
DLO DAILY MEDIA UPDATE

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HUMAN LANGUAGE TECHNOLOGY SHOWCASE 2010

The Under Secretary of Defense for Personnel and Readiness and the Under Secretary of Defense for Intelligence are proud to present the Human Language Technology (HLT) Showcase. The Showcase will bring language technology professionals and industry leaders together to display, demonstrate, and discuss language tools, technologies, software applications, and programs that benefit the Department of Defense community. These technologies have a direct impact and application to the various Department of Defense disciplines. Representatives from various Intelligence Agencies within the Office of the Director of National Intelligence will also attend the event.

The Showcase will take place from 10:00 a.m. – 4:00 p.m. on Thursday, December 2, 2010 at the Pentagon in Washington, D.C. The Human Language Technology Showcase will feature products and programs relating to machine translation tools, foreign language speech tools, language-in-image technologies, information discovery tools, linguist aids and translation services, and language learning educational tools. Attendees will have the opportunity to network, share ideas, ask questions to industry experts and engage in hands-on demonstrations. In addition, informative presentations from experts in government and industry will be offered concurrently with the exhibits.

LANGUAGES NEEDED TO BOOST EXPORTS

Businesses and language experts in Wales are backing calls for more young people to learn foreign languages. Research shows that Welsh firms could increase sales by 44.5% if they recruited more staff with languages skills. The calls follow a Welsh Assembly Government action plan to boost modern foreign languages learning. The average take-up of languages at GCSE level has dropped to 27% in Wales, yet businesses in a wide range of industries need candidates with practical language skills.

Two More Afghan Air Force Lieutenants Head to the US for Training

On Dec. 1, the Afghan Air Force's English Immersion Lab know as the Thunder Lab graduated another two pilot candidates who will now proceed to more advanced training in the U.S. The two officers are going directly to the U.S. for language training at Defense Language Institute in San Antonio, Texas, and then to pilot training at either Columbus Air Force Base, Miss. for fixed wing aircraft or Fort Rucker, Ala. for helicopters.

B.C. Must Invest in Mandarin Classes

A University of B.C. professor was quoted this week in the Sun as saying B.C. will have to invest more in Chinese-language classes from kindergarten to post-secondary if it truly wants to be a gateway for business with China. "*We live in a province that is heavily oriented toward Asian in business ties, but the reality on the ground in terms of investments so citizens of B.C. know something about Asia is essentially a generation behind,*" said Ross King, the head of UBC's Asian studies department.

School Administrators Work To Develop Foreign Language Exams

With New York State no longer developing final exams for select foreign languages and threatening to eliminate more due to budget restrictions, a group of Long Island school administrators has met in an effort to develop proficiency tests for middle school and high school students.

PREVIOUS NEWS


Marine doing 'something great' with her life

And the life Pacheco has lived in Afghanistan as a member of the U.S. Marine Corps' first official Female Engagement Team is very far from the life she lived in the rural bedroom community of Pipersville. She would then spend the day patrolling the dusty roads of the Helmand province in southern Afghanistan - a region where both the U.S. military and the Taliban have a strong presence and relations with the populace are tense. She would pat down the women who approached the Marine Corps' base to make sure they were not carrying bombs or other weapons. Or she would go with several other female Marines to the homes of local widows and other women to help give them medical treatment or teach them ways to become financially independent.

Chinese exchange widening horizons

Chris Corder moved from California to Maine and gave up a scholarship to another school because the University of Maine at Farmington has a long-established Chinese exchange program with the Beijing University of Technology. This year, Corder, an international studies major at UMF, is racing to learn Chinese in classes taught by a visiting professor from BJUT. By next fall, Corder plans to be studying in Beijing, China's burgeoning capital city of 22 million people, and attending classes with 23,000 other students at BJUT.

Bilingual Mandate Challenges Chicago's Public Preschools

Administrators in the Chicago public schools are seeking to strike the right balance between providing guidance and permitting flexibility as they put in place the nation's first state mandate for providing bilingual education to preschoolers. [New rules](#)  approved by the Illinois state board of education in June flesh out a January 2009 change that essentially extends the same requirements for educating English-language learners in K-12 public schools to 3- and 4-year-olds in public preschool centers. ("[Illinois May Mandate ELL Rules for Preschool](#)," April 28, 2010.)

Mango Languages Launches Mango Passport®

[Mango Languages](#) today unveiled Mango Passport®, its latest language learning product designed specifically for people who enjoy international travel and want to be able to effectively communicate in the country's native language. Beverly Cornell, director of marketing for Mango, made the announcement. Created to provide the conversation skills that a traveler needs to successfully communicate and engage with the local population, Mango Passport® also assists the user in gaining an understanding of the new language and culture.

Downturn Down Under

Central Queensland University's main campus is located in prime territory for mining -- of coal, natural gas, nickel and precious stones (emeralds, rubies and sapphires). Australia's is largely an extractive economy -- its two largest export industries are the mining of coal and iron ore -- but vying with gold mining for third is international education, which depends not on the removal of nonrenewable resources but on the importation of a renewable resource: students. In general Australia's universities derive between 15 and 20 percent of their revenue from international student fees, but for Central Queensland -- which runs campuses solely for international students in Brisbane, the Gold Coast, Melbourne and Sydney -- the figure is 44 percent. In the third term of this year, the institution saw declines in new international enrollments of about 20 percent.

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.