
DLO DAILY MEDIA UPDATE

CURRENT NEWS 30 NOVEMBER 2010

United States Air Force to Provide Negotiation Skills Training Using Video Games

Adayana Government Group (www.adayana.com/government) announced today that it received a contract from the U.S. Air Force Negotiation Center of Excellence (NCE) to develop an experiential learning environment designed to train negotiation skills in cross-cultural environments. The training objective is to prepare junior Air Force and Department of Defense (DoD) personnel (median age 30) on the application of basic negotiation principles in a culturally specific context. Interactive, 3-D game-like training scenarios will be scripted to allow students to practice foreign language skills, and to learn the cultural principles that form the basis of the societies where they operate. The solution will also support the use of interpreters to provide airmen exposure to this additional skill set. Critical to winning the hearts and minds of the populations where conflicts exist, this type of soft skills training is essential for mission success in today's operational environments.

Brain Imaging Studies Show Different Cultures Have Different Brains

Did you know that our brain function is entirely different when we think about our own honesty versus when we think about another's honesty? That's if the "we" is American. For Chinese people their brains look identical when considering either. These sorts of studies fall into so-called cultural neuroscience: the study of how our environment shapes our brain function. Following up on the cultural differences between Asians and Americans, one study published in [Neuroimage](#) found that when faced with the same image, people's neural responses are totally different. Scientists found that when American subjects viewed a silhouette in a dominant posture (standing up, arms crossed) their brain's reward circuitry sparked. Not so for Japanese subjects. For the Japanese, their reward circuitry fired when they saw a submissive silhouette (head down, arms at sides). This physiological response matches a well-known behavioral difference: Americans favor and encourage dominant behavior. Japanese culture reinforces submissive culture.

European Parliament faults Chinese language policy in Tibet

The European Parliament has, on Nov 25, condemned the imposition of Chinese as the main language of teaching in schools in Tibet and called for the policy to be reversed. It has adopted a resolution to support an inclusive language policy education for Tibetans. The resolution was passed during a plenary session in Strasbourg under an agenda on Tibet titled "plans to make Chinese the main language of instruction." It called for a genuine bilingual language policy in which all subjects can be taught in the Tibetan language.

Moscow Enters Armenian Language Controversy

Moscow has expressed its disapproval of a public uproar in Armenia against a government bill allowing the existence of private schools where the main language of instruction is not Armenian. Visiting Yerevan in mid-November, a senior Russian parliamentarian warned there is a sense in Moscow that vocal opposition to the measure voiced by local public figures and opposition politicians is primarily directed against greater use of the Russian language in the ethnically homogenous former Soviet state (Zhamanak, November 12).

Transcending Language Barriers in Business

It is widely accepted that English is the international language of business, which gives many companies who operate in English a sense of great complacency when dealing with foreign customers or partners. However, taking the time to understand whether these audiences would be better served in their own native language is a crucial way of winning respect, raising reputations and closing large deals.

10% of world will speak Spanish by 2050—expert

By 2050, 10 percent of the world population will be speaking Spanish, spurred mostly by its growth in the United States, Cuban linguist Humberto Lopez Morales said Monday at a book fair here. Lopez, a member of Puerto Rico's language academy, said that thanks to the growing Spanish-speaking population in the United States, which he said currently stands at 13 million, the language of Don Quixote will also increase proportionally worldwide. He said the Spanish language will go from 450 million speakers at present—or 6.5 percent of the world's 6.9 billion population—to 10 percent of a UN-estimated global population of nine billion by mid-century.

Native American Indian Language Policy

In the article American Indian Language Policy and School Success by John Rehyer, the Native American Language act is discussed. This act was passed on October 30 of 1990 and signed by President Bush. The act says, "The status of the cultures and languages of Native Americans is unique and the United States has the responsibility to act together with Native Americans to ensure the survival of these unique cultures and languages." The act's purpose is to, "preserve, protect, and promote the rights and freedom of Native Americans to use, practice, and develop Native American languages." Organizations such as, U.S. English and English First lobby are fighting for the constitutional amendment to make English the official language of the United States and of the educational system. There are sixteen states that have made English their official language.

