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\*Student Motivation; Vocational Development

ABSTRACT

This illustrated booklet on career opportunities requiring proficiency in a second language is intended primarily for students in elementary and secondary schools. Cartoon figures clarify the statistical information and help the student understand the many and varied kinds of vocational careers available. Teachers will find this a helpful publication when students question the rationale of studying foreign language. (RL)

ED 081252

# FOREIGN LANGUAGE

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Have the world at your fingertips! Step in as assistant liaison with the client companies abroad! Your way with words plus your aptitude to interpret reports and communications will score high with this firm! Call now.

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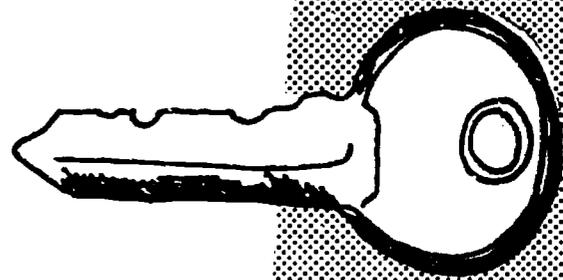
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## KEY TO CAREER DEVELOPMENT

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**EXCELLENT OPPORTUNITY FOR**  
 the right person to run our office in Evanston. Figure aptitude is an added asset.  
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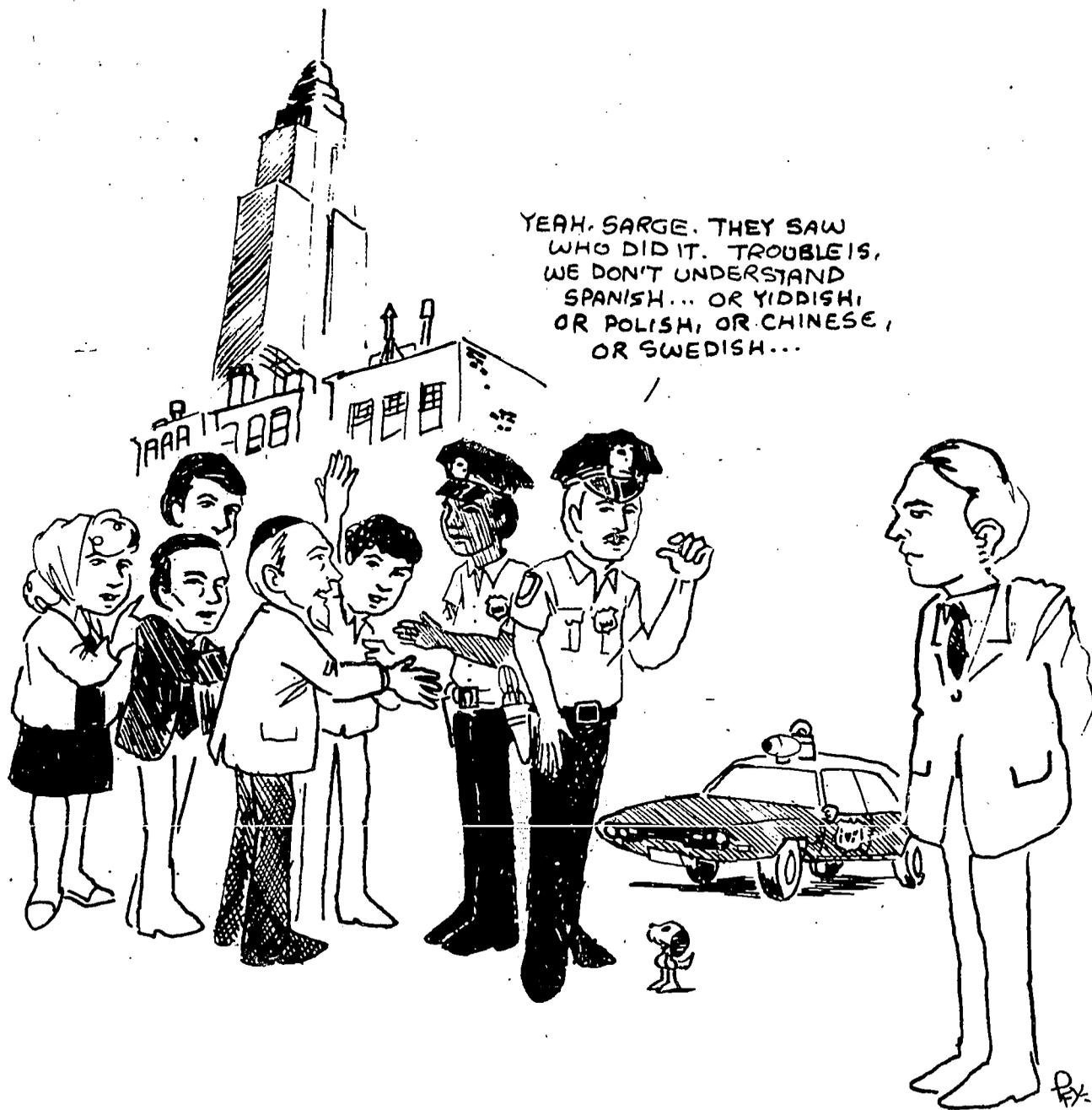


Did you know...

"the largest employer in the United States and the greatest user of language skills is the Federal government? It employs more than 1.5 million full-time white-collar workers, including more than 90,000 U.S. citizens on overseas civilian assignment."

