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## **DLO DAILY MEDIA UPDATE**

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### **CURRENT NEWS 03 NOVEMBER 2011**

#### **Global Economy Exposes Japan's Shortage of English-Speaking Graduates**

*(The Chronicle of Higher Education)*...David McNeill

In Japan's business world, they call it the "Rakuten English shock." The country's largest online retailer has told its 6,000 employees that they must be fluent enough in English to converse with one another by next year. Executives who aren't up to speed will be fired; rank-and-file workers will find their path to promotion blocked. That dramatic move by Rakuten's Harvard Business School-educated founder, Hiroshi Mikitani, is the latest sign that some Japanese companies are accepting a long-held truism: English is the language of global business. It is also, however, exposing a long-term shortage of local university graduates fluent in the world's lingua franca. Japanese children learn English starting in elementary school and throughout high school, and many go on to study it at college.

#### **The China Conundrum**

*(The Chronicle of Higher Education)*...Tom Bartlett and Karin Fischer

Mr. Yisu chose to attend college more than 7,000 miles from home, he said, because "the Americans, their education is very good." That opinion is widely shared in China, which is part of the reason the number of Chinese undergraduates in the United States has tripled in just three years, to 40,000, making them the largest group of foreign students at American colleges. While other countries, like South Korea and India, have for many years sent many undergraduates to the United States, it's the sudden and startling uptick in applicants from China that has caused a stir at universities—many of them big, public institutions with special English-language programs—that are particularly welcoming toward international students.

#### **Language Link Helps Haitian Teens Adapt to US School**

*(Voice of America)*...Alex Villarreal

Thousands of Haitians sought refuge in the United States after last year's devastating earthquake in Haiti. Many are young people, now enrolled in U.S. schools, surrounded by a new language and culture. One high school in Florida is helping the students adjust. It's a typical school day at Boyd Anderson High School in South Florida. But Kerby Edme is not a typical student. "Right after I jumped to the other roof, the house collapsed," he recalls. Kerby is one of about 25 Haitian earthquake survivors enrolled here. "The teachers were very patient with us," he says, "because some of us, we didn't speak English before we came here."

#### **Understanding emotions without language**

*(Health Canal)*

Does understanding emotions depend on the language we speak, or is our perception the same regardless of language and culture? According to a new study by researchers from the MPI for Psycholinguistics and the MPI for Evolutionary Anthropology, you don't need to have words for emotions to understand them.

#### **Harford schools superintendent heads to China**

*(Baltimore Sun)*...Bryna Zumer

Harford County Public Schools Superintendent Robert Tomback is getting ready for an overseas trip to learn about Chinese education Nov. 3 through Nov. 11. Tomback will be part of the 2011 Chinese Bridge Delegation, a week-long program in China for educators to start or strengthen their institution's Chinese programs and partnerships. The event is sponsored by The College Board, the non-profit organization that oversees standardized testing programs used in the college admissions process nationwide. It invites school and district leaders to attend as guests of Hanban/Confucius Institute Headquarters.

## PREVIOUS NEWS

### Defense language training program needs improvement, GAO says

*(Government Executive)*...Caitlin Fairchild

The Army and the Marine Corps must better document the results of their language and culture training programs to make them more effective, according to a new [report](#) by the Government Accountability Office. While the Defense Department has stressed within its own documents, such as the Quadrennial Defense Review and the Army and Marine Corps Operating Concepts, that language and culture skills are necessities, GAO found the two services lacked the documentation for improvement.

### 'Simulating Iraq' At Wadsworth Atheneum

*(The Hartford Courant)*...Susan Dunne

In California, there are enormous facilities where military recruits are trained before being deployed to the Middle East. The training consists not just of combat drills, but also encounters with costumed role-players — some military, some civilian — simulating life in a typical Iraqi or Afghan town. "They replicate the language, the costumes, the clothes, the architecture, the smells, the sounds. It's an immersion experience," says Claire Beckett. "The military has decided that American soldiers don't know what to expect regarding conditions on the ground, the cultural, human element."

### Diving in

*(NC State University)*

Ten hours a day, studying a foreign language? That's daunting. But it's far less daunting than navigating a foreign country without the ability to communicate. For the last two summers, future army officers at NC State have put in those hours of study to give themselves an advantage in the field. And with funding from US Army, special operations soldiers from Ft. Bragg will soon join them. In 2009, the [Department of Foreign Languages and Literatures](#) received a grant to teach ROTC students five critical languages: Arabic, Chinese, Persian, Russian and Urdu. The grant launched [Project Gold](#), a summer program that includes six hours in the classroom and up to four hours of homework each day. The classes, which are open to ROTC and non-ROTC students, cover two semesters of material in just six weeks.

