

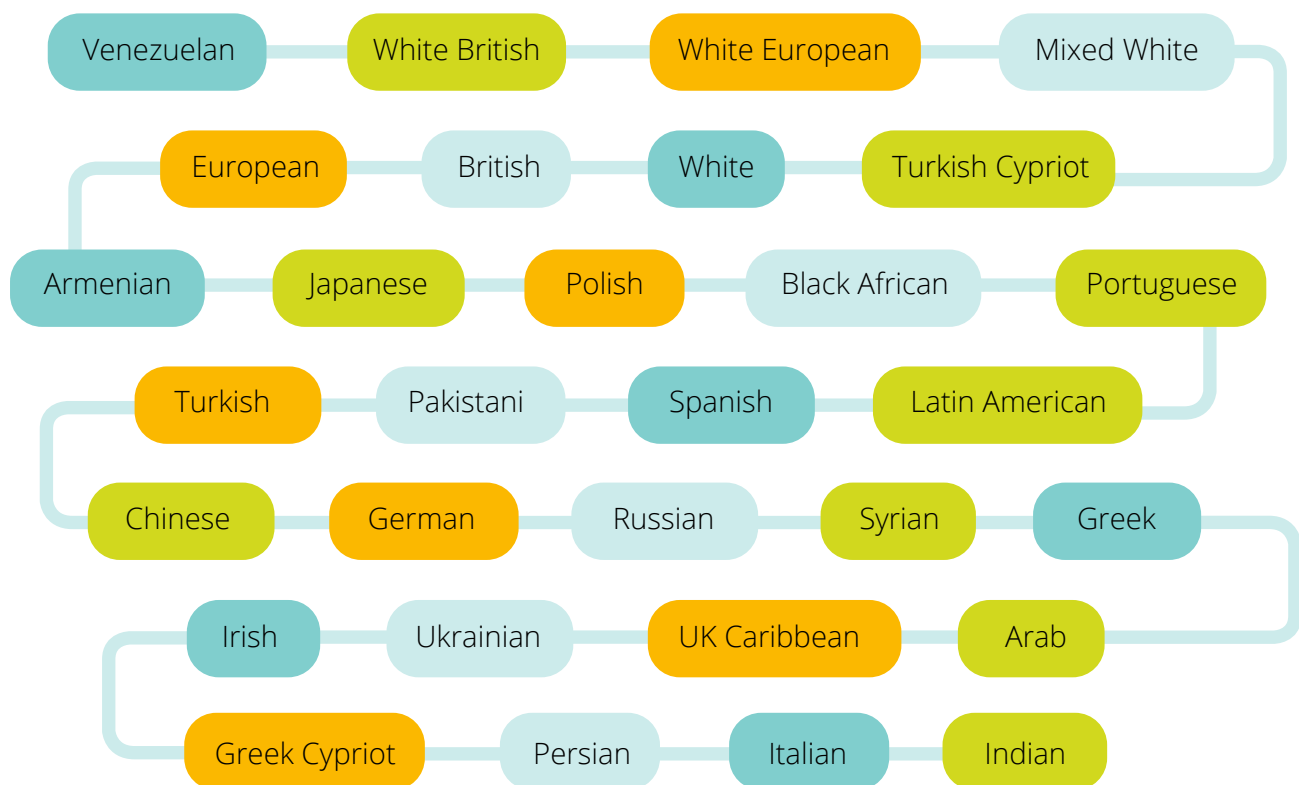
# Unlocking Cultures

## The importance of language learning

At Pearson, we believe that learning languages can enable you to take part in and experience different cultures from across the world. An ability to speak various languages can widen your personal understanding of different people and their ways of life, and further expand the relationships you foster.

We recently reached out to the general public to gain their insight and hear their thoughts on the role languages play in the preservation of culture. Below are their detailed responses.

### What is your ethnic origin?



# How would you define your culture?



“ We enjoy preparing native dishes, sharing them with friends, play, listen and dance our music, speak Spanish at home mixed with some phrases in English and Italian. ”

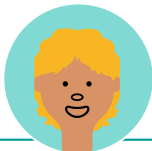


“ Learning Persian, going to Persian school and learn about tradition and customs and their origins. ”



**Tell us about  
some of the ways  
you or your  
family preserve(s)  
your culture?**

“ Language, food, songs, dances, traditions, rites of passage, get-togethers. ”



