

WHY LEARN FRENCH ?

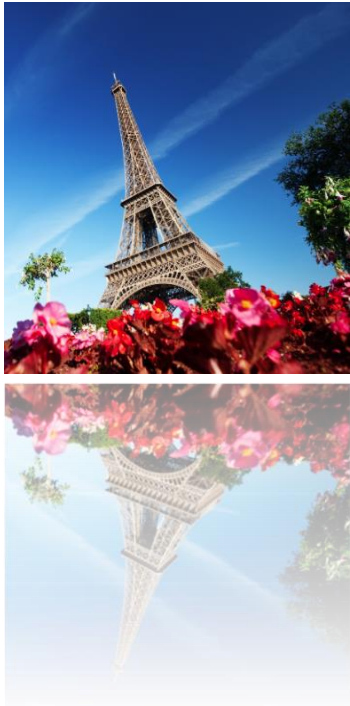
Why do you simply need to learn another language ?

WHY LEARN A FOREIGN LANGUAGE?



→ *Personal improvement*

- ❖ To stretch your mind, improve your memory
 - ❖ To improve your self-discipline and self-esteem
 - ❖ To be more open-minded and open to new cultures, enhance your creative thinking skills
 - ❖ To increase your mastery of your mother-tongue
 - ❖ To improve your critical thinking and problem-solving skills
- According to a recent neurological study, being bilingual physically remodels parts of the brain in a manner that enhances cognitive performance, and appears to provide a means of fending off a natural decline of cognitive function and maintaining what is called “cognitive reserve.”¹



WHY LEARN A FOREIGN LANGUAGE?



→ *A must in the future*

- ❖ More than 50% of people in the world are already bilingual
 - ❖ Proficiency in a second language will significantly improve your chances of being accepted to a university and graduate school
 - ❖ Job applicants who are proficient in at least 2 languages will be at a distinct advantage in the global marketplace
- Speaking a second language will increase your job potential and salary potential
- ❖ Knowledge of a second language is essential in over 60 occupations
- Many job opportunities in journalism, with the airlines companies, import-export companies, travel/tourism companies, hospitality industries, banks, health care companies, and more globally all international businesses



*The importance of learning foreign languages ****Videos*****

Lead with languages video link :

<http://www.youtube.com/watch?v=vxxBr4aKnRM>

The benefits of being bilingual video link:

http://www.youtube.com/watch?v=ZANBvuS_iDU

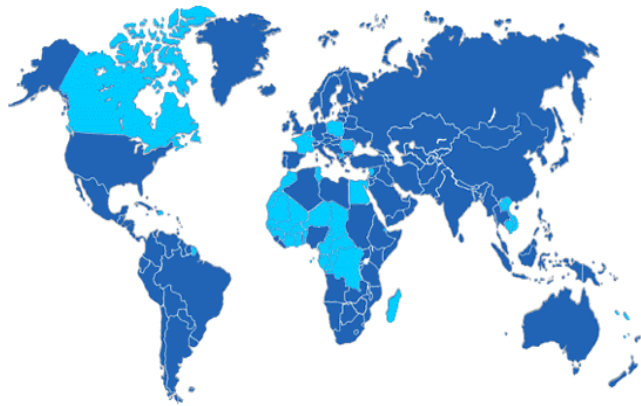
Funny videos about the importance of foreign languages:

http://www.youtube.com/watch?v=j_4Q_N6J4xQ

<http://www.youtube.com/watch?v=ES95PUgV2fA&feature=related>



WHY LEARN FRENCH ?



❖ French is the first or second language in more than 55 countries and is spoken by 250 million people around the world, on every continent

→ It will give an added dimension to your social life, encounters, professional life, travels (to Canada, the Caribbean, Europe, and Africa)

❖ French is the official language of: the United Nations, UNESCO, NATO, European Community, International Olympic Committee, International Red Cross, and Universal Postal Union

❖ France has consistently been the #1 tourist destination in the world
→ At least 3 000 000 Americans travel to French-speaking destinations every year!

❖ French is the 2nd most learnt language

WHY LEARN FRENCH ?