### Female Engagement Team establishes bonds

*(ISAF)*...1<sup>st</sup> Lt. Kathleen Argonza-Pangburn

Once the male soldiers had left the room, leaving the women alone, Naseema and her 15-year-old sister-in-law, Leena, pulled the blue burka over their heads, and folded it on the back of the chair. For a moment, this little office was a place for Leena and Naseema to discuss the successes and challenges they face in their daily lives. We are inspired by the fact that, even though Afghanistan is not America, we can see you all here," said Naseema with a flat palm indicating the body armor and M-4s that littered the room. "One day, Afghanistan will be okay with women doing these jobs."

### 2012 Passat Commercial: Vámonos

*(YouTube)*

Humorous video. While DLO does not endorse the 2012 Passat, we do, however, endorse language learning!

### 7 secrets to learning a language fast

*(Skyscanner)*

1. Studying grammar is for academics – communicating is king. 2. Speak the language from day one. 3. Start with a phrasebook, learn it quickly and use it. 4. For vocabulary get repetition flashcards. 5. Meet up with people before you travel. 6. Don't think so much – just do it! 7. Have fun and enjoy talking!

### Language and Culture Training: Opportunities Exist to Improve Visibility and Sustainment of Knowledge and Skills in Army and Marine Corps General Purpose Forces

*(GAO)*

The Department of Defense (DOD) has emphasized the importance of developing language skills and knowledge of foreign cultures to meet current and future needs and is investing millions of dollars to

provide language and culture predeployment training to its general purpose forces. DOD has also noted that such training should be viewed as a long-term investment and that training and personnel systems should better account for the knowledge and skills of service members acquired through training to help manage its forces. The committee report accompanying a proposed bill for the National Defense Authorization Act for Fiscal Year 2011 (H.R. 5136) directed GAO to review language and culture training for Army and Marine Corps general purpose forces. For this report, GAO evaluated the extent to which these services (1) captured information in training and personnel systems on the completion of language and culture predeployment training and proficiency gained from training and (2) developed plans to sustain language skills acquired through predeployment training. GAO analyzed service documents and interviewed cognizant officials.

**[In a new elite Army unit, women serve alongside Special Forces, but first they must make the cut](#)**  
(*Washington Post*)...Kevin Maurer

What Marquez knew for certain was that she wasn't going to quit. And that refusal to give up was what the evaluators, all special operations soldiers, were looking for in the 55 selectees here at Camp Mackall, a former World War II training base near [Fort Bragg](#) tucked into the pine forests of central North Carolina. They were being considered for elite, all-female teams trained to build relationships with Afghan women. Because women and children are often held in a separate room while soldiers search the compound, these teams go into villages in Afghanistan to build rapport with women, as it is culturally inappropriate for male soldiers to talk with them. "We've been missing out on half of the population in Afghanistan because of cultural taboos," said candidate Meghan Curran, a West Point graduate and first lieutenant in the artillery.

**[Battlefield Gadgets: Troops using more non-lethal technology](#)**  
(*YNN*)...Amanda Kelley

Voxtec International Managing Director of Sales Clayton Millis said, "You can really speak freely off the top of your head, what you need to say for that situation. And now we're moving from free speech one way as well into two way. So you can ask that foreign speaker discrete questions and you kind of direct the dialogue. That's what we encourage them to do. They're asking questions like, 'How old are you?', 'Do you live in this village'." The SQ 410 is the first device that allows two way free speech translation, and can make all the difference. US Marine Corps Trainer Daniel Dixon said, "That helps make them understand what we want to do. So it's not putting a weapon in your face, it's getting them to understand what's going on."

**[U.S. Army Training and Doctrine Command expands soldier training system with Blackboard Learn 9.1 platform](#)**

(*Military & Aerospace*)...Courtney E. Howard

Officials at the U.S. Army Training and Doctrine Command (TRADOC) needed a [soldier training](#) system. They found their solution at Blackboard Inc. in Washington. Army officials are adopting Blackboard Learn 9.1 as its platform to train more than 150,000 soldiers annually through its [Lifelong Learning](#) program. The [online training](#) program--offering more than 35,000 Army, Air Force, foreign language, and cultural courses in roughly 40 schools nationwide--will run on Blackboard's [learning management system](#).