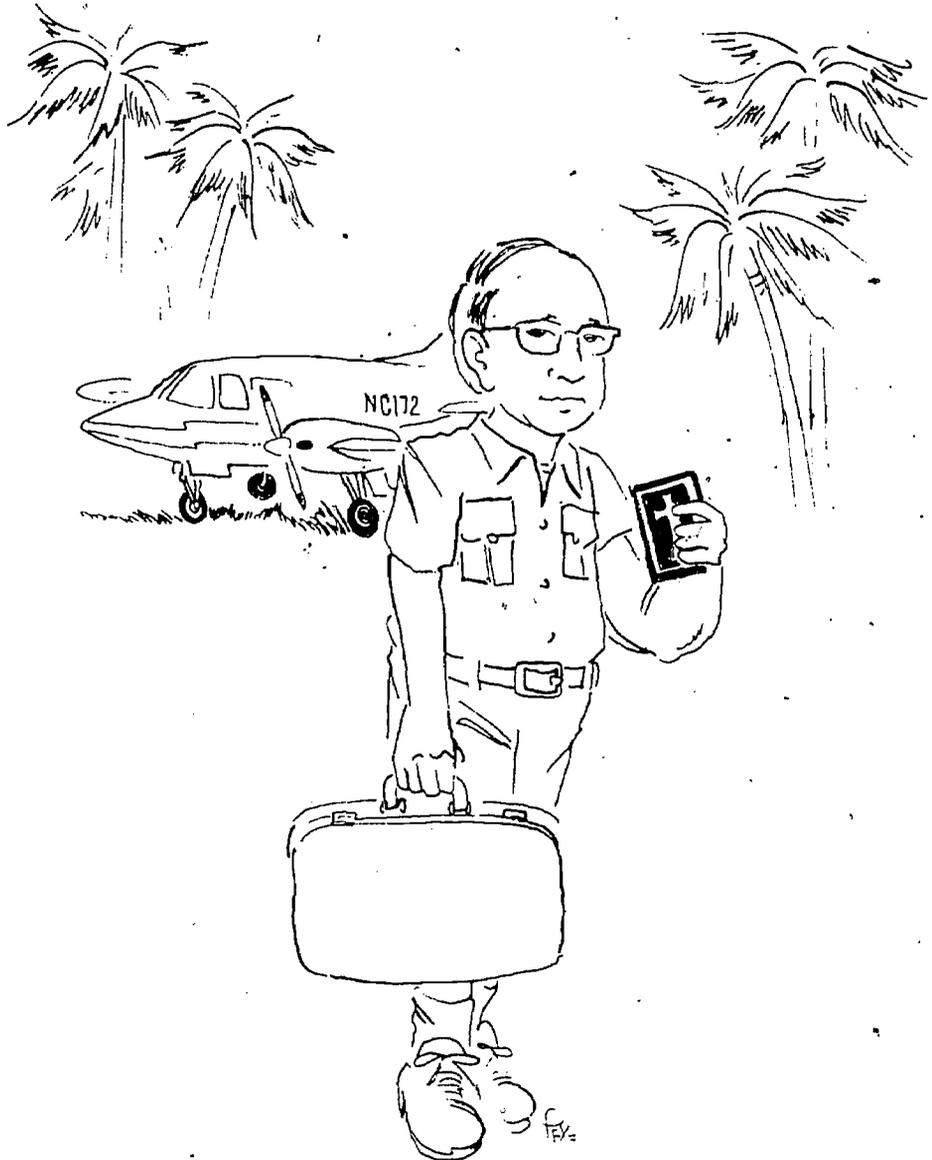
Did you know...

"in New York City, for example, authorities have had to make provision for communicating with speakers of as many as 54 foreign languages?



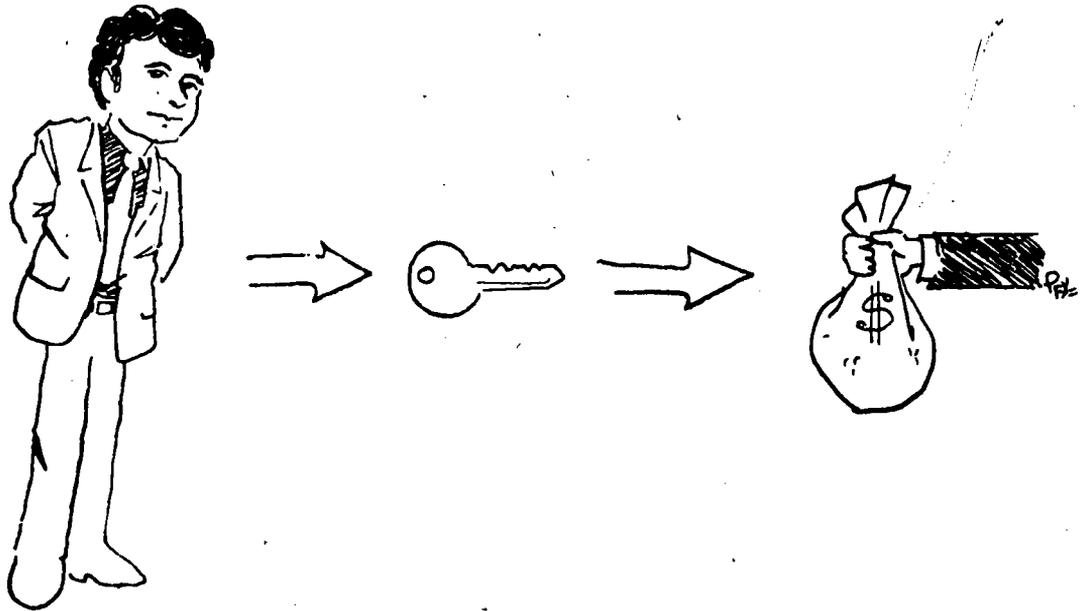
Did you know...