Teach small children basic foreign language words with iKidz Pro

Every time I've been to Holland, I've been amazed at the number of languages that many people could speak fluently. Perhaps one of the reasons is that the Dutch start teaching their children other languages at a very early age. I came across a very simple and well-designed app that might prove that's true. [iKidz Pro](#) (US\$2.99) is an educational universal iOS app that teaches very small children basic words in nine languages: US English, UK English, Spanish, Dutch, French, Italian, Russian, Polish and Turkish, with more on the way. For fun, a baby language was put in that doesn't teach anything but is fun to play with.

PREVIOUS NEWS

Saving Iraq's Historic Treasures

Straka is now a lieutenant colonel attached to the Army's 352d Civil Affairs Command, which is headed to Iraq next month to support local reconstruction efforts in 14 provinces. He and 60 other soldiers heard presentations about how to respect the nation's vast cultural heritage, whether that means thwarting looters of ancient sites or helping to preserve museums and mosques. The message was reinforced with a tour of the archaeology museum in West Philadelphia, where the troops got to see artifacts of the kind they might encounter overseas. Showing appreciation for local culture - past and present - helps troops to win the "hearts and minds" of the nation where they are deployed, whether it is Iraq, Afghanistan, or elsewhere, Rose told his audience.

'Female Engagement Team' Training

The Iowa National Guard undergoes 'Female Engagement Team' training prior to deployment to Afghanistan. Soldiers prepare themselves for cultural encounters with Afghan men and women played by actors in this video.

Seven questions for K. David Harrison

BY SOME estimates, half of the world's 7,000 languages will disappear in the next century. K. David Harrison, a linguist at Swarthmore College, has made a career documenting some of them—and advocating for keeping them alive. A film about his exploits (with a fellow linguist, Greg Anderson), "[The Linguists](#)", was nominated for an Emmy award, surely a first for that academic discipline. Most recently, Mr Harrison has written a book with National Geographic: "The Last Speakers". We asked him about what is lost when a language dies.

Language study can be passport to the world

The world language program offered by Washington County Public Schools is designed to break down language and cultural barriers through traditional or immersion language programs or the ELL — English Language Learners — program. In this package of stories, students, teachers and administrators weigh in on how the program works and how it is working.

New language policy for FNU

The Fiji National University has taken onboard a few challenges for next year and one such challenge would be to see that all teacher trainees be fluent in both the Hindi and Fijian languages. FNU's Vice Chancellor Doctor Ganesh Chand said from next year, the trainee teachers will not be able to get their graduation certificate unless they are fluent in both languages. While speaking at the first National Conference on Education held in Lautoka, Dr Chand hopes that the step would be a strong motivation for other sectors of the society to play their part in ensuring a diverse society that also encourages unity.

LSC promotes Chinese program

Lafayette School Corporation (LSC) gets an international partner in learning: A school in China. Students showed off their Mandarin language skills to the school board. The district recently formalized a relationship with a Chinese high school in Shanghai to open up more opportunities for students to learn the language and culture. "When we let students realize the language is not really that difficult they have confidence in learning it, said LSC Mandarin teacher Sun Ye. The partnership will allow for students to study aboard and for teachers to exchange education tips. The program also includes a new Confucius classroom that allows students from any district to experience China for 90 minutes. It's one of about 100 in the US that exposes students to Chinese culture.

English is a foreign language for 80pct of Brit school kids

A survey has found that nearly 80 percent of primary pupils in schools across Britain have a different mother tongue, with English being a foreign language. The survey also revealed that children who speak English as their first language are in a minority in inner-city London schools. In Birmingham, Bradford and Leicester more than 40 percent of pupils across all primary schools do not count English as their first language, and nationally, it is a foreign tongue to nearly one in six youngsters in primary schools. The figures have almost doubled during the past decade and are projected to increase to 23 percent - 830,000 out of 3.5million - by 2018.

