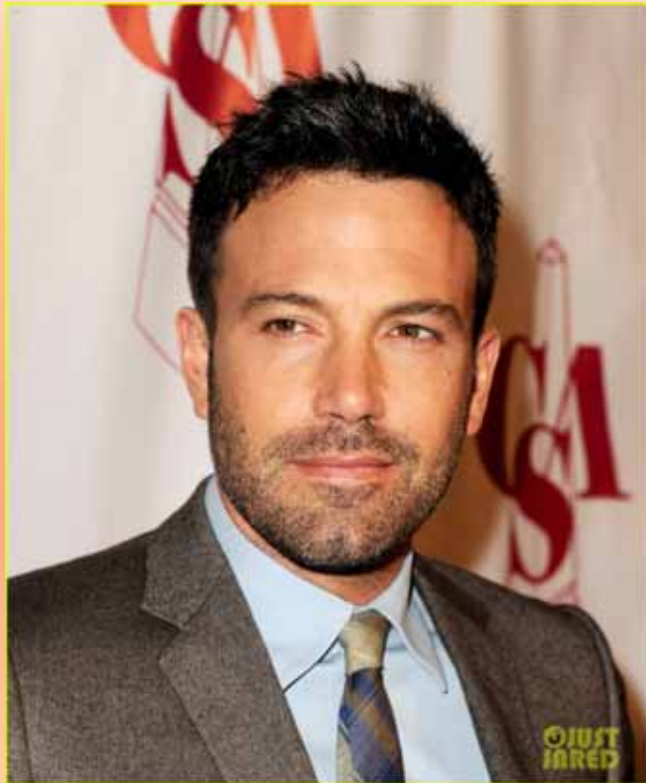
Jamie Oliver

French



Ben Affleck

Spanish



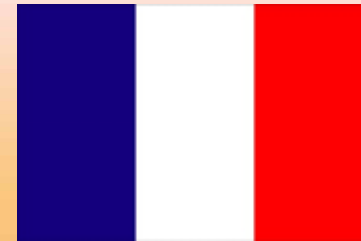
Bradley Cooper

French



Tina Turner

French

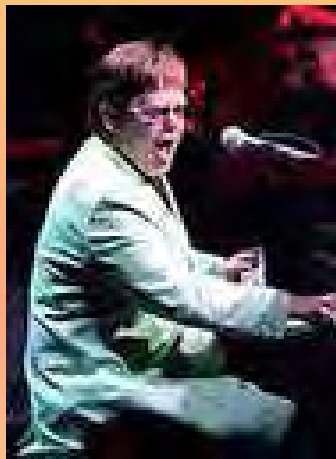


Andy Murray

Spanish



Elton John French

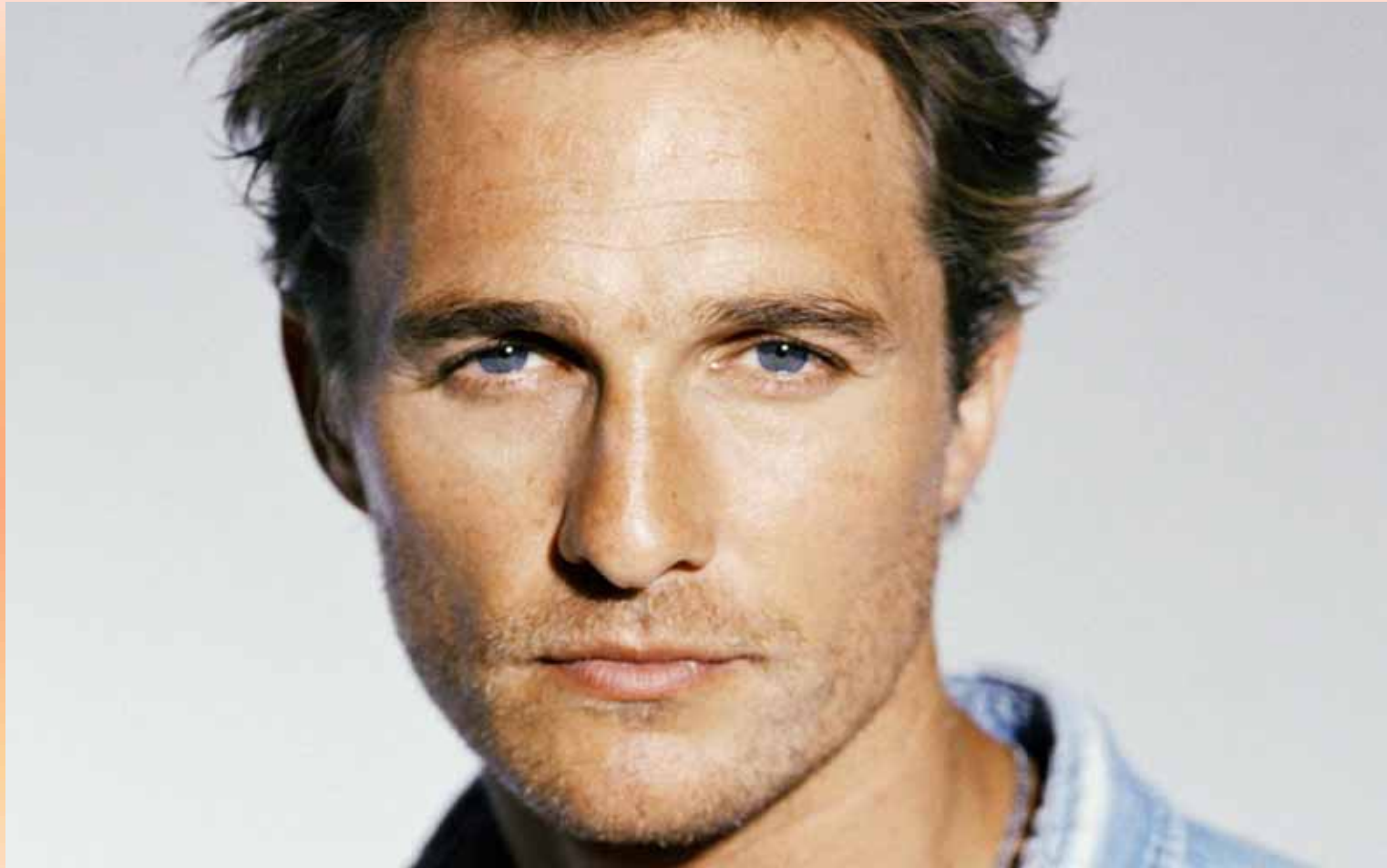


Madonna French



Matthew McConaughey

Spanish

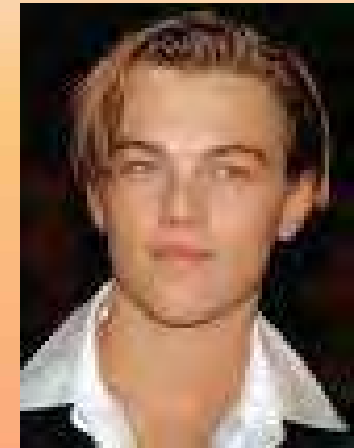


Kate Beckinsale

French



Leonardo DiCaprio German



Kylie Minogue

French



Renee Zellweger

German

