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## **DLO DAILY MEDIA UPDATE**

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### **CURRENT NEWS 19 OCTOBER 2011**

#### **Analysis: The rise and rise of western covert ops**

*(Reuters)*...Peter Apps

Four months ago, Admiral William McRaven commanded the operation that killed Osama bin Laden. Now, as the new head of U.S. special forces, he argues that his shadowy, secretive warriors are increasingly central to how America and its allies fight. To work with tribal groups and win their loyalty, language skills and cultural awareness are essential. Special forces helped shape both the "Sunni awakening", which swept Al Qaeda and its allies from much of Iraq, and the more recent rebel victory in Libya. McRaven said he believed the Afghan "village program", working with local communities and police, might prove his forces' most important contribution to that war. The need for such skills is not new, of course. McRaven demands all his officers and NCOs learn a second language. Others in the field read ancient histories or the writings of idiosyncratic English archeologist T.E. Lawrence, better known as "Lawrence of Arabia".

#### **Spanish TV's Telemundo to hold GOP primary debate**

*(Yahoo.com/Associated Press)*...Laura Wides-Munoz

Spanish-language [Telemundo](#) network announced Thursday it will host its first presidential primary debate in December. The Republican primary debate will be held in Las Vegas and comes weeks before the early primaries begin. The locale is key, as Nevada is one of two early primary states with a growing number of Latino voters. [Florida](#) is the other. Top Telemundo news anchor [Jose Diaz-Balart](#) will host the debate, which will be broadcast in Spanish. Telemundo spokesman [Alfredo Richard](#) said the network is still hammering out the details and is in conversations with the candidates. "The debate will most likely mix both English and Spanish to accommodate the needs both of the candidates and our viewers," he said in an email to The Associated Press.

#### **Language skills key to successful cross-cultural business**

*(Fresh Business Thinking)*...Marcus Leach

UK-based businesses could be risking international growth by failing to invest in cross-cultural, language and communications training, according to new research by The London School of English. The research questioned 100 HR directors on their attitudes towards language and communication skills and their approach to training. The questions were designed to cover the increasing number of professional non-native English speakers working in the UK as well as native English speakers.

#### **Intertainment's Ortsbo Launches Multi-Language Plug-in for Wordpress, World's Leading Blogging Tool and Publishing Platform**

*(Market Watch)*...Press Release

Ortsbo Inc. has launched a proprietary real time multi-language plug-in for Wordpress allowing blogs to be instantly translated, in real time, into over 50 languages. Over 300 Million people each month read over 2.5 Billion blog pages created through Wordpress, the world's leading blogging software. To date, there have been over 225 Million downloads of Wordpress plug-ins globally.

### **PREVIOUS NEWS**

#### **Clapper: 'Double-digit' cuts coming for intel budget**

*(The Washington Post)*...Walter Pincus

The director of national intelligence on Monday forecast a “double-digit” reduction in the intelligence community’s multibillion budget over the next 10 years, and said that the government would try to find much of the savings by cutting back on contractors. This time, he said, the plan was to continue new hiring, though at an “austere level”; protect research and development; invest in cyber, cryptanalysis and overhead architecture; and encourage more foreign language development.

### **College's language grant will train military**

*(Gainesville Times)*...Dallas Duncan

When soldiers are stationed abroad, they are immersed in foreign language and culture, sometimes without the proficiency necessary to be successful. But with new grants from the National Security Education Program, one at North Georgia College & State University in Dahlonega, military officials hope to change that. “(U.S. Secretary of Defense) Leon Panetta has come out and said that language and culture is a key component of our strategies in going forward,” said Ed McDermott, senior program manager of The Language Flagship at NSEP. “Gen. (Stanley) McChrystal, before he left, stated that especially in Afghanistan, language-enabled soldiers are a good and help us overcome a number of challenges.” North Georgia received \$150,000 to pilot a Department of Defense Language Training Center on its campus as part of the National Defense Authorization Act of 2010, which instructed NSEP to create the language training centers.

### **Google Translate Hits the Books, Now Supports 14 Languages for Real-Time Chats**

*(PC Magazine)*...David Murphy

Google has updated its [Google Translate for Android](#) application to include a total of 14 different languages in the app's experimental "Conversation Mode" feature. Or, in other words, real-time translation: As the below video demonstrates, Conversation Mode allows two parties to speak to each other using the app as a language intermediary. Google Translate for Android now supports real-time language conversion between the following languages: English, Spanish, Brazilian Portuguese, Czech, Dutch, French, German, Italian, Japanese, Korean, Mandarin Chinese, Polish, Russian and Turkish.