"there are exciting prospects in missionary work for linguists because the church pioneers are often the first to develop alphabets and writing for many languages?"



Did you know...

"an average office worker with a foreign language skill may earn from \$15 - \$20 more per week than a monolingual worker with the same technical skills. However, may it be stated right at the start that the language is but an additional asset; the job depends in most cases on technical or professional skill or knowledge?"



Did you know...

"you don't need to leave the U S. to use your foreign language skill?"

Note:

<u>Department</u>	<u>U. S.</u>	<u>Overseas</u>
Agriculture	90,000	1,000
Interior	50,000	3,000
Commerce	30,000	3,000
State	7,000	6,000



Did you know...

"no one really knows how many languages there are in the world,  
the usually quoted estimate is 3,000?"



Some reflections on the idea  
of foreign language study as  
the basis of a . . .

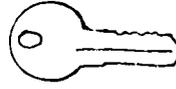
**CAREER**

and a . . .

**WAY OF LIFE**

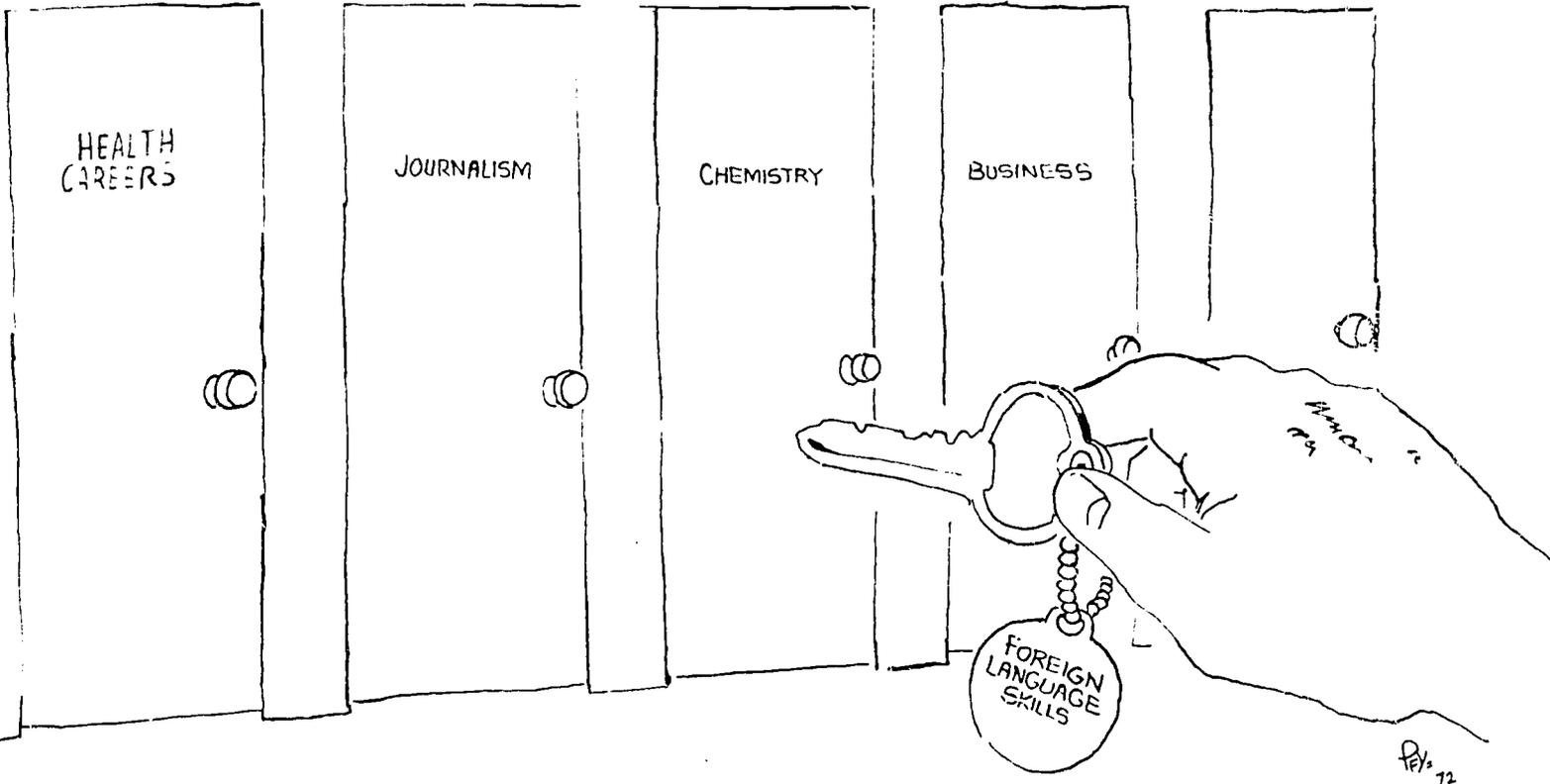
# FOREIGN LANGUAGE

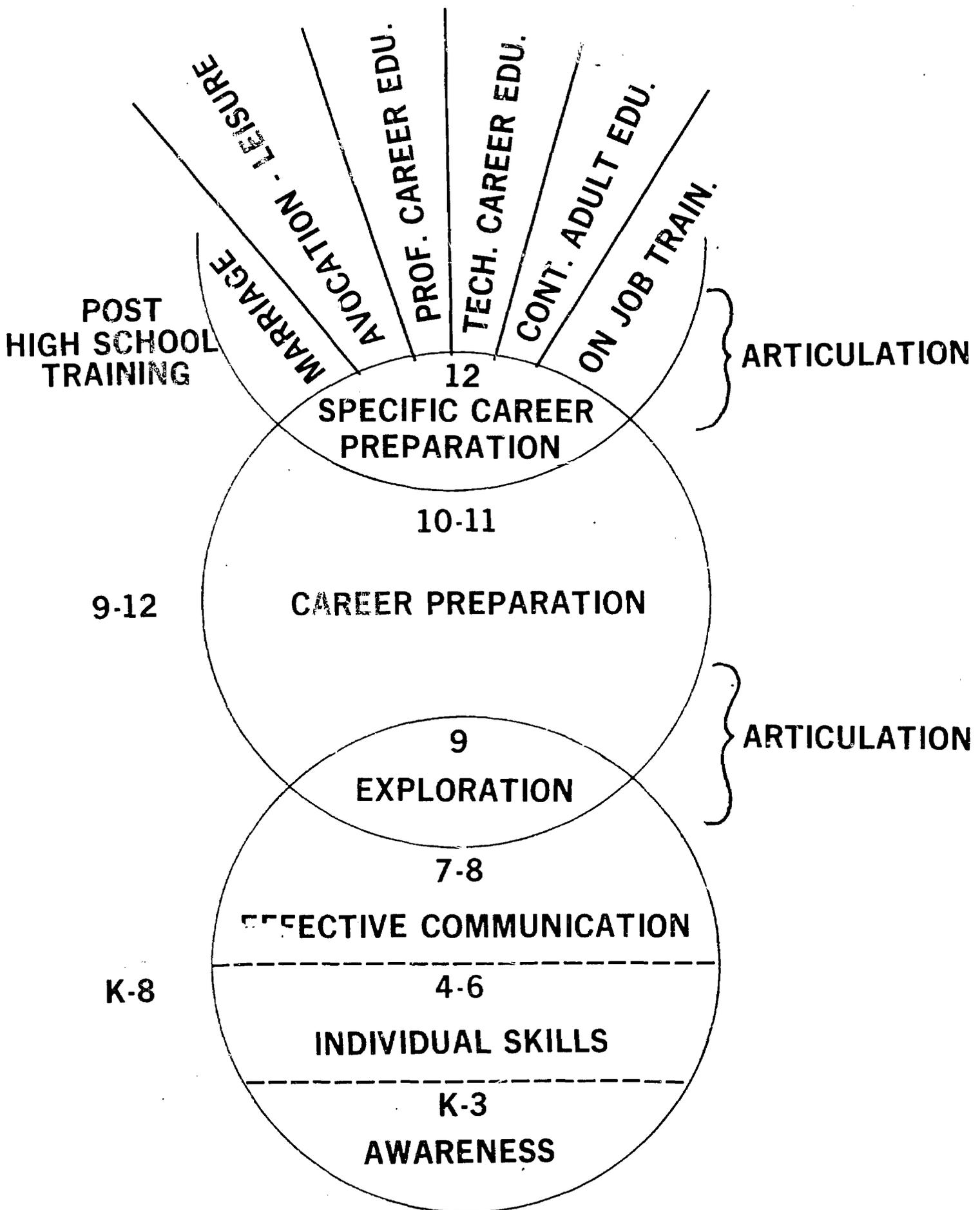
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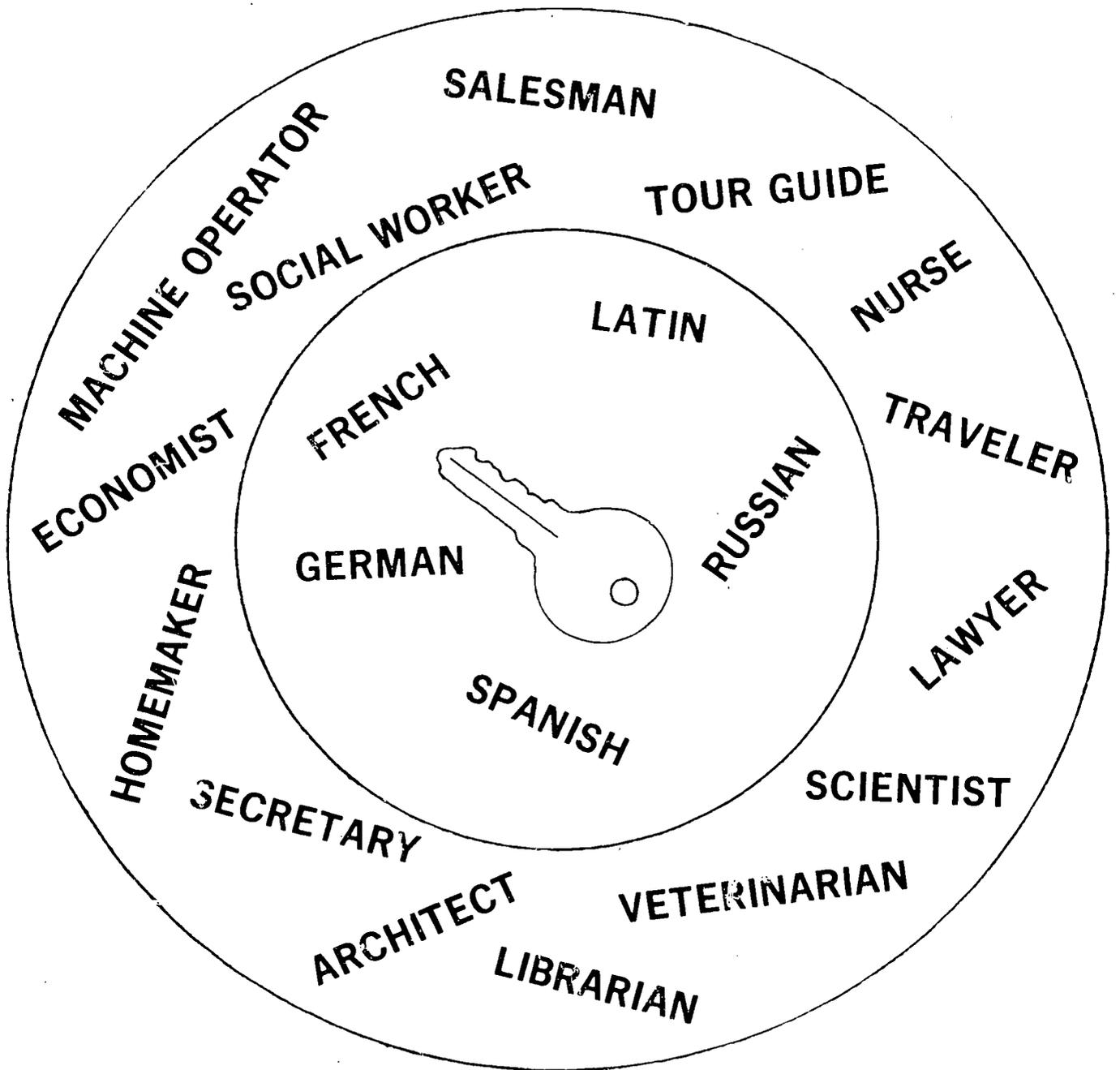
## CAREER DEVELOPMENT



