

## **Why should students learn a language?**

*Languages is the new word for 'LOTE' - this rebranding suits International terminologies*

- \* Businesses, managers and governments around the world are currently asking for more people who can speak another Language;
- \* In the U.K., authorities are aiming for 90% of teenagers to be competent in one additional language by the end of the decade. However currently there is only 50% that have language competency;
- \* In U.S.A., they have developed a policy that will have all students studying and communicating in two languages by High School Graduation;
- \* In Australia, the famous group of eight Universities as well as many businesses, educational authorities and state and national governments want to increase the number of Language graduates radically. The Group of 8 Executive Director said that the small number of students graduating with a Language ability is, "Australia's greatest skills shortage and the one most directly relevant to our competitiveness and security in an increasingly global environment" (June 3, 2007);
- \* In Queensland, Education Queensland hopes to increase Language graduates from 6% to 20% by 2020 through a variety of initiatives.

## **Why?**

Everyone is realising that as the world develops cross-country links in trade and business, communication between countries increases and people need to be able to share information in languages. They also need to have a cultural understanding of the people with whom they are dealing with on a regular basis.

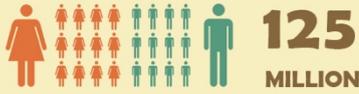
So many other countries speak English as well as their native tongue. In order to gain jobs and business, Australians need to be able to speak other languages. Otherwise companies will use their own people who CAN speak two languages. Monolingual English native speakers are losing their advantage in their own language because English language skills are becoming a basic skill around the world. For example, Amazon had a customer centre in the U.K. worth over 8 billion \$US in 2007. They moved to Ireland because in Ireland more than 40% of people speak other Languages!

## **Why study the Japanese language?**

- o Japan is the 2nd largest economy on earth = Business, trade & travel opportunities;
- o Japan is an Asian partner for Australia = Large trade partner for Queensland;
- o The Sunshine Coast is a popular tourist destination for Japanese travellers = Multiple job opportunities;
- o Japan has international appeal as the world values Japanese culture such as sushi, manga, anime, karaoke, cars, etc;
- o There are few fluent Japanese and English speakers in world = Increased job opportunities;
- o Japanese is not necessarily a hard language, the grammar is easy to grasp even though the Japanese scripts are challenging (Hiragana, Katakana and Kanji)

# JAPANESE MATTERS

Number of native speakers of Japanese



Where Japanese is spoken

Japanese is mainly spoken in Japan. However, there are also around 2.5m people of Japanese origin, many of whom speak Japanese as their first language, living in Brazil and the rest of the Americas, particularly the United States. There's also a sizeable expatriate presence in major cities such as London, New York and Paris



漢字  
ひらがな  
カタカナ

The Japanese writing system uses 3 character types:

**KANJI** - adopted Chinese characters  
**HIRAGANA** - native Japanese words  
**KATAKANA** - foreign words

Romanized Japanese, called *rōmaji*, is frequently used by foreign students of Japanese who have not yet mastered the three main scripts.

Did you KNOW?

Tsukiji market in Tokyo is the world's largest fish market.

Geisha means "person of the arts" and the first geisha were actually men.

The fortune cookie dates back to Kyoto, Japan during the 19th century.

**3rd**

**Most POPULAR** foreign language in **SINGAPORE**

Why should you learn **JAPANESE** at inlingua?



Percentage of students of **JAPANESE** who would **recomm**end inlingua to a friend.

**5.0/5** ★★★★★

Average **quality** score among our **teachers** of **JAPANESE**.

Japan has the 3<sup>rd</sup> largest economy in the world.

Japanese inventions are world famous.

It's easier than you think!

125,000,000 people speak Japanese.

A lot of cool stuff comes from Japan!

## 10 REASONS TO LEARN JAPANESE

It could help you get better career!

Japanese is a gateway to other Asian languages and cultures.

Knowing Japanese will make you stand out from the crowd!

Japanese-speakers are the Internet's 4<sup>th</sup> largest language group.

You can meet Japanese all over the world when you travel.