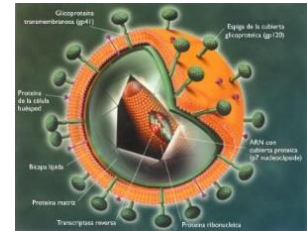


- ❖ In many scientific fields, most American institutions at the graduate level require reading knowledge of French or German in order for scholars to be able to conduct research
- ❖ Be on top of fields like science, medicine, business and technology (be a step ahead by reading research in French)
- ❖ 40 to 50% of English vocabulary is derived from French: The study of French will also enhance your grammar and vocabulary skills, and you will be able to decode many unfamiliar English words
- Your increased proficiency in English will improve your scores on the verbal section of the SAT and the ACT

WHY LEARN FRENCH ?



❖ Think about your future career! French speakers are in demand in banking and finance, international market and trade, diplomacy, tourism, journalism, aviation, national security, education, translation and interpretation, health care, customer service, etc...



❖ France has the 5th largest economy in the world



❖ France is one of the top importers of American goods and services

❖ Among foreign countries doing business in the US, France employs the 3rd largest number of Americans

❖ France is a leader in :

Civil and general engineering, Aeronautics/ Transportations , Medical technologies (Human genome project), Pharmaceuticals, Telecommunications (fiber optics, HDTV, smart card)



WHY LEARN FRENCH ?



- ❖ After English, French is the 2nd language of the Internet, before Spanish
- ❖ It's a beautiful and musical language, rich in history and culture, and often known as 'the language of love'
- ❖ It's an analytical language that helps structure the mind
- ❖ France has won more Nobel Prizes for literature than any other country
- ❖ It's the language of culture: French is the world language of cuisine, fashion, personal care products, architecture, theatre, arts and science
- ❖ When you know French, the international world of sports is open to you: It's an official language used to announce events, winners, and medals at the Olympic Games



WHY LEARN FRENCH ?



- ❖ More than 2400 French companies have subsidiaries in the US, and France is among our largest foreign investors

Among the United States manufacturers and employers that are French-owned are:

→ BIC, Dannon, Ernst and Young, l'Oreal, Mack Trucks, Meridien, Michelin, Motel 6, RCA-Thomson, Rhone-Poulenc, Sofitel, Yoplait, Zenith, Siemens, Dassault, APC Schneider...

Some American companies established in France

→ Apple Computer, Black & Decker, Chrysler, Coca-Cola, Colgate, Dow Chemical, Ford, Gap, General Electric, General Mills, Hertz, Hilton Hotels, IBM, Intel, Johnson and Johnson, Mattel, Microsoft, Motorola, Procter and Gamble

WHY FRENCH IS PARTICULARLY IMPORTANT IN RHODE ISLAND



1. *Big French community in Rhode Island: Woonsocket*

- ❖ The first French-Canadian families were recruited from Quebec to work in the mills of Woonsocket in the 1840's. Once started, his migration would continue for almost a century.
 - ❖ During the Great Depression, 75% of Woonsocket population was of French-Canadian descent. French-language newspapers were published and sold here, and radio programs and movies shown were also in French. Most conversations in public were also in French.
 - ❖ Today, French-Canadians are still the largest ethnic group in Woonsocket and the city is proud of its French-Canadian heritage
- According to the 2000 census, 46.1% of Woonsocket's population is identified as being of French or French-Canadian heritage. The city has referred to itself as “ The most French city in United States”





WHY FRENCH IS PARTICULARLY IMPORTANT IN RI

2. Quebec is not far away : What if your future was in Quebec?

- ❖ French, the official language of Québec, is the key that could open many doors for you in every realm of your life in Québec.
- ❖ Quebec is a dynamic job market and boasts a healthy economy thanks to a number of factors, including the diversification of its activity sectors, the entrepreneurial spirit of the business community, investment in research and development, and increased exports.
 - ➔ Workers enjoy many opportunities for career advancement and career reorientation
 - ➔ Aerospace, Insurance and financial services, Computer science, Civil engineering, Plastics processing, Medical radiation, Nursing, Statistics...etc are some of the activity sectors that offer good job opportunities
- ❖ Quebecers enjoy good healthcare, education and social security services.
- ❖ Québec offers a safe environment and boasts one of the lowest crime rates in the world.





WHY FRENCH IS PARTICULARLY IMPORTANT IN RI

3. *There are French-owned companies in RI and Massachusetts:*

- ❖ Simulia (Dassault Systemes) based in Providence and Massachusetts
 - Dassault Systèmes has about 800 employees in Massachusetts.
- ❖ Two of the largest advertising firms in Boston, Arnold and Digitas, are owned by the French conglomerates Havas and Publicis Groupe, respectively.
- ❖ Financial firm Natixis Global Asset Management, with 1,100 employees in Boston, is part of the French bank Natixis.
- ❖ AXA Advisers (AXA Group) in Providence
- ❖ APC Schneider (Schneider Electric) in West Kingston
- ❖ Siemens AG has about 3,000 employees in Massachusetts, spread among 26 locations.