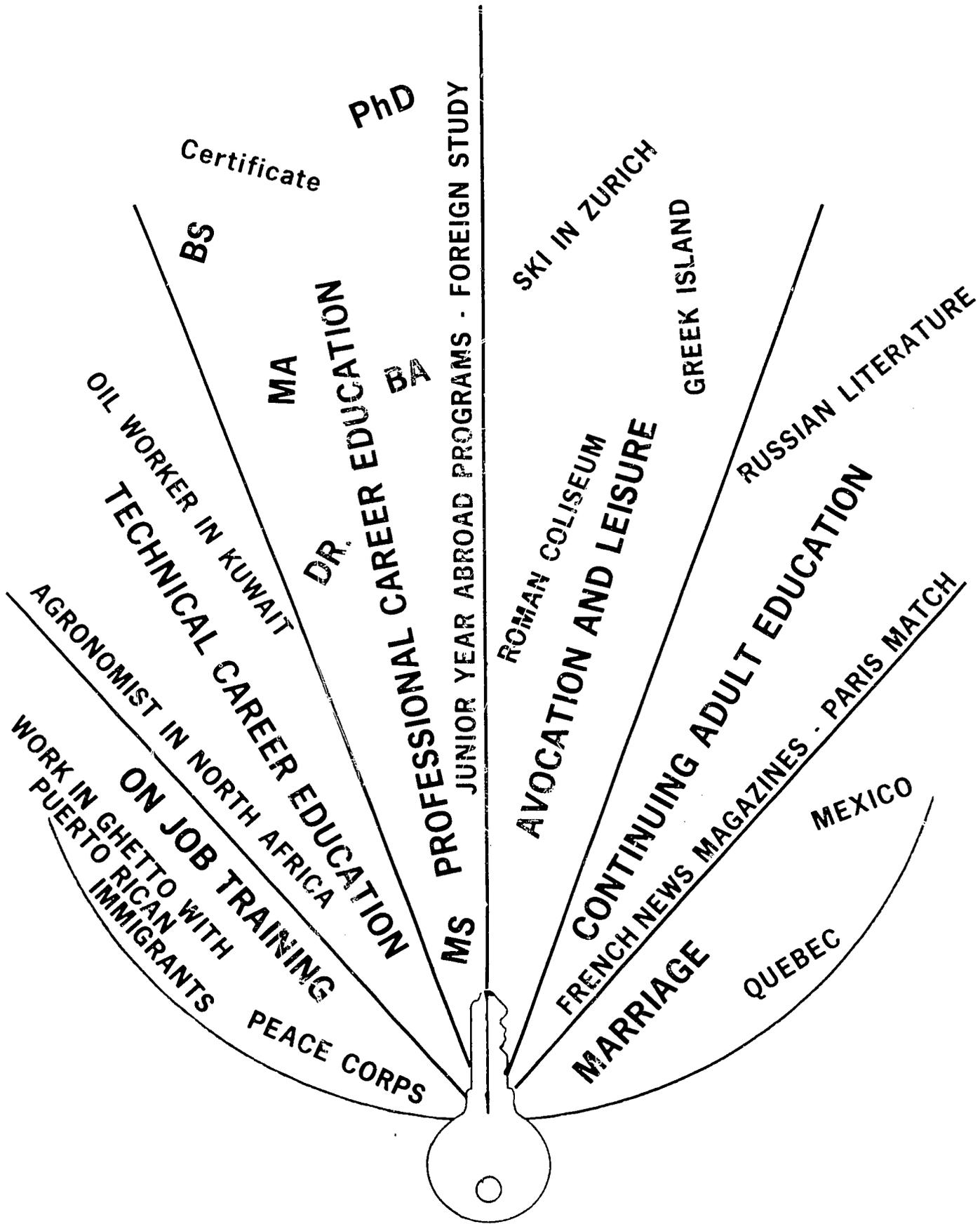




K-8

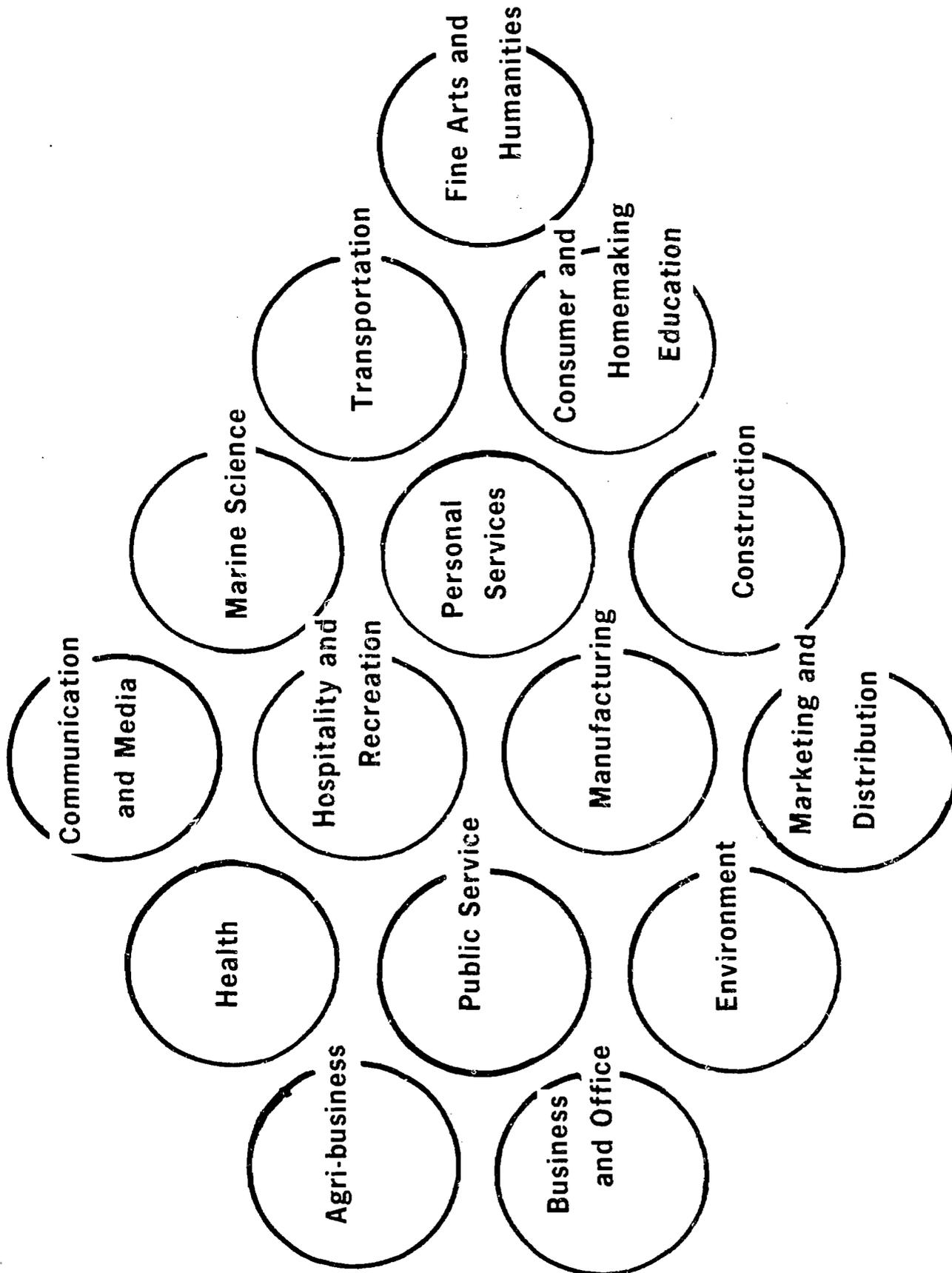


