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CURRENT NEWS 19 APRIL 2012

DLSNEO HIGHLIGHT

Arabic Flagship Program to help Sooners learn language during summer

(Oklahoma Daily)...CoCo Courtois

The university's Arabic Flagship Program will feature an intensive summer program for the first time this year. The summer program will allow students to finish the equivalent of the first year of



Arabic classes, totaling the 10 credit hours of ARAB 1115 and ARAB 1225, during two sessions, according to the program. The

summer program will be offered to high-school students, incoming freshmen and current OU students, and neither prior involvement in the flagship program nor Arabic speaking experience are required to participate.

DEPARTMENT OF DEFENSE

AF vectors 38 to regional affairs strategist positions

(Af.mil)...Debbie Gildea

RAS is a developmental initiative offered to Airmen who have 7-10 years of commissioned service, said Maj. Amy Rammel, AFPC International Affairs Assignments chief. Participants develop international insight, foreign language proficiency, and cultural understanding, she said. Most officers selected for the program will earn an advanced academic degree, learn a foreign language, and serve a six month immersion among several countries within their assigned region. Based on their existing degrees, foreign language proficiency, and in-country experience, selectees may have their advanced academic degree, language training, or cultural immersion training waived. This shortened training timeline limits their time away from their functional career field.

First MAVNI Soldier joins the Army as a Civil Affairs NCO

(SOC.mil)...SpC. Jongsu Oh

For the first time ever, a MAVNI (Military Accessions Vital to National Interest) Soldier graduated from the Civil Affairs qualification course at the U.S. Army John F. Kennedy Special Warfare Center and School. Tong enlisted in the U.S. Army in January 2010 through the Army's pilot MAVNI program that recruited 1,300 foreign citizens legally in the United States who had critical medical skills or who were fluent in languages designated as critical to the needs of the Department of Defense. Tong is fluent in Malay, Mandarin, Cantonese, and English.

Defense Language Institute hosts inaugural naturalization ceremony

(DLIFLC)...Sgt. 1st Class Rebecca Doucette

Two faculty members from the Defense Language Institute Foreign Language Center received their United States citizenship April 3, as part of the first ever naturalization ceremony held at DLIFLC. "We hope there will be more such occasions in the future," said DLIFLC Assistant Commandant Air Force Col. Laura Ryan, speaking before the ceremony started. Ryan continued her opening remarks by sharing a bit about each one of the faculty members about to be sworn in.



DOMESTIC

Luxury Stores Pull Out Mandarin Phrase Books to Make the Sale

(New York Times)...Stephanie Clifford

a group of visitors to New York was treated to a private concert with the pianist Lang Lang at the Montblanc store, cocktails and a fashion show attended by the designers



Oscar de la Renta and Diane Von Furstenberg, and a tour of Estée Lauder's original office. They were not celebrities. They were not government officials. They were Chinese tourists with a lot of

money. Now high-end retailers in the United States are pulling out their Mandarin phrase books and trying to convince Chinese visitors that Americans can do luxury, too.

Exports mean jobs, in any language

(StarTribute)...Dee DePass

Overseas business is creating opportunities in



Minnesota. But finding bilingual workers with the right skills is a challenge. As Xian returned a flurry of phone calls to China, Juselly French a

Colombian attorney and head of Datacard's human resources department, was on the phone downstairs speaking in Portuguese to employees in Brazil. Minutes later, she was reading job reviews in Spanish with a manager in Mexico. "We can't hire fast enough, and it's all being fueled by our exports," said Russell St. John, Datacard's senior vice president of global marketing.

INTERNATIONAL

German in a Multicultural World

(New York Times)...Sam Dillon

The drama of Berlin's reunification and Communism's collapse focused worldwide interest on all things German, and German classes



in American public schools saw significant enrollment increases.

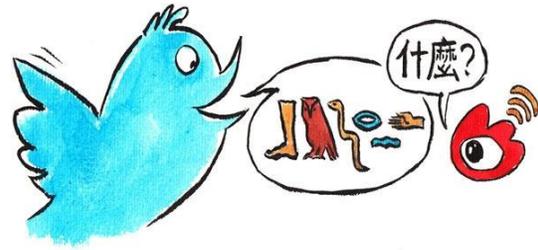
But by the mid-1990s, the surge ended. The United States was turning its attention to Asia and the Mideast; Arabic and especially Chinese began displacing German and several other European languages once at the core of the American curriculum.

Which tongues work best for microblogs?

(The Economist)

A 78-character tweet in English would be only 24 characters long in Chinese. That makes Chinese ideal for micro-blogs, which typically restrict messages to 140 symbols. Though Twitter, with 140m active users the world's best-known microblogging service, is blocked in China, Sina Weibo, a local variant, has over 250m users. Chinese is so succinct that most messages never reach that limit, says Shuo Tang, who studies

social media at the University of Indiana. Japanese is concise too: fans of haiku, poems in 17 syllables,



Christelle Schwanck

can tweet them readily. Though Korean and Arabic require a little more space, tweeters routinely omit syllables in Korean words.