
DLO DAILY MEDIA UPDATE

CURRENT NEWS 11 OCTOBER 2011

Say what?

(The Economist)

WHERE in the world is the largest number of different languages spoken? Most linguists would probably plump for New Guinea, an island that has 830 recognised tongues scattered around its isolated, jungle-covered valleys. But a place on the other side of the world runs it close. The five boroughs of New York City are reckoned to be home to speakers of around 800 languages, many of them close to extinction. New York is also home, of course, to a lot of academic linguists, and three of them have got together to create an organisation called the Endangered Language Alliance (ELA), which is ferreting out speakers of unusual tongues from the city's huddled immigrant masses.

Money talks - in many different languages

*(CNN)...*Tim Hume

As English has cemented its position as the default language of global business, Anglophone interest in foreign languages has steadily waned. "We have taken a perverse pride in the fact that we do not speak foreign languages, and we just need to speak louder in English," British education secretary Michael Gove lamented to a newspaper last week. His government hopes to reverse a decline in the number of British students sitting a language GCSE - a drop from 444,700 to 273,000 over 12 years - by teaching foreign languages from the age of five. "But if the question is: 'Is learning a second language an advantage, and is that advantage going to increase?' The answer's got to be yes," he said. "Almost certainly, as the balance of economic power shifts, and as supply chains, sales and deals start happening outside of traditionally the most influential markets."

Cuomo Orders New York to Serve Immigrants in Six Languages

*(FoxNews)...*Fox News Latino

For years, New York's Latino lawmakers had pushed for bills calling on state agencies to provide translations and interpreters in foreign languages. But governor after governor rejected the idea, saying it would be too expensive. Now, however, Gov. Andrew Cuomo has launched a \$1.5 million initiative, in which state agencies will translate documents and provide interpreters in six languages for immigrants seeking public services.

U.S. government broadcaster expands use of social media in Middle East

*(Nextgov)...*Joseph Marks

As social media becomes a primary tool for communication, organization and subversion across the Middle East, the U.S. government's foreign broadcasting arm is increasingly relying on Facebook, Twitter and YouTube to communicate with its audience. The weekly program *Eye on Democracy*, which runs on the Arabic language [Alhurra station](#), has had a social media presence since it went on the air in 2006 and has done significant reporting on the Arab world's use of social media both before and after the Arab Spring uprisings in Egypt, Tunisia and elsewhere

How a Start-up Fights to Bring Local Language to Mobile Phones in Laos

*(Penn Olson)...*Willis Wee

Most of us have mobile phones in our preferred language. Now imagine trying to use a phone whose software is all in a foreign language. I believe most of you would feel lost. And that is exactly what most Lao people (the people of Laos) have been going through. There isn't any mobile phone that supports the Lao language today. But Allan Rasmussen and his team at [XY Mobile](#) are trying hard to change that fate.

PREVIOUS NEWS

Ex-Commander: US Started Afghan War Lacking Info

(Associated Press/Yahoo.com)...Robert Burns

The U.S. began the war in Afghanistan with a "frighteningly simplistic" view of the country and even 10 years later lacks knowledge that could help bring the conflict to a successful end, a former top commander said Thursday. "We didn't know enough and we still don't know enough," he said. "Most of us — me included — had a very superficial understanding of the situation and history, and we had a frighteningly simplistic view of recent history, the last 50 years." U.S. forces did not know the country's languages and did not make "an effective effort" to learn them, he said.

Forbes Insights Study Outlines the Importance of Multilingualism in Business

(Enhanced Online News)...Press Release

In an increasingly global economy, U.S. companies will perform better by hiring individuals who can communicate in foreign languages and by helping current employees develop language skills, according to a new study released by Forbes Insights (available at www.forbes.com/forbesinsights). "Language Study: Reducing the Impact of Language Barriers" is based on an exclusive survey of more than 100 executives at large U.S. businesses (annual revenues of more than \$500 million). This study was sponsored by Rosetta Stone Ltd. According to the study, more than half (65%) of companies surveyed face language barriers that contribute to inefficiency, ineffective collaboration and low productivity, among other factors.