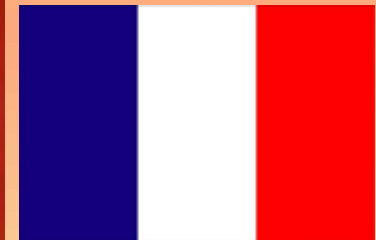


Justin Bieber French



Sophie Raworth

French and German



Eddie Izzard

French and German



Paul McCartney

German and Spanish



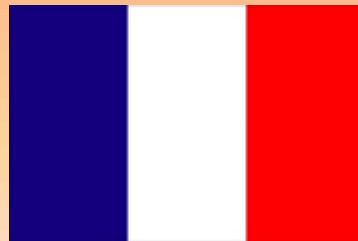
Gary Lineker

Spanish and Japanese



Paula Radcliffe

French and German



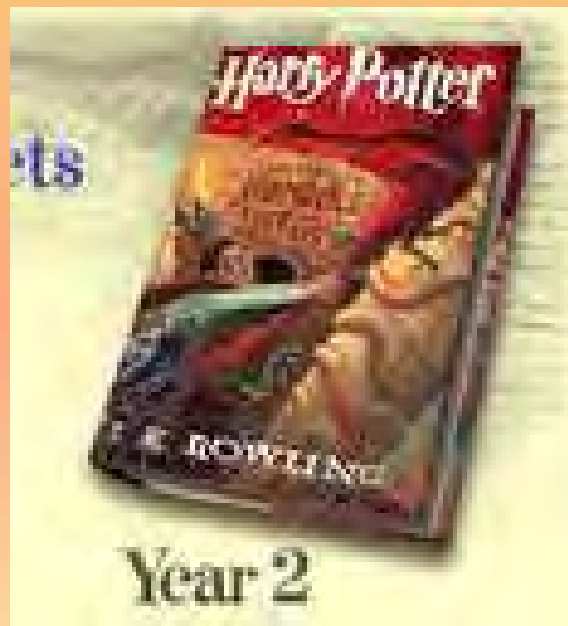
Gwyneth Paltrow

Spanish and Italian



J K Rowling

French, Spanish and Portuguese



Salma Hayek

Spanish, Portugese and Arabic



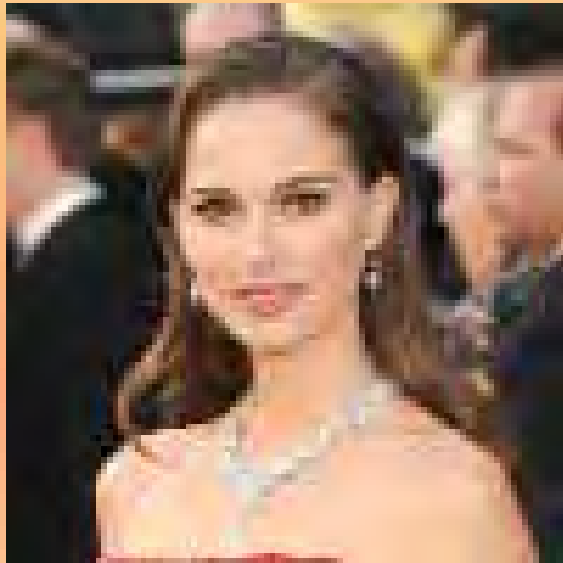
Shakira