### **English a ‘deterritorialised’ language today: linguist**

*(The International News)*...Anil Datta

English today is a language of global access, a language of self-representation. Its role as a key to the study of literature and English (or British) culture is receding. This is because today literature as a subject doesn’t carry the lure that it did till about 27 years ago. It is on the wane, given the corporate and technological spheres of activity the world is marked by today. These views were expressed by Dr Peter Grundy, honorary fellow at the Language Centre, University of Durham, UK, and a visiting professor of linguistics at the University of Vienna, Austria.

### **Language skills 'crucial to future of UK business'**

*(Year Out Group)*

A lack of foreign language skills in the UK is having a negative impact on Britain's businesses, an expert has warned. Dr Jim Anderson, senior lecturer in language and education at Goldsmiths, University of London, said research suggests the country's international business prospects could be in doubt unless more Brits learn a second language. "Language skills develop intercultural competence. Citizenship in a globalising world is vitally important if we are going to develop proper understanding with people in different countries," Dr Anderson added.

### **New American Duo Pursues Warmer Relations With Afghan President**

*(Wall Street Journal)*...Maria Abi-Habib

The U.S. is trying to improve troubled relations with Afghan President Hamid Karzai, installing a new ambassador and military commander who Afghan and allied officials say are already beginning to improve frayed ties. Ambassador Ryan Crocker and U.S. Marine Gen. John Allen, in interviews with The Wall Street Journal, cited what they saw as improvements in the relationship with Afghanistan's president, who has made increasingly strident anti-American remarks over the past year. Mr. Crocker, 62, has decorated his residence with Islamic calligraphy and a framed photo showing Mr. Karzai with the president's son Mirwais. He speaks Arabic, which although it isn't spoken here, gives him respect among the population, whose holy book, the Quran, is in the language.

### **Talk like Yoda? We may have originally**

(MSNBC)...Natalie Wolchover

Many linguists believe all human languages derived from a single tongue spoken in East Africa around 50,000 years ago. They've found clues scattered throughout the vocabularies and grammars of the world as to how that original "proto-human language" might have sounded. New research suggests that it sounded somewhat like the speech of Yoda, the tiny green Jedi from "Star Wars." There are various word orders used in the languages of the world. Some, like English, use subject-verb-object (SVO) ordering, as in the sentence "I like you." Others, such as Latin, use subject-object-verb (SOV) ordering, as in "I you like." The researchers came to their conclusion after creating a language family tree, which shows the historical relationships between all the languages of the world. Out of the 2,000 modern languages that fit in the family tree, the researchers found that more than half are SOV languages. The ones that are SVO, OVS and OSV all derive directly from SOV languages — never the other way around.

### **France imposes tough language rule**

(UPI.com)

A change to France's immigration rules will require would-be citizens to give written proof of their competency in the French language beginning Jan. 1. Immigration candidates will have to "prove knowledge of the French language consistent with understanding the essential points needed to manage daily life," said a statement in the government's official gazette.

### **GOVERNMENT NOTICES (CANADA): DEPARTMENT OF CITIZENSHIP AND IMMIGRATION**

(Canada Gazette)

The *Citizenship Act* (Act) requires that applicants for an adult grant of citizenship demonstrate that they have an "adequate knowledge of one of the official languages of Canada" (paragraph 5(1)(d) of the Act). Citizenship and Immigration Canada (CIC) is inviting written comments from all interested parties on a proposal to amend the *Citizenship Regulations* (Regulations) which would introduce a requirement for applicants to provide evidence that they meet this legislative requirement when they submit their application for citizenship. This proposed measure would apply to all adult citizenship applicants who must meet the language requirement.

### **Rwanda: Media Urged to Promote Culture**

(allAfrica.com)

The Minister of Youth, Sports and Culture, Protais Mitali, has called upon media practitioners, particularly radio presenters, to promote the Rwandan culture and values through their shows. He said that the Rwandan culture and values should be conserved and protected saying that this would enable the youth to be well brought-up citizens. "We should strive to promote our traditional values and culture because it's one of the factors that distinguishes Rwandan from other countries" Mulama said.