ASU, Utah train future military officers in critical languages, culture

(ASU News)... Sarah Auffret

Improving critical language skills, regional expertise and cultural awareness of future military officers is the aim of a U.S. Department of Defense initiative under way at Arizona State University and the University of Utah. As part of "Project GO," the global officer effort, ASU has been training ROTC cadets in Persian, Russian, Tatar and Uzbek, and sending them to Central Asia and Russia every summer since 2008. Utah trains cadets in Arabic, Chinese, Hindi/Urdu, Korean, Pashto and Russian, and has recently opened programs for them in Jordan, Morocco, Russia and China.

Words in Motion

(Humanities & Social Sciences Online)...Carol Gluck & Anna Lowenhaupt Tsing

After years of exploration of the tools, media and technologies that informed and enabled globalizing processes it was only a matter of time until historians of globalization turned towards the most elementary and yet most complex of those tools – words. The volume under review sets out to explore, with the words of the editors, the power of words to "make worlds", to "do work in the world" as they "move across time and space" (p. 3). The fourteen chapters trace translingual, transcultural and transnational movements of words all over the globe and gauge the various impacts the words and their movements had on social and political action.

IU Bloomington chosen to establish nation's first Turkish Flagship program

(IU News Room)...Press Release

The Language Flagship, an initiative of the National Security Education Program within the U.S. Department of Defense, has chosen Indiana University Bloomington as the only location for its program in Turkish and other Turkic languages. The undergraduate Turkish Flagship program will be led by Kemal Silay, director of the Turkish Studies Program and chair of Ottoman and Modern Turkish Studies in the IU College of Arts and Sciences.

Language awards reward innovative learning and teaching

(BBC)

Eleven awards for excellence in language teaching have been made this year by the CfBT Education Trust. Successful projects received a European Language Label to reward innovative teaching and learning. Trust director Kathryn Board said she hoped the awards would lead to a revival of language

teaching. Sharon Tanner, project coordinator for DDE, said: "We hope it illustrates the value and importance of education for global citizenship and intercultural understanding."

New instructors arrive to teach Arabic culture, language to Missoula students

(Missoulian)...Jamie Kelly

In Missoula, he's happy to participate in the education of high school students at Hellgate, Willard and other schools. Here, he'll teach the Arabic language as well as Arabic culture and customs of the Middle East and North Africa. "I thought it was a good thing to get in contact with American education," said Abdelsamad, who applied for the assignment in the Teachers of Critical Languages Program and arrived in the U.S. on July 24. "This will be an opportunity for me to enhance my language proficiency." Fadi Ehlin, a Jordan native who is the other full-time Arabic language and culture instructor, said it's important to have more than one native speaker of Arabic as MCPS continues to try to expand its Arabic studies program.

OSU introduces new minor option

(The Daily O'Collegian)...Cheyenne Conrady

A new minor will be available to all students at Oklahoma State University, regardless of their primary academic major. International studies as a minor will be offered to students for the first time at OSU, benefitting students in multiple areas of contrast including society, politics, economy, and culture. Also required will be 10 credit hours of a foreign language. International students will not have to take International Experience.

Facebook launches its own universal translator

(cnet News)...Lance Whitney

Those of you who'd like to read Facebook pages written in a foreign language now have a way to translate posts and comments into your native tongue. Using the translation tools of Microsoft's Bing, the social-networking site is now offering an inline tool that will translate posts made on public Facebook pages into the language indicated in your profile. As [described by the company](#), public pages written in a different language will display a "Translate" link next to each post or comment. Clicking on that link converts the post into your own language. Clicking on the "Original" link reverts the post back to its native language.

Survival Speech

(Language Magazine –page 19)...Brian Lamar

"Because our interpreter choked up, I kind of took the lead and called out to the checkpoint and told them 'Hey, it's us, don't fire! We're Americans!' explained Masterson. "Once they heard me and realized everything was okay, things calmed down. I am thankful that just because I had some language skills, I was able to diffuse the situation and things didn't end up tragically, said Masterson.

Language test for overseas doctors

(Management in Practice)

Overseas doctors with a "poor grasp" of the English language will be barred from working for the NHS, under new rules announced by Health Secretary Andrew Lansley yesterday (4 October). In his address to the Conservative Party during its annual party conference in Liverpool, Lansley said, "proficient language skills were equally as important as proper medical qualifications" when practicing as a doctor in England.