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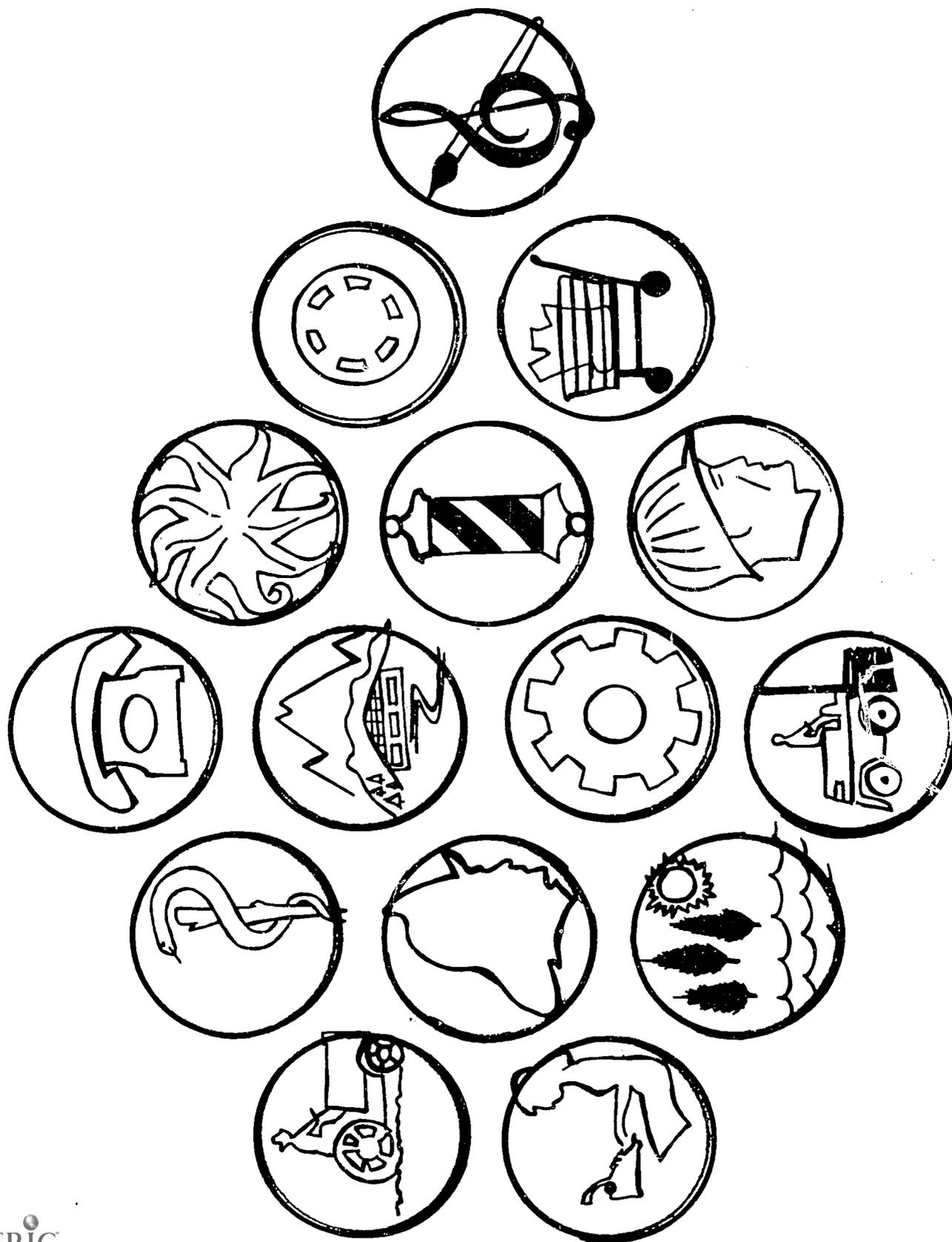


# POST HIGH SCHOOL EDUCATION