Spanish, Portugese, Italian and Arabic



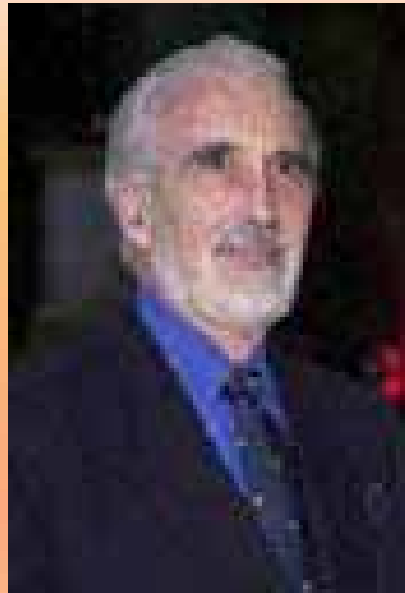
Natalie Portman

French, German, Spanish, Japanese
and Hebrew



Christopher Lee

French, German, Italian, Spanish, Russian,
Greek and Swedish



Arsene Wenger

English, German, Italian, Japanese and Spanish



Sir Alex Ferguson French



Sir Alex Ferguson CBE:

" All I can advise, is that you keep working at your languages. Foreign languages are exciting and interesting - keep up the hard work, it will be worth it in the end."