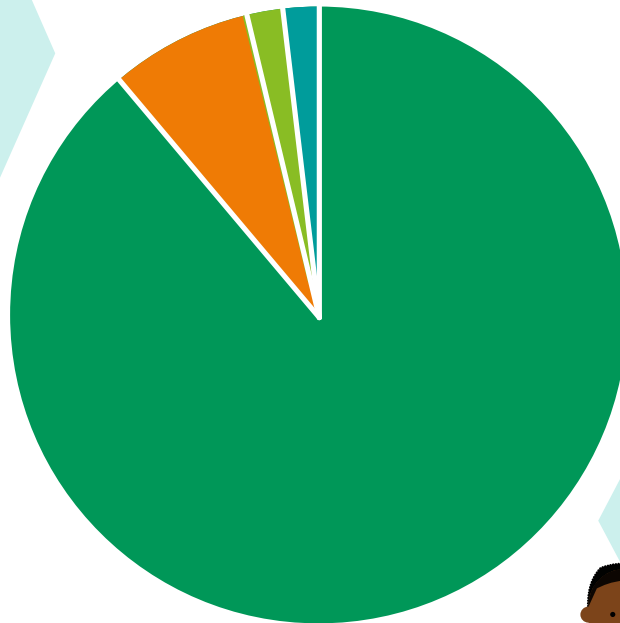
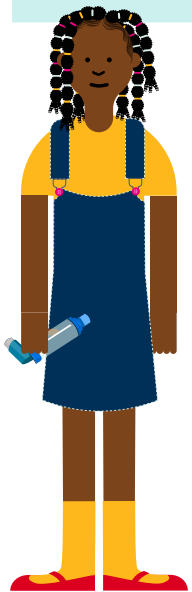
“ Keep using the Japanese language, cook Japanese food, celebrate Japanese festivals, visit Japan and meet Japanese people, watch Japanese films, read Japanese books and manga(comics), wear traditional clothing (Kimono on special occasions), and volunteer in local Japanese communities. ”



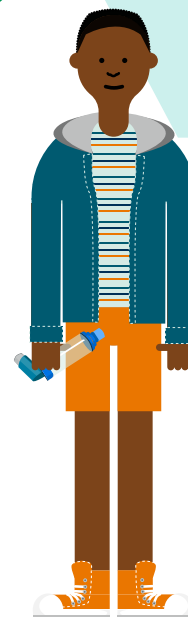
# To what extent do you agree/disagree with the following statement:

*Speaking your heritage language (defined as the native language of your ethnicity) is important in preserving your culture.*

"A language is a useful tool that broadens our perspectives and offers hundreds of opportunities in every aspect of our life. It's a bridge that connects us to other worlds."



"Speaking more languages opens up one's horizons, business prospects, and understanding."

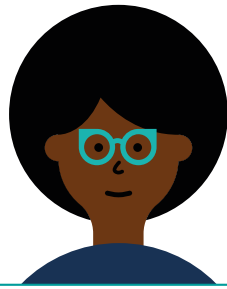


# How many languages (besides English) do you speak?



## Tell us which languages (besides English) you speak?





“ The pleasure to teach my language to others, to sing many songs, to speak with millions of people, and to laugh by sharing jokes and stories. ”

“ I have much more opportunities compared to people who speak only one language. ”

“ It connects me to the past, my history, my people & helps preserve all aspects of culture connected to the language. ”

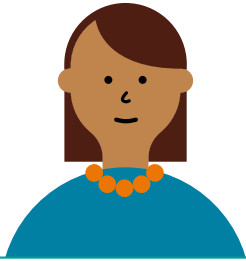
**What are  
your favourite  
things about being  
able to speak  
your heritage  
language(s)?**



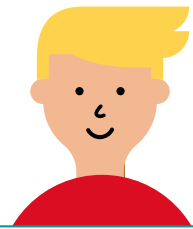
“ The richness it gives me, to be able to express myself in a different way. ”



“ Listening to music in that language and following news and watching TV programmes. ”



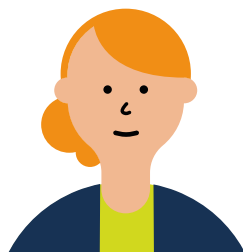
“ Language is often a shortcut to establish common expectations and values. ”



“ Naturally. By living and working in different countries, holidaying with family from childhood and maintaining diverse relationships with people from different countries. ”

**Has speaking your ethnicity's heritage language allowed you to connect with or foster relationships with other people from the same culture as you? How?**

“ It creates a connection, makes me feel part of something, it connects me with the past. ”



“ It allows you to make friends and have unhindered communication with people who may not speak English completely fluently. ”

“ We can appreciate jokes together that are only relevant in our language, describe things that do not have a translation into English and support our children in learning the language. It connects us. ”

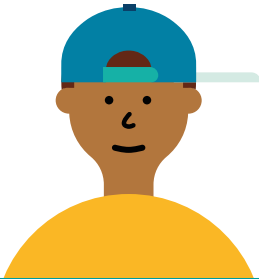


“ Go for it – and don’t be discouraged if you get stuck after a little while or find it difficult. Anything is better than nothing. ”

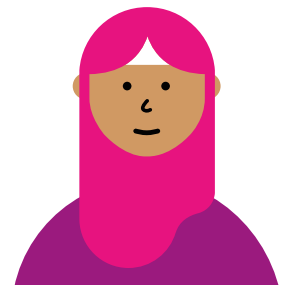
“ It’s one of the most enjoyable and most useful skills ever, it opens up the world, enables you to travel and see things from a different perspective. ”

“ Choose a language that you’re really interested in learning. And remember language learning is a journey. Be prepared to take the rough with the smooth. ”

## What advice would you give to someone who is thinking about learning a language?



“ Learning a language opens lots of opportunities for connecting with people, opportunities for travel and employment. It introduces you to a culture, people and their traditions. ”



“ Learn as many languages as possible and don’t be afraid of making mistakes. ”

“ By learning other languages, you develop other skills such as problem solving and analytical skills. You create more connections in your brain and your memory will improve too. ”



# So what are you waiting for?

Time to get your language learning journey started!