# Career Clusters

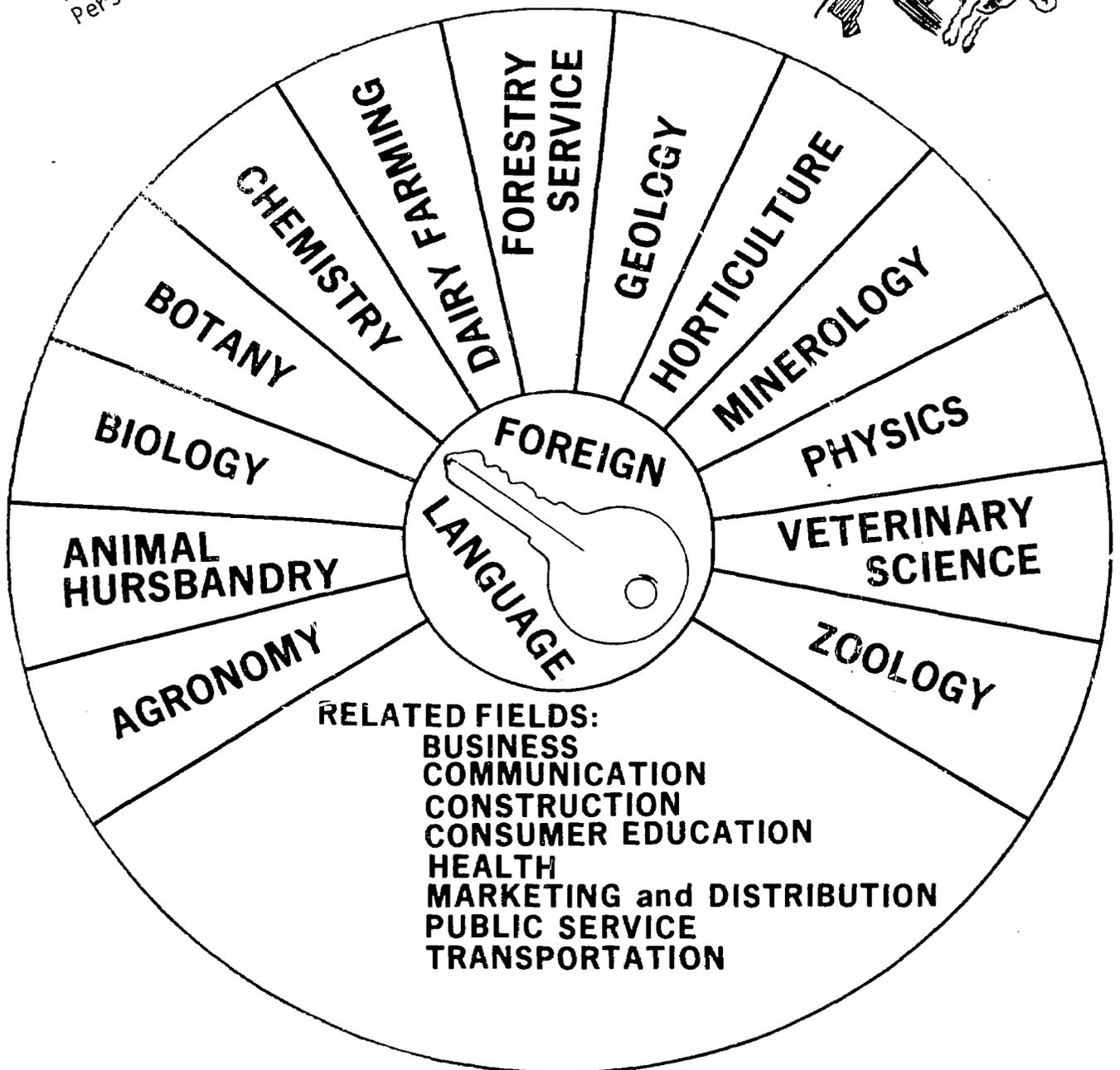
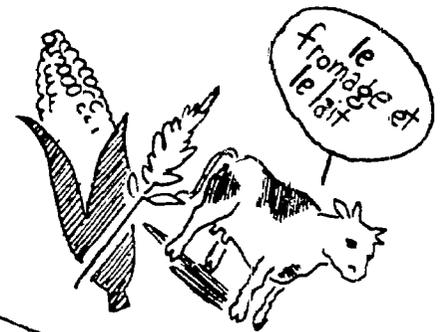


