



## French Means Global

# Communication!

French is...

- the second most frequently used language of the Internet;
- the second most frequently taught foreign language worldwide after English;
- an official language and a working language of the Olympic Games and the United Nations;
- a working language of NATO, the European Union, and O.E.I.D.;
- one of the two official working languages at the International Labor Bureau, the International Monetary Fund, and the International Red Cross.

*Language Today*, a publication for language professionals, recently ranked the world's languages on six different criteria, including the number of primary and secondary speakers and the economic power of countries using the language. French came in second after English on the list of the world's 10 most influential languages.

If you're thinking of a career in business, science, technology, or medicine, you will certainly read research published in French and you may collaborate with a French-speaking peer. Knowing French can be a key not only to getting a job but also to moving ahead in that job. And it's the language of choice at some of the world's favorite vacation destinations. So, why learn French?

## *Le français, c'est pratique!*

You may wish to explore these Web sites as well.

[www.frenchteachers.org](http://www.frenchteachers.org)

[www.info-france-usa.org](http://www.info-france-usa.org)

[www.france-science.org](http://www.france-science.org)

[www.gouv.qc.ca](http://www.gouv.qc.ca)

[www.franco-phonie.org](http://www.franco-phonie.org)

[fmc.umn.edu/~rpeckham/GLOBEG.HTM](http://fmc.umn.edu/~rpeckham/GLOBEG.HTM)

American Association of Teachers of French

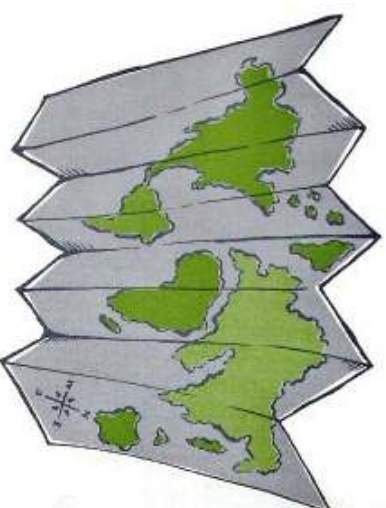
Mailcode 4510

Southern Illinois University

Carbondale, IL 62901



## Why Learn French?



## The Reasons May Surprise You.

# French Means Business!

**French is the second most frequently used language of the Internet.**

If you choose a career in business, it is likely that you will do business with one or more French-speaking countries around the globe. Consider these facts:

- French-speaking African countries represent an area larger than the U.S. The Import-Export Bank of the United States financed \$475 million in exports to Sub-Saharan African countries (2002).
- French is an official language of Canada, our major trading partner. Montreal is the second largest French-speaking city in the world, and U.S.-Canadian trade is the largest two-way trade in the world.
- France, the world's sixth largest economy, is at the geographical center of Europe, the world's largest market (457 million consumers). French-speaking European countries include Belgium, Switzerland, Luxembourg, Monaco, and parts of Italy and Spain.
- In 1994, the U.S. did business with these countries in order of importance: French-speaking countries, Spanish-speaking countries, Japan.
- Many American companies are firmly implanted in Europe. Ford made Bordeaux its world headquarters for the production of automatic transmissions; Motorola made the Paris region its world center for research and development in cellular communications; and Hewlett Packard established its worldwide center of telecommunications in Grenoble.



## French Means Jobs!

**Over 2,400 French companies in the U.S. employ nearly 650,000 Americans.**

You may associate French with careers in high fashion, fine art, literature, and gourmet food, but French is also an excellent tool for careers in government, business, science, and technology. The following examples demonstrate the broad range of opportunities available in French:

- In a recent listing of international jobs by the U.S. State Department (August 2005), 204 required or preferred French, 53 Spanish, 12 Russian, and 4 German. Other government agencies also seek employees with French language skills.
- Over 2,400 French companies in the U.S. employ nearly 650,000 Americans. Familiar U.S. manufacturers that are French-owned include Mack Trucks, Zenith, RCA-Thomson, Bic, American National Can Corporation, and Dannon.
- A recent Internet search (2006) of jobs requiring or preferring knowledge of French included titles such as editor/proofreader, programmer, translator, marketing representative, language instructor for the CIA, exchange program coordinator, and pilot.

- France and the U.S. have long shared aerospace technology—French astronauts participate in U.S. space flights and France's Ariane rocket launches American satellites. France has the world's second largest aeronautics industry. In fact, all U.S. Coast Guard helicopters are made by Hélicoptère in Toulouse.

- Some prominent French inventions include: the smart card (with an embedded computer chip), the Minitel (an electronic telephone directory and online videotex network), fiber optics, and HDTV. France's TGV is the world's fastest train at 322 mph.
- The French play a major international role in medicine and science. The greater Paris area has the highest concentration of mathematicians in the world; three French-trained physicists have won the Nobel Prize in the 1990s; and the Human Genome Project is located in Paris.



## French Means World Travel!

**With nearly 76 million visitors, France is the number one tourist destination in the world.**

Even if your career doesn't directly involve French, it is likely that you will use it as a traveler. French is the official language of 30 countries and is widely spoken in at least 10 others. Paris hosts over 1,000 conventions annually and a world record of international meetings. What's more, with nearly 76 million visitors, France is the number one tourist destination in the world (2001).