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## DLO DAILY MEDIA UPDATE

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### CURRENT NEWS 22 DECEMBER 2010

#### GAPP to Regulate Foreign Language Use in Publications

China's General Administration and of Press and Publication (GAPP) recently released a public notice concerning increased regulation of foreign language print materials.

#### Lawmakers Vote to Allow Foreign-Language Schools in Armenia

Armenian lawmakers on Wednesday voted overwhelmingly to adopt a controversial bill essentially allowing teaching at schools in a language other than Armenian.

#### Imitation Easiest Way to Grasp a Foreign Language

A Dutch study finds that people who copy speech of another foreign language speaker have a better comprehension in learning the new language.

#### Cambridge's MLK School to introduce Mandarin immersion program

The Dr. Martin Luther King Jr. School in Cambridge, MA will become the first public school in New England to operate a Mandarin Chinese immersion program when the initiative is deployed in September 2011.

#### Switching Channels – India should think beyond familiar ways of dealing with China

It would be inconceivable for school students in Ukraine not to be able to choose Russian as a foreign language or for schools in Slovakia not to have German as a choice. Should not Indians have the same choice for Chinese?

### PREVIOUS NEWS

#### IU establishes Swahili Flagship program for undergraduate education

The College of Arts and Sciences at Indiana University Bloomington today announced the establishment of an undergraduate Swahili Flagship program, to be led by Alwiya Omar, clinical associate professor in the Department of Linguistics. The Swahili Flagship, with a three-year grant of \$600,000, will be IU's second such advanced language program, joining the [Chinese Flagship](#) that was begun in 2008. It will be only the second African Languages Flagship in the nation.

#### Top Countries for Expat Families

According to a recent survey by **HSBC Bank International**, children living abroad [benefit from better education, higher safety levels and improved health and well-being](#). These little ones are also more likely to learn a foreign language (84%), play more sports (47%) and spend additional time with their families (53%). The downside for families is that the cost of childcare and expense of raising kids is likely to increase with a move to another country.

#### New Russian Flagship Center: University of Wisconsin-Madison

UW-Madison Russian Flagship Program is an innovative new undergraduate program that offers highly motivated students in any major the opportunity to reach a professional level of competence ([ACTFL Superior/ILR 3](#)) in Russian. The Russian Flagship Program increases students' opportunities to delve into Russian language and culture through intensive courses, more advanced courses, and more individual time with instructors and native speakers.

#### Female Engagement Team in Helmand Province

Video of life as part of a Female Engagement Team within the Helmand province.

### **After 4 Decades, Harvard Opens Door To ROTC**

(*Boston Globe*)...Tracy Jan

Harvard University will welcome ROTC back to campus now that Congress has repealed a ban on gays and lesbians serving openly in the military, university president Drew Faust said.

### **Cherry Hill principal breaks down language barrier**

When Joyce Kilmer Elementary School Principal Kwame Morton tried to help a new family adjust on the first day of school this year, it made him think back to when he was playing professional basketball for a team on Venezuela's Margarita Island. "I felt really out of place," he recalled. "I could not get the words right and communicate. I went to a fast-food restaurant and couldn't even explain that I needed ketchup." The memory came rushing back in September, when he discovered the new family -- who spoke only Spanish -- sitting outside his office after the first day of school had ended. "They were there seeking help in filling out all the paperwork we sent home," he said. "It made me reflect on my time in Venezuela and I thought, "Wow. Maybe we need to do something to make school more inclusive for our diverse families."

### **Science Fiction Meets Multicultural Communications**

Video of Word Lens in use. Word Lens is a real-time translating app for the iPhone.

### **Word Lens iPhone app allows instant translation of foreign languages**

A new [iPhone](#) app called Word Lens has been developed that instantly translates printed words from one language to another with a built-in video camera, in real time! Just by pointing the phone's camera at signs in foreign languages the [iPhone](#) app instantly translates text right in front of you. The app works without an internet connection. The free-to-download app, which uses optical character recognition technology to translate words on the fly, gives you translation on the go: results appear immediately on your video screen when you need it, anywhere in the world.

### **Jibbigo Voice Translators Now Available for Android Devices**

Mobile Technologies, LLC, developers of "Jibbigo," the leading iPhone apps for speech-to-speech foreign language translation, today announced that the top-selling voice translators are now available for Android devices through the Android Market. Users of Android devices now have access to the world's only voice translation app that functions without an internet or phone connection. Android users can now utilize Jibbigo translators to translate spoken language between English and any of the following languages: Spanish, Chinese, Japanese, German, French, Korean, Iraqi Arabic and Filipino (Tagalog).

### **Spanish classes thriving in U.S. colleges**

Good news for those of us who want increasingly closer U.S. ties with Spanish-speaking countries: a new study shows that more U.S. college students are enrolling in Spanish classes than in any other foreign language. About 850,000 college students are taking Spanish, followed by 210,000 enrolled in French, 198,000 in German, 92,000 in American Sign Language, 74,000 in Japanese and 61,000 in Chinese. "Spanish continues to be the No. 1 language," MLA executive director Rosemary G. Feal said. "Almost 50 percent of all college enrollments in foreign languages are in Spanish."

### **Press Release: InCultureParent Magazine-- for Parents Raising Little Global Citizens-- Adds Two New Columns on Raising Bilingual Children**

InCultureParent Magazine, for parents raising little global citizens, added two new language columns in December: Language Matters explores language issues in bilingual and multilingual children and Ask a Linguist, is an advice column on raising bilingual children. Founder and CEO of the magazine, Stephanie Meade, explains, "Because there's no blueprint for bilingual families, much less information is available to them on how to raise bilingual children. These new columns will help support our readers on their language journey."

### **Top Apps for Holiday Travel: Word Lens Translates in Real-Time**

You know the feeling. You're in a foreign country, but you haven't mastered the foreign language, and you just want a quick, easy way to translate signs and menus. An iPhone app released to Apple's App store Thursday now has a solution. Taking translation tools to a whole new level, [Word Lens](#) uses the iPhone's built in video camera to translate printed words in real-time. Just pull up the application and look at the words you want to translate through the iPhone. Instantaneously, the words appear on the screen in the language you understand. The application itself is free, but the in-app dictionaries cost \$4.99 each. At the moment, the app offers only Spanish to English and English to Spanish. (It's compatible with the iPhone 3Gs, the iPhone 4 and the iPod Touch with video camera.)

### **Can Google break the computer language barrier?**

Ever since computers were a reality, the possibility of using their logistical power to break down barriers of language has been something of a holy grail in machine learning. The initial – unsuccessful – attempts were based on the principle that all languages could be distilled into two components: a lexicon of words with specific meanings, and a set of rules of grammar and syntax by which those words were linked together. The cold war prompted ambitious efforts by American intelligence agencies to understand the "code" of the Russian language on an industrial scale. It produced mostly gibberish.