ARMY HAS TOUGH TIME RECRUITING AFGHAN TRANSLATORS

Recruiters in Los Angeles walk the streets of Little Persia trying to find candidates who speak Dari, Pashto or Farsi, but many in the communities have reservations about the war. The recruitment trail can be challenging. The pool of candidates who speak Dari, Pashto or Farsi is far thinner than the Arabic speakers the military sought out during the Iraq war. And many in the communities have reservations about the war. The Army has been able to sign up only nine Los Angeles-area recruits for the language program in the last year, far short of the goal of 48 local enlistees and just a fraction of the 250 signed nationwide. "It's a much smaller population.... We're involved in a lot of community liaison activities and I expect this year to do more than in years past," said Lt. Col. Frank Demith, assistant deputy for foreign language and culture for the Army.

ISRAEL'S EDUCATION MINISTRY: YES TO ARAB CULTURE

A new program to teach Arabic language and culture to all Jewish children in Israel's north – as a means of promoting closer ties between Jews and Arabs. The program, which was launched this September, requires all schools in the ministry's northern district to offer two hours a week of instruction in Arabic language, culture and tradition. Fifth graders in all state and state-religious schools will be taught by Arab instructors and Jews who have received special training. "This will contribute to a deeper awareness and understanding of the Arabic heritage and will promote coexistence, living together, tolerance and friendship between the various student populations in the north," wrote Dr. Orna Simchon, head of the northern district, in a letter to school principals.

LANGUAGE YEAR BOOSTS POPULARITY OF CHINESE CULTURE IN RUSSIA

An official closing ceremony for the Chinese Language Year in Russia is set for Wednesday. More than 200 activities have been staged so far in Russia during the cultural program, which has not only promoted mutual understanding and friendship between the Russian and Chinese people, but also consolidated the social basis for the two countries to deepen their political trust and pragmatic cooperation.

NEW TECHNOLOGY WILL REDUCE LANGUAGE BARRIERS, IMPROVE COMMUNICATION IN BROCKTON, MASS HOSPITAL

New technology will help reduce the language gap between doctors and patients at Good Samaritan Medical Center, hospital officials say. Good Samaritan has purchased 130 “Interpreter Phones,” which will be installed in patient rooms. The technology, called “NexTalk” will ease language barriers for patients and patrons who speak limited English and improve medical interpreters’ abilities to communicate with patients in a language they understand. NexTalk uses a webcam and portable computer that works as a communication medium for deaf patients and those who speak limited English. The program supports American Sign Language and multiple spoken languages. The medical center has 10 laptops equipped with the technology.

AIR FORCE CADET DISCOVERS GIFT FOR RUSSIAN LANGUAGE

An estimated 42.2 million people will travel this Thanksgiving holiday, according to the auto club AAA. Josiah Eubank will be among them, flying more than halfway across the country to be with his family, first in Pennsylvania and then New York City. A junior at the United States Air Force Academy in Colorado Springs, he is already a seasoned traveler. During the usual three-week break cadets get in the summertime, Eubank lived with a family in the Ukraine, attending Russian language classes in the morning and learning the language by being fully immersed in the culture. His host family knew a little English, Eubank said, but they were supposed to communicate with him only in Russian. It’s an effective way to learn, he said — you’re forced to use the language instead of relying on someone who knows a little English, or a little more of the foreign language than you do. “You have to speak it or you don’t survive,” he said. He survived — even thrived — and has applied for a similar experience in 2011 in Russia.

Bilingualism may delay Alzheimer’s

Speaking two or more languages may help delay Alzheimer’s disease symptoms by as much as five years, research has found. A new study examined medical records of 211 patients diagnosed with probable Alzheimer’s, a devastating memory-erasing disorder estimated to affect one in eight people 65 years of age or older in the United States alone. The researchers found that symptoms started as much as five years later for people who had spoken two or more languages consistently over many years. The study led by scientists at Baycrest, an academic center affiliated with the University of Toronto, is published in the Nov. 9 issue of the journal *Neurology*.