

# WHY LEARN LANGUAGES?

## *Increase your confidence and sense of personal achievement*



Learning another language is an accomplishment of which you can--and should--be proud! Not only will it help you to develop intellectually and emotionally, but it will make you a better communicator, empower you to reach your goals, and boost your self esteem.

## *Improve your prospects for college admission*



Languages are a fantastic skill to have on your application. College admission officers also like the focus and drive of students who have invested in learning another language over several years or more.

## *Boost your career prospects*

Language skills will give you a serious competitive edge in the job market, whether college is in your plans or not. Languages are among the top eight skills required of all occupations--no matter the sector or skill level--and in high demand in the government, private, and non-profit sectors.



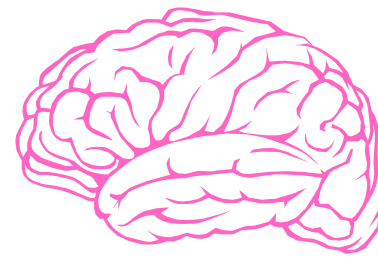
## *Serve your country*

The U.S. Military, U.S. Department of State, U.S. Department of Homeland Security, and agencies such as the CIA, FBI, and NSA all have a huge demand for language skills, with many offering scholarships for language students who want to pursue a career in government. And for non-college bound students with language skills, the military offers a wide variety of opportunities.



## *Become a more empathetic and thoughtful person*

Speaking another language is the most direct link to another culture. It allows you to gain cultural understanding and deep insights into how other people see the world. That kind of perspective makes you more desirable to both future employers and future friends. What an amazing asset to have!



## *Feed your brain*

Bilinguals have better problem-solving skills, as well as improved memory, concentration, and mental flexibility. Studies have shown it prevents the development of Alzheimer's and Dementia. What's more, students who pursue language studies also tend to score better on standardized tests and benefit from academic progress in other subjects. What's not to love!

## *Travel to new heights*

Traveling as a speaker of the local language can revolutionize a trip abroad. You can more easily navigate outside the tourist bubble and have deeper connections and understanding with a country, its people, and culture.



## *Have some fun--really!*

Learning any language requires time and effort, but that doesn't mean it should be viewed as a chore. Learning a language--and especially using it in real situations--can be a lot of fun. It's like having your own secret language and can be a fun way to engage in private conversations or as a way to protect sensitive information. Plus, the use of technology and social media as learning tools is another reason students are loving languages!



## *Stand out from the crowd*

While language skills are in high demand, did you know that less than 10% of Americans speak another language? Bilingualism means you'll stand out--in your career, among your friends, the people you meet, and in your community. Being different is a good thing!



## *Start early, stay long*

The earlier you begin, the more you will be able to complete a long, uninterrupted sequence of instruction--the ideal way to become proficient in another language.

