
DLO DAILY MEDIA UPDATE

CURRENT NEWS 23 NOVEMBER 2011

Online Language-Learning System Enables Organizations to Provide Learning in over 80 Languages to their Members

(Market Watch)... Press Release

Transparent Language, Inc. now offers Transparent Language Online(TM), an effective and engaging language-learning program for library, education, and corporate organizations and their members. Accessible online via web-browser, Transparent Language Online is the company's commercial version of their systems developed to deliver rapid and reliable language training to US Department of Defense organizations, including the US Marine Corps, US Navy, Defense Language Institute, and many others.

We can improve our education

(Idaho Mountain Express and Guide)

The best way to make a model school district is to look at the best schools around the world: South Korea. They offer preschool from the age of 3 to 6. Only after students show proficiency in their second language of English can they move on to elementary school. The students attend school for eight hours a day and teachers are paid very well.

100,000 Strong Initiative: Student Resources for Studying in China

(US State Department)

Any student can potentially be part of 100,000 Strong! The 100,000 Strong Initiative (www.state.gov/100000strong) works to help educational organizations and institutions increase their funding so that they can offer more opportunities for study abroad, and more financial aid and scholarships to students. There are a wide variety of programs for people who want to study in China, including a number of U.S. Government-sponsored programs, as well as scholarships offered by the Chinese government. Students should consult with their local schools, colleges, and universities about the range of opportunities that may be available and explore a variety of resources on funding and programs, to include: Fulbright scholarships, Benjamin A. Gilman scholarships, Critical Language Scholarship, National Security Language Initiative for Youth, Boren, and the Language Flagship.

We must learn to talk the talk for boost in trading

(Independent.ie)... John Herlihy

Given that the majority of the global population doesn't speak English, language skills are key to unlocking our export potential, says Google boss John Herlihy. The IDA's recent success in attracting [LinkedIn](#), [Twitter](#), [Electronic Arts](#) and [Gilt Groupe](#) to [Ireland](#) demonstrates the opportunity to build and create a true exported-services hub. Our own company, [Google Ireland](#), is an example of what can be achieved. Google Ireland started operations in 2003 with just 20 people. Today we have a sales force of 1,500 people engaged in supporting our advertisers, publishers and users across Europe, the [Middle East](#) and [Africa](#). They are drawn from over 60 countries and speak as many languages. We like to say that our offices are the Constantinople of the 21st Century; where east and west connect, ideas are exchanged and business is conducted.

School boards group to monitor new University of Wyoming standards

(Billings Gazette)

The new admission standards, approved last Friday by the UW Board of Trustees, are aimed at improving the retention and graduation rates of students who attend the state's only public four-year university. They take effect in fall 2013. The admission standards put more emphasis on math, science and foreign language courses taken in high school. They apply to UW freshman applicants who qualify for "assured admission," or those the university must accept based on their high school academics.

PREVIOUS NEWS

[Afghanistan: What The Anthropologists Say](#)

(New York Times)...Alexander Star

The military, in short, demands local knowledge. But what kind of local knowledge is in supply, and what does it indicate? Though the chief purveyors of such insight, academic ethnographers, have balked at working with the military — the American Anthropological Association issued a report condemning the Human Terrain program as a violation of professional ethics — they have not ignored the country. Noah Coburn's "Bazaar Politics" is the first extended study of an Afghan community to appear since the Taliban fell. It follows an ambitious history of Afghanistan by the Boston University anthropologist Thomas Barfield, and an impassioned essay by Rory Stewart, the Conservative M.P., author-adventurer and Kabul preservationist, that faults the international effort in Afghanistan for its neglect of ethnographic insight. Whatever anthropology has to say about America's longest war, it's saying it now. Understanding Afghanistan's social and cultural diversity has proven little easier than mastering it.

[UNESCO Adopts Institute of Foreign Languages](#)

(Iceland Review Online)

The Vigdís Finnbogadóttir Institute of Foreign Languages at the University of Iceland in [Reykjavík](#), will henceforth operate under the helm of UNESCO, as announced at the beginning of this month. "While evaluating the application it was taken into account that Icelanders generally acknowledge the importance of language skills and the cultural value of languages, the long tradition of translating foreign literature in Iceland which has enriched both the Icelandic language and culture, as well as the great importance the Icelandic language has in the country's cultural heritage," a statement from the University of Iceland reads.

[UGA First To Teach Portuguese](#)

(Associated Press)

The University of Georgia plans to use a federal grant to establish the nation's first and only undergraduate flagship program in Portuguese. The school says the rapid growth of the Brazilian economy has caused a rise in demand for Portuguese speakers. The renewable grant from the National Security Education Program provides more than \$225,000 for the program's first year and is expected to contribute more than \$1 million during the first full grant cycle.

