
DLO DAILY MEDIA UPDATE

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Finding Top Talent in China, India, Brazil

U.S. and European multinational corporations are raising their bets on booming emerging markets. The trick is finding the right executives to play their hands. In rapidly growing countries such as Brazil, China and India, tapping expatriates is becoming obsolete. Instead, global businesses are looking for leaders who have the ability to move easily between different cultures and have deep local roots as well as international operational experience.

IARPA Babel program seeks to provide translation and intelligence analysis for any known language

Officials of the U.S. Intelligence Advanced Research Projects Activity (IARPA) in Washington are asking companies and universities for help in a project to transcribe and [translate any language](#) quickly for further analysis. The IARPA Incisive Analysis Office issued a broad agency announcement (IARPA-BAA-11-02) last week for the [Babel program](#), which seeks to develop [speech-recognition technology](#) for any human language that will help U.S. intelligence analysts search and process massive amounts of recorded speech.

Language translation apps for Smartphones make traveling lighter

Translation apps have recently taken over, dramatically improving the experience and lightening the suitcase a little. More words and phrases have been packed into the new generation of apps, which can translate even complicated sentences saddled with one or more dependent clauses. Thanks to advances in speech-recognition technology, several apps let you skip typing and instead dictate a sentence to have the translation spoken back to you immediately -- or to the person to whom you're talking -- in a natural human voice. Best of all, many are free.

Local schools get a buzz from Foreign Language Spelling Bee

Twelve talented young students have won a place in a national final after demonstrating their language skills at the Routes into Languages East Foreign Languages Spelling Bee. The competition has captured the imagination of over 40 schools across the East of England, with around 4,800 Year 7 pupils battling it out to spell the highest number of words in French, German or Spanish.

RCSD Budget Deeply Cuts Art, Music, Foreign Language

A school board analysis of the Rochester City School District's proposed [budget](#) provides specifics that confirm information principals gave staff and parents weeks ago: the budget will deeply cut into art, music, foreign language, and physical [education](#). The district released a 300-page budget proposal two weeks ago that called for 908 job cuts, but the document did not specify subject areas or programs that would be affected.

Need for Medical Interpreters Growing

"It's just as important to have the cultural comprehension," said Marco, "because if you learn a foreign language but don't understand the nuances inherent in that culture, you'll miss a big part. It's important to translate, but also you need to understand how is Alzheimer's viewed in the Latino culture."

[PREVIOUS NEWS](#)

[Machine Foreign Language Translation Systems bridge gap between Soldiers, locals](#)

"In the counterinsurgency strategy it has been recognized that language and linguistic capabilities are one of the seven key cornerstones for success in the counterinsurgency strategy in Afghanistan, so this is pretty important stuff. If you can't talk to the people who you are trying to win the hearts and minds of, it is kind of hard to win a counterinsurgency."

[Language program for Marine Forces Reserve continues to advance](#)

The Marine Forces Reserve command language program has come a long way since the new command language program manager showed up in 2009. The program is capable of sending Marines to San Diego State University in San Diego, Calif., to learn foreign languages before they get deployed. Recently, 12 Marines from 1st Battalion 25th Marine Regiment, 4th Marine Division, attended a class to learn basic Pashto before deploying to Afghanistan. They graduated from the class March 24.

[DARPA issues BAA for advanced robotic translator](#)

Called the Broad Operational Language Translation, (BOLT) the BAA specifies that DARPA is looking for a new Human Language Technology (HLT) research and development program to create a hardware/software combination that can translate multiple (foreign) languages "in all genres" (voice, recorded voice, email, text, etc.) It should also be able to retrieve information from translated material and be able to serve as both a machine-machine and human-machine translator and finally, the trickiest part, to take both visual and tactile cues from the environment and then to perform some sort of reasoning on that information, possibly combined with other inputs, to come up with an appropriate response, either orally, or via text.

[Paktika officials, PRT discuss women's education, employment initiatives](#)

Paktika Provincial Reconstruction Team members discussed the future of female education and employment with the provincial director the Department of Women's Affairs and female council members April 7. The PRT's female engagement team works closely with the provincial DoWA, Dr. Bibi Hawa, to provide educational and vocational opportunities to the women of Paktika Province.