.....etc





WHY FRENCH IS PARTICULARLY IMPORTANT IN RI

4. The University of Rhode Island has one of the largest French programs of the country

- ❖ Over 130 majors every year
- ❖ French is one of the fastest growing majors at URI, and appears on the URI College of Arts and Sciences' Most Popular Majors list.
- URI dual degree programs, plus opportunities to double- and triple-major, let you be creative about combining your language degree with other disciplines in ways that make a lot of sense for your career future.
- ❖ You'll also have opportunities to immerse yourself in a language through studying and working abroad, or through one of URI summer language immersion programs
- The majority of French majors study abroad during their junior year and/or during a summer session
- ❖ There are 47 different majors that have been combined with French at URI.



MORE SPECIFICALLY ABOUT URI FRENCH PROGRAM



❖ *URI has partnerships with numerous schools and universities in different fields:*

- Sciences Po Rennes (Political Sciences and social sciences)
- Université de Rennes 1 (Pharmacy and pharmaceuticals sciences)
- Université de Rennes 2 (Language studies and fine arts and humanities)
- Kedge Business School and Université de Laval (Business)
- UTC Compiègne (Engineering and hard sciences)
- Mod'Spé Paris (Fashion marketing and merchandising)

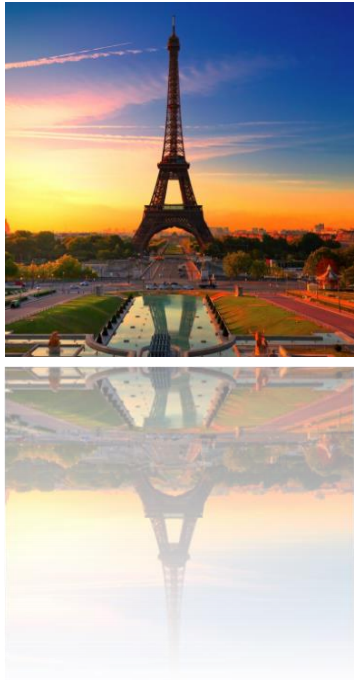


→ You have the opportunity to study in France and/or Canada, in prestigious schools, for one semester or one year, according to your major: This is a must on your resume

MORE SPECIFICALLY ABOUT URI FRENCH PROGRAM



- ❖ Double majoring, double degrees in all fields and French
- To have a major: 30 credit major (easily completed)
- ❖ Internships possibilities in selected fields
- ❖ Study abroad opportunities at the price of in-state tuition
- ❖ French Mentoring
- ❖ Being part of a community of 130 French majors
- ❖ Active weekly French conversation hour
- ❖ Many activities including French movie nights
- ❖ Teachers who care about your success



FRENCH PROFESSORS AT URI



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CONCLUSION

****Quotes****



“If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart.”

- Nelson Mandela



“Give your mind a chance to travel through foreign languages”

- Neil Simon



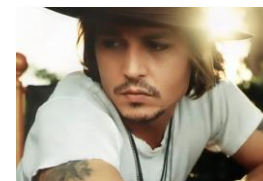
“Know languages, know countries, know people”

- Aleksandr Solzhenitsyn



“France and the whole of Europe have a great culture and an amazing history. Most important thing, though, is that people there know how to live!”

- Johnny Depp



**AND IF YOU'RE NOT
CONVINCED YET**





SOURCES

<http://web.uri.edu/languages/french/>

¹ : [https://dana.org/Cerebrum/2012/The Cognitive Benefits of Being Bilingual/](https://dana.org/Cerebrum/2012/The_Cognitive_Benefits_of_Being_Bilingual/)

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<https://frenchadvocacy.wikispaces.com/02.+Advancing+Arguments#ReasonsToStudy>

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<http://www.immigration-quebec.gouv.qc.ca/placeauquebec/en/whychoosequebec-index.php>

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http://www.boston.com/business/articles/2011/10/16/foreign_companies_that_arent_so_foreign/?page=2

<http://web.uri.edu/languages/french/>