# Cluster Symbols



# AGRI-BUSINESS AND NATURAL RESOURCES

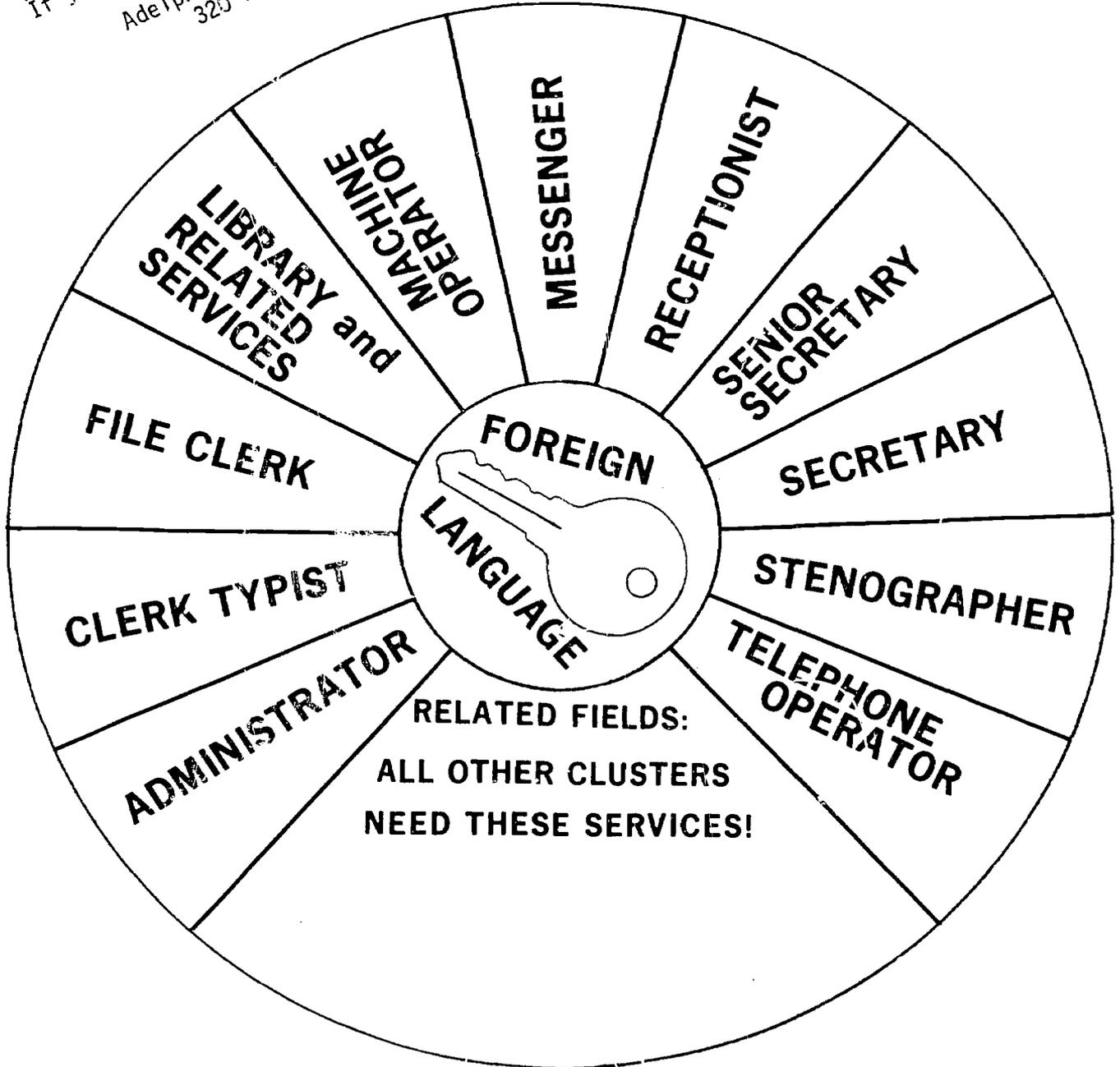
SEE EUROPE  
Plan & Attend Nat'l Conventions  
Personnel Trainee (New York Times)



The need in underdeveloped countries for bilingual agricultural experts is great. The personal satisfaction derived from helping others is a major reward.

# BUSINESS AND OFFICE

