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## **DLO DAILY MEDIA UPDATE**

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### **CURRENT NEWS 18 JANUARY 2011**

#### **NECC Leads the Way in Language and Culture Awareness Training**

In response to the Secretary of Defense's Language Transformation Roadmap, the U.S. Navy began incorporating language and cultural awareness into the Fleet Response Training Plan in 2006. The goal was to align language skills, region expertise and cultural awareness with operational requirements to support joint and Navy missions. Navy Expeditionary Combat Command (NECC) implemented a comprehensive training plan in January 2007, which executed the Chief of Naval Operations Language, Regional Expertise and Culture (LREC) Strategy, ensuring deployable combat forces receive regional and cultural awareness training that will enable effective interaction with native populations, local and government officials and coalition partners.

#### **Languages Needed, but No Plans to Learn**

Demand for U.S. workers who speak foreign languages—especially Spanish and Chinese—should continue to grow over the next decade, but very few workers plan to study them, according to a newly released study by the University of Phoenix Research Institute. The institute surveyed 511 workers and 419 employers last fall. Workers were asked what skills or degrees they already had or were planning to acquire; employers were asked what skills were in demand or would be in demand in 10 years. The result: 42% of employers expect business proficiency in Chinese to be in moderate or high demand in a decade; nearly 70% expect Spanish to be in demand.

#### **Educators Lobby for Future of Foreign Language Studies**

A group of foreign language scholars met in Hauppauge last Friday to discuss the future of foreign language education in New York State. The [Foreign Language Association of Chairpersons and Supervisors](#) (FLACS) drew attention in late November after its leaders said they [would work to create foreign language proficiency exams](#) after the state axed all middle school exams and several Regents exams at the high school level.

#### **The exaggerated decline of foreign languages**

The internationally-minded have long recognized the need for language instruction. Sprenger said that language is a key to understanding other cultures. Lew Cramer, president and CEO of World Trade Center Utah said that having language training is important for today's economy: "I just quote German poet Goethe: 'He who speaks only one language sees the world with only one eye.' In today's world we need all the eyes we can possibly have."

#### **Parents push for foreign language in elementary schools**

School officials tout the district as a deciding factor for home buyers, but for some parents who "shopped around," the district might fall short of expectations. For Karen Christiansen, a Darien mother leading the charge to get foreign language incorporated into the elementary curriculum for four years, being bilingual is a must in today's global economy. "I've had every job I've had because I speak Italian," Christiansen, who taught at an international school in Italy and worked as director of international divisions for Tommy Hilfiger, Liz Claiborne and Donna Karan, said.

#### **Why Chinese Mothers Are Superior**

Despite our squeamishness about cultural stereotypes, there are tons of studies out there showing marked and quantifiable differences between Chinese and Westerners when it comes to parenting. In one study of 50 Western American mothers and 48 Chinese immigrant mothers, almost 70% of the Western mothers said either that "stressing academic success is not good for children" or that "parents need to foster the idea that learning is fun." By contrast, roughly 0% of the Chinese mothers felt the same way.

Instead, the vast majority of the Chinese mothers said that they believe their children can be "the best" students, that "academic achievement reflects successful parenting," and that if children did not excel at school then there was "a problem" and parents "were not doing their job." Other studies indicate that compared to Western parents, Chinese parents spend approximately 10 times as long every day drilling academic activities with their children. By contrast, Western kids are more likely to participate in sports teams.

### **Many employers 'seeking cultural and language skills'**

Employee skills relating to language and culture are both being sought by a number of firms at the moment, an expert has highlighted. According to Teresa Tinsley, director of planning, delivery and communications at CILT, the National Centre for Languages, job candidates might be able to single themselves out with the aid of language skills. She stated: "There is evidence that more and more employers want languages and cultural skills, and the international savvy that language learning brings."

### **Need a Job? Learn a Language**

An increase in global communications is driving the demand for linguist and interpreters. There are many reasons a job seeker should learn a foreign language. It immediately makes you more attractive to those industries that rely on bilingual capabilities as well as opening up employment possibilities in another country. Now there's an even greater reason. There is a growing need world-wide for linguists and interpreters. The multinational interpreting and translation company, Thebigword.com, plans to create up to 3,000 more jobs for linguists this year to meet a growing need. In a [press release](#), the translation company said governments use interpreters to save lives in healthcare, deliver justice, and police borders, among other vital services, so quality can't be compromised.

## **PREVIOUS NEWS**

### **Senators Say Military Cyber Ops Not Disclosed**

The exchanges between Vickers, nominee for Under Secretary of Defense for Intelligence, and the Senate panel also cover a wide range of other intelligence issues. If confirmed, Vickers said, his big challenge would be the continuing struggle to meet the military's "unmet demand" for intelligence as the U.S. fights two wars and works to dismantle terrorist networks, including those in Yemen and Somalia. Asked whether the intelligence community has devoted enough counterterrorism resources to Yemen and Somalia, Vickers said the military needs more intelligence and special operations forces with language and cultural expertise.

### **Crucial training prepares flag officers for deployment**

The former head of Air Command and Staff College, Brig. Gen. Anthony Rock, prepared in part by attending the Air Force Culture and Language Center's General Officer Pre-Deployment Acculturation Course, or GOPAC, where experts in language and culture helped to familiarize him with what he can expect to encounter. "It's not just language. It truly is culture and language," General Rock said. "The culture training was more than just how to shake hands, how to drink tea."

