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?

- German: 50%
- French: 49%
- Spanish: 37%
- Mandarin: 25%
- Polish: 19%
- Arabic: 19%
- Cantonese: 12%
- Russian: 11%
- Japanese: 11%
- Portuguese: 6%
- South Korean: 3%

Languages rated by managers in UK firms as useful to their business

Source: 542 firms questioned in 2012
CBI/Pearson Education and Skills survey
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
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 Zellweiger
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, Portuguese and Arabic
Shakira
Spanish, Portuguese, 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.”