[What Is The Value of Studying Abroad?](#)

(Care2 make a difference)...Anna Klenke

The [Institute of International Education](#) found that 14% of undergraduate students now partake in some form of [study abroad program](#), a 4% increase since a sharp drop in students studying outside the country in 2008-2009. But what exactly is the value of study abroad programs? I spent the 2006-2007 school year as an exchange student in Rome, Italy. I had just turned 18 years old and flew across the Atlantic alone to live with an Italian family and attend a year of Italian high school, dropping myself right into the center of a culture that I had always admired, but of which I had little real knowledge. I learned to speak Italian, take siestas in the middle of the day and navigate the large, sprawling city of Rome through public transportation. Living in Rome was an incredible cultural experience.

[Video: Female Engagement Team Reset Training](#)

(dvids)...Cpl. Meredith Brown

Female Engagement Team Marines, from Regimental Combat Teams Five and Eight, conduct reset training on Camp Leatherneck. They discuss their experiences and successes so that they can learn from each other. Available in high definition. Interview with Cpl. Brandy Bates of Ann Arbor, Mich. and Sgt. Jessica Lugo of Los Angeles, Calif.

Language skills remain vital to world market

(Daily Gamecock)...Alice Chang

Being in Asia for more than six months now has made me realize that we Americans are the cultural underdogs of the world. That shouldn't come as a surprise: We're often stereotyped as being arrogant and ignorant, and I used to resent that a great deal. But when I see the ordinary 5-year-old students in my English class speaking more languages than I can, I can't help but wonder why we, as a country, don't try just a little harder to be global citizens. The answer seems simple enough: We've never had to be. The upside of being one of the first countries to develop and achieve stability as a whole is that we are the world's pioneers, the shepherds of the herd. The downside is that we're not actively integrating into the world. We're sitting back and letting the world integrate into us, and while that makes our lives easy for now, there's also something to be said for the cultural awareness we're losing while other countries are catching up. It is no longer enough to justify our lack of multilingual cultural infusion with "America is the world power," because the fact of the matter is, we can no longer guarantee we will have the same influence in the coming years. It is crucial that we begin to infuse language learning into earlier stages of education, and it is crucial we begin now.

Many Chinese Students Could Pay U.S. College Costs but Lack the Language Skills, Survey Finds

(The Chronicle of Higher Education)...Karin Fischer

Chinese students seeking to study in the United States have the money to do so but may lack the English-language skills, a [survey](#) of 18,000 prospective students found. Fifty-three percent of those surveyed by Zinch China, a consulting company that advises American colleges and universities about China, said their families can afford to spend \$40,000 or more, per year, on an undergraduate education. Another 22 percent reported they could spend between \$10,000 and \$40,000 a year. But more than a third of the students in the Zinch study don't speak English well enough to function in an American classroom. Just 18 percent have the advanced linguistic skills that would allow them to participate in a seminar-type setting.

Linguist discusses endangered languages

(Indiana Daily Student)...Katie Mettler

More than 60 faculty and students crammed into a small classroom in Ballantine Hall on Friday to hear renowned linguist Lindsay Whaley speak about endangered languages. Whaley, a professor of linguistics and classics at Dartmouth College, presented the lecture, "What We (Still) Don't Know About Endangered Languages." He spoke about studies and research that examine the shrinking number of languages used across the globe.

More American College Students Need to Study Abroad

(Policymic)...Dillon Cory

As International Education Week passes, a report from the Institute of International Education shows that the number of students that are studying abroad [has risen](#) over the past year. This encouraging news coincides with a State Department [push](#) for increased participation among American students, a positive step towards creating a generation of Americans that are ready to handle the unique challenges of the 21st century. While the IIE report shows an uptick in the number of American students studying abroad, this is overshadowed by the disheartening fact that only [1% of students](#) enrolled in higher education are studying abroad.

U.S. Military Goes Online To Rebut Extremists' Messages

(New York Times)...Tom Shanker and Eric Schmitt

The morning sun had barely cast its fresh light over Tampa Bay when Ardashir Safavi--born in Iran, a refugee to Turkey, educated in the mid-Atlantic states--was up and patrolling two dozen Persian-language Web sites, hunting militant adversaries in cyberspace. His mission was to scan news reports, blogs, social media and online essays to identify those he viewed as "containing lies, misinformation or just misperceptions" about American military operations and Pentagon policy across the Middle East. Mr. Safavi works as part of the Digital Engagement Team, established in 2008 by the military's Central Command to "counter extremist ideology, promote cultural awareness and explain U.S. interests," said Maj. David E. Nevers, the team's chief officer, who must approve all responses before they are posted on foreign-language Web sites. The team includes 20 native speakers of Arabic, Dari, Persian, Pashto, Urdu

and Russian, the latter a shared language across the Muslim countries of the former Soviet states of Central Asia. Given that Central Command is responsible for military actions in an arc of instability stretching from the Indian Ocean across the Persian Gulf to the Red Sea, people here call their headquarters “Tampa-stan.”