[Language Schools](#)

The increasingly diverse U.S. population, coupled with globalization of industries, means the number of people seeking instruction on foreign language, English as a second language, and sign language, is constantly ballooning in recent years. Language instruction is a \$1 billion industry, with a 13 percent year-over-year growth rate, according to AnythingResearch.com, which ranks the industry as the fifth fastest-growing area to start a business in 2011.

[Taking "Foreign" Out Of Language](#)

Leslie Lancry speaks six languages, a fact that usually impresses other people more than herself. It is, she says, the result of loving language and of opportunity. She believes that while American children often have the first, the second is in too short supply. "When they walk in, they will walk in to a Spanish, French, or Mandarin-speaking country," the three languages to be taught in Reston, Lancry says. The company's trademarked method, which it calls FunImmersion, pairs full immersion (no English) with activities most children like, such as music, movement, art projects and treasure hunts. Only native speakers are hired to teach language.

[UCLA Offers Summer Armenian Heritage Course for High School Students](#)

The languages currently being offered are Amharic, Armenian, Arabic, Chinese, Hindi, Italian, Persian and Russian. The language classes are specifically designed for heritage language students. This typically means that the student heard the language at home throughout their childhood, but was educated primarily in English. In addition to our heritage language classes, the center is now offering beginning Italian and Russian for any interested high school students.

[UNI to host conference on state of K-12 foreign language programs](#)

Growing concerns about the future of foreign language programs in public schools, colleges and universities will be the topic of a conference April 9 at the University of Northern Iowa. The program, entitled "The State of Language Education in K-12 Schools in Iowa," is hosted by the university's Department of Modern Language.

[New degrees offered to include Arabic language and culture](#)

The Pennsylvania State System of Higher Education approved on Thursday three new degrees for the 2011-12 academic year -- including a bachelor of arts degree in Arabic language and culture, which will be taught by faculty at California University of Pennsylvania and offered online to students at all 14 state-owned universities.

[Save on College Tuition By Studying Abroad](#)

Today's college students are often looking for ways to lower the cost of their college tuition. One way that students are increasingly discovering is spending a semester abroad. By studying abroad, many students are able to actually lower their college bills significantly. Those attending a 4-year college in the U.S. pay an average of \$9,700 per semester for in-state tuition. For example, a [Costa Rica Study Abroad program](#) costs less than \$7,000 per semester. Add in airfare and some spending money and the savings is still at least \$1,500. Remember this savings is compared to average in-school tuition so the savings for out-of-state and private colleges is many thousands more and can be as much as 75% compared to a semester in their home university.

[Foreign Language Enrollments in K-12 Public Schools](#)

ACTFL's most recent enrollment study found that from 2004-05 to 2007-08 more K-12 public school students enrolled in foreign language courses, yet, despite this increase, only 18.5% of all students were enrolled. Compared to other nations where nearly all students study a second or third language, the overall picture remains unsatisfactory. Looking forward, the impact of the current economic situation on public school budgets presents a potential threat to these gains. Enrollment levels should be studied annually to fully understand impacts, such as economic conditions, on our national foreign language capability pipeline, which will determine our national ability to meet future public and private sector demand for language skills. This highlights the need for all states to track foreign language enrollments (only 34 states as of 2007-08) and for standardized reporting across states.

[Language Day to be held on May 13th](#)

The Commandant of the Defense Language Institute Foreign Language Center cordially invites California high school students, instructors and staff to attend our annual Language Day, which will be held on May 13 at the Presidio of Monterey.

[Rosetta Stone and JMU Announce New Language Partnership](#)

Rosetta Stone and **James Madison** University announced the partnership Wednesday through which people can learn a language from Rosetta Stone and receive college credit from JMU. Dr. Jim Shaeffer with JMU says it'll expand the client base for both organizations. "How lucky are we to be in Harrisonburg that has the expertise and products of Rosetta Stone and then a top notch university to be able to partner," says Shaeffer. The target market isn't undergrads. Its people anywhere taking **adult education** courses or who will only be reimbursed by their employer if it's a for-credit course.