### **DOD Teachers Take on Mission in Afghanistan**

Judy Ryan has taught English as a second language in five countries over the past 15 years, but this is her first year teaching in a war zone. Ryan, a Department of Defense Education Activity teacher, is on a one-year deployment to Afghanistan to teach English to Afghans. She's stationed on Camp Morehead in eastern Afghanistan, surrounded by an Afghan commando training base, from which she draws many of her students. The DODEA teachers work on a mobile training team alongside nine teachers from the Defense Language Institute in San Antonio, augmented by about 50 Afghan English teachers.

### **Phone app aims to bridge language gap for US troops in Afghanistan**

A smartphone app is being touted as the potential solution to the yawning linguistic gulf between US soldiers in [Afghanistan](#) and the Pashtun villagers they are trying to win over. After a decade of relying on interpreters, the [US military](#) is testing a simultaneous translation programme that runs on an ordinary

smartphone. Developed by US defence department scientists, it can translate from English into Dari and Pashto, the two main languages of Afghanistan, and back again. Transtac (short for "translation system for tactical use") is being tested by members of the 101st Airborne Division in the eastern province of Paktika.

### **What do you think: Women in combat units?**

Supporters of women in combat got a boost this week when the Military Leadership Diversity Commission [released its draft report](#) recommending an end to the restrictions on female troops. Until now, either U.S. law or Pentagon policy has prohibited female troops from serving in any unit whose primary mission is direct ground combat, although they may serve in combat support roles. But proponents of women in combat roles, to include Female Engagement Teams, have argued that the distinction is obsolete in the new combat environments of Iraq and Afghanistan, where support units and noncombat troops have routinely found themselves involved in roadside bomb attacks and insurgent ambushes.

### **Google Translate Adds Conversation Mode**

On Wednesday, Google updated its Translate app for Android devices with a series interface improvements. Most of these are nice but not especially noteworthy: better dropdown box design, an improved input box, and cleaner icons and layout. But one is significant. Discussed [back in December, 2009](#), and [demonstrated as a prototype](#) last fall, Conversation Mode has arrived. Conversation Mode is a user interface for mobile devices designed to facilitate a real-time conversation between two people speaking different languages.

### **Labor Department hits Army contractors for unpaid overtime**

Three military contractors, including one from Huntington Beach, have paid more than \$1 million in back overtime pay to 865 employees at Ft. Irwin, the Mojave Desert army training center. The U.S. Department of Labor said it concluded an investigation of CALNET Inc. and two subcontractors that provide language, intelligence and information technology services at the San Bernardino County desert warfare facility. The workers were not paid properly for "on-call" time, when they were required to be instantly available to perform their duties.

### **HOPE Scholarship Shortfall: Dashing Dreams in Georgia?**

*The New York Times* recently [published a story](#) that has Georgia's current and aspiring college students concerned. It said that Georgia's [HOPE Scholarship](#) is in serious danger. This means that the hopes of many high school and college students are on the verge of being dashed. The fact that HOPE is based on GPA alone may have led the crisis. [Allegations of grade inflation](#) at high schools have prompted tougher standards for HOPE recipients, because two-thirds could not maintain the "B" average in college. Now, students must have a 3.0 GPA in math, language arts, science, social studies and a foreign language--leaving out "easy A" classes that can boost a GPA.

### **Students to Immerse Themselves in Culture, Language of Russia, India**

Duke University students who want to spend a year immersing themselves in the culture and language of Russia or India -- and include civic engagement in the experience -- will have that opportunity through a pilot program. The program, Duke INtense Global, or DIG, will be offered in the 2011-12 school year, with preference given to rising sophomores. Two groups of five to 10 students will take specified classes at Duke and abroad.

### **Employers searching for graduates with 'language skills'**

Employers in the current market are searching for university graduates who possess language skills, say experts. Being able to speak a second language is also becoming increasingly important for jobseekers, especially in the current economic climate, according to a representative from CILT, the National Centre for Languages (CILT).

### **Defense Language Institute to set up training unit in Europe**

It is an office of one for now, but instructors and more resources will soon be on the way as the military looks to ramp up foreign language training for Europe-based troops. The Defense Language Institute has launched for the first time a Europe detachment in an effort to expand training opportunities for troops

stationed across the U.S. European Command, according to the director of DLI's satellite office in Stuttgart.

### **Russian Bureaucrats to Learn English**

The government wants at least 20 percent of federal officials to be fluent in a foreign language by 2020, and is even prepared to send them abroad to study in order to put Russia on a path toward an innovative future. The policy is outlined in a [report](#) unveiled by the Economic Development Ministry on Dec. 31 and scheduled to be submitted to the government by late February, ministry spokesman Pavel Katkov said Wednesday. The 124-page report gives little detail and does not elaborate on the cost of the project. Katkov also declined to provide details, saying his superiors planned to speak on the issue later this week. In any case, the task is monumental. While no official data on how many civil servants speak foreign languages is available, politicians and observers alike agreed that the figure is small. There were almost 880,000 federal officials as of 2009, although their ranks will be pared down by 20 percent by April 2013 under a government downsizing plan approved by President Dmitry Medvedev this month. But even the reduced figure implies that some 140,000 officials will be required to master a foreign language over the current decade.

### **U.S. Voters Support International Education, Poll Finds**

Americans consider international education essential for today's students, and they connect foreign-language learning and study abroad with improved prospects for success in the global marketplace, according to a survey commissioned by Nafsa: Association of International Educators. Conducted on the eve of the 2010 elections, the poll of likely voters found that 75 percent of respondents agreed that "unless our colleges and universities do a better job of teaching our students about the world, our children and grandchildren will not be prepared to compete in the global economy." Nearly two-thirds said that without foreign-language skills, young people will be at a "competitive disadvantage in their careers."