

Students choose French because:
French proficiency is attainable.

Does it surprise you that
French is not considered a difficult language to learn?

- The Foreign Service Institute puts French, Spanish, and Italian in the same Category I for length of time required to become proficient in the language.

For English speakers, it takes about 575-600 hours to reach an intermediate level of proficiency in these languages.

- Compared to that, it takes nearly four times as long (2200 hours) to reach the same level of proficiency in Mandarin (Chinese), Arabic and Japanese.

- French is a natural third language for Spanish-speaking students.



Students choose French because:
French improves English skills.

Students who take French improve their English vocabulary because nearly a third of the words in the English language come from French.

This helps students to do better on the verbal section of standardized tests like the SAT and ACT.

Par exemple:

au contraire	faux pas
au naturel	fiancé
armoire	gourmet
ballet	hors d'oeuvre
bon voyage	joie de vivre
brunette	laissez-faire
carte blanche	manger
chef d'oeuvre	mardi gras
cliché	naïve
cuisine	RSVP
cul-de-sac	résumé
déjà vu	souvenir
encore	valet



Choose French!

AATF French Advocacy Resource Bank

American Association of Teachers of French

www.frenchteachers.org

FRENCH: Language of Choice

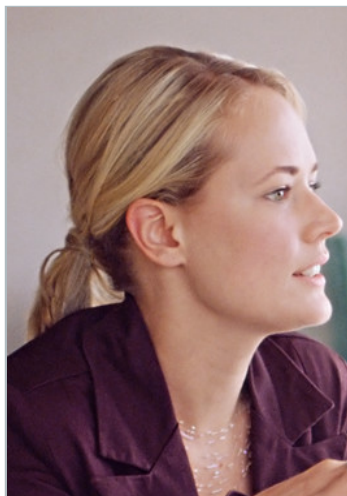


Helping students make choices for their future

- **French CONNECTS** students to opportunities in international business, trade, service, and travel.
- **French PREPARES** students for college.
- **French IMPROVES** English language skills.
- Students *ENJOY* studying **French** and the diversity of cultures it introduces.



Choice is key: There are many reasons why students choose to study French...



Choice is Key: Honoring Student Choices

We all want to help students make good choices throughout their school years.

Here's the important question: What language does the student want to learn?

Students have varied reasons for choosing the foreign language that they study. And overall, they do better in classes that they themselves have chosen.



Students choose French because: French prepares students for college.

Colleges generally require at least two years' language study for admission. **But students who have completed advanced foreign language courses in high school typically do better on entrance exams like the SAT and ACT.** And students who have taken French are better-prepared for college courses in history, literature, and art.

Students choose French because: French means business and French means jobs.

Students choose French because: French opens up the world.

Students can use French in many occupations. American companies deal regularly with firms from Québec and France — In fact, **Canada (where French and English are both official languages) is the United States' largest bilateral trading partner. And France is the second largest investor in the U.S., supporting about 600,000 jobs.**



Worldwide, French is the second most influential language after English.

What kinds of jobs require or request fluency in French? Here are some jobs recently posted that list French as required or desired:

Human Resources for an international non-governmental organization (NGO); Project Manager in



Risk Management for a major bank; **Specialist in Consumer Marketing** (Quebec audience); **Desktop**

Publishing Coordinator in a Medical Center; Logistical Support for an **Africa-focused NGO**; Administrative Assistant in **Biomedical Communications**; **Engineer** in a Computer Peripherals company, **Industrial Sales** for a manufacturer.

Students of French learn about France's language and culture, but there's more to "la Francophonie" than just France! **There are more than 56 countries on five continents where French is regularly used for business, government, and daily life, including 32 countries in Africa.** Right next door in Canada, there are 9 million native speakers of French.

With communication, students open doors into cultural understanding. From Togo to Guyana to Vietnam to Switzerland, French provides an entree into culture worldwide. And a new world of music and words opens up!

Throughout the United States, students can learn about their country's French heritage, with explorers and founders like Marquette, La Salle, or Cadillac, and about the rich French-speaking heritage of the northeast or Louisiana.