



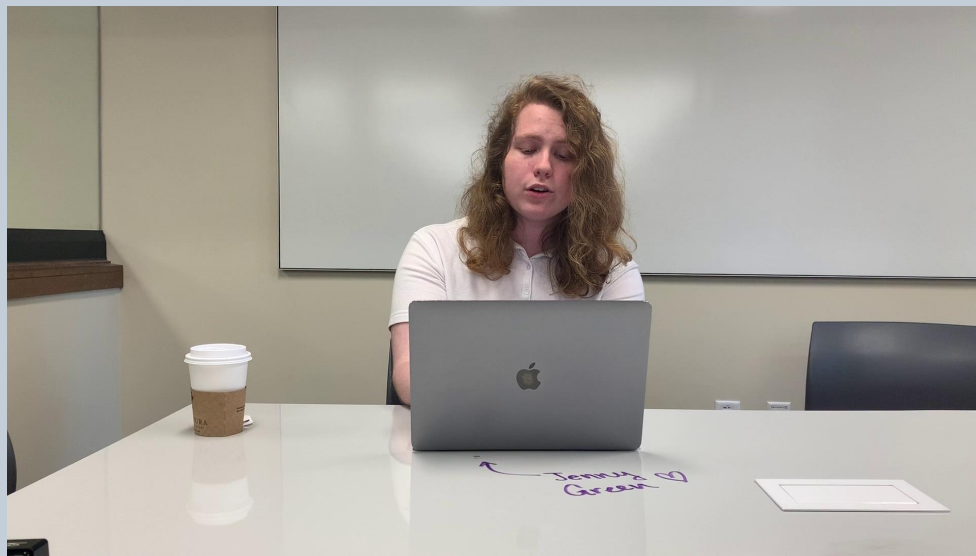
LANGUAGE:

WHAT IS THE IMPORTANCE OF LANGUAGE?



STUDENT SPEAKER SERIES

Jenny Green





RAISE YOUR HAND IF...



“

What does an **accent** mean?
What are the negative effects
of an accent?

— • —



“

Other than these reasons, **why**
would someone be scared to
learn a new language?

— • —



“

What does *language* mean to
you?

— • —

BENEFITS OF LANGUAGE IN BUSINESS

2% Average Salary Increase

Access to Untapped Client Pools

Increased Productivity and Creativity

“Secondly, different languages have varying salary values, depending on its importance in global business. There’s a 1.5 percent premium for Spanish, 2.3 percent for French, and a whopping 3.8 percent premium for German.” (Hitchcock, 2017).

Fights Early Cognitive Decline

Advantage in Job Application

Higher Levels of Focus

More active/alert brain

Improved Memory

Decision-Making Skills

More effective communication (in multiple languages)



MENTAL HEALTH



Delays dementia

Easier processing of information

Improves creativity

Expands perspective

Critical thinking