



# THE LANGUAGE & CULTURE WEEKLY

Volume 1, Issue 28



[TO OPEN HYPERLINKS USE CONTROL+CLICK](#)

## [CURRENT NEWS 19 JULY 2012](#)

### DEPARTMENT OF DEFENSE

#### [Breaking the Language Barrier](#)

*(Military Officer)*...Christina Wood

Since 1941, the Defense Language Institute has ensured America's servicemembers have the foreign-language skills they need to be effective in combat (pages 56-59).

#### [Raytheon BBN Technologies awarded \\$5.9 million in DoD funding to develop a foreign-document translation system](#)

*(Market Watch)*

The Defense Advanced Research Projects Agency (DARPA) has awarded Raytheon BBN Technologies an additional \$5.9 million in funding under the Multilingual Automatic Document Classification, Analysis and Translation (MADCAT) program. This award follows Raytheon BBN's success during the first four years of the MADCAT program. The Raytheon BBN team's goal is to create a prototype system that provides accurate, relevant, distilled, actionable information to military commands and personnel. If successful, the system will automatically convert foreign language text images, such as handwritten notes and machine-printed documents, into English transcripts without the use of linguists and analysts. When human analysis is necessary, linguists and analysts would be able to use the technology to more effectively and efficiently explore the content of documents of interest.

### STUDIES

#### [RAND Corp. to partner with Portland Public Schools for dual-language immersion study](#)

*(The Oregonian)*...Nicole Dungca

The [RAND Corp.](#), a nonprofit think tank, will study the effects of dual-language immersion on student achievement in [Portland Public Schools](#) with a three-year, \$1.7 million grant from the [U.S. Department of Education's Institute of Education Sciences](#). Portland has long been a leader in language immersion. [Atkinson Elementary School's](#) Spanish immersion classes were created more than 25 years ago, and the district plans to offer 11 immersion programs this fall: eight in

Spanish, and one each in Japanese, Mandarin and Russian.

### NATIONAL

#### [Program at Pitt tackles tough Baltic languages](#)

*(Pittsburgh Post-Gazette)*...Elizabeth Bloom

Students are in Pittsburgh for the summer to take Estonian, Latvian or Lithuanian courses as part of the Baltic Studies Summer Institute, known as BALSSI. BALSSI is a traveling language program that resides at an American university for three consecutive summers and then moves on to another school. This is the first summer of at least three that Pitt is administering BALSSI out of its normal summer language offerings. Students have come from across the country to participate in six weeks of intensive language study, from June 4 through today. They are in class for five hours every weekday and do several hours of homework each night.

#### [Brazilians' clout brings push for Portuguese classes in Broward](#)

*(Sun Sentinel)*...Marc Freeman

As their influence grows, Brazilians in South Florida want to spread the word — in their language. To make that happen, educators are launching an online petition and survey to push for the first Portuguese classes in [Broward County](#) Public Schools. They are targeting the Deerfield Beach and Pompano Beach areas. "Companies that do business with Brazil and Brazilians that come here need Portuguese speakers," said Aloysio Vasconcellos, president of the Brazilian Business Group of Broward and south Palm Beach counties. Brazil, with its new standing as the world's sixth largest economy, is ranked as Florida's biggest trading partner.

#### [Latin Culture as a major U.S. Economic Growth Driver](#)

*(Portada)*

The Spanish language and the Latin culture are enormous assets for the U.S. economy. In this regard, the U.S. marketing, media and cultural industries, have a lot to contribute to the mid and long term growth of the U.S. economy. For this reason, the cover article of this issue is devoted to the role of language in marketing to the U.S. Hispanic population.

## INTERNATIONAL

### Germany to help Spain give skills to jobless youths

*(BBC)*

Spain's Education Minister, Jose Ignacio Wert, signed an agreement with his German



counterpart in Stuttgart on Thursday, to give more Spaniards on-the-job training with German

firms. "We have 1.5 million university students and only 270,000 trade school students." He added that students were getting far more theory than practical experience, and that many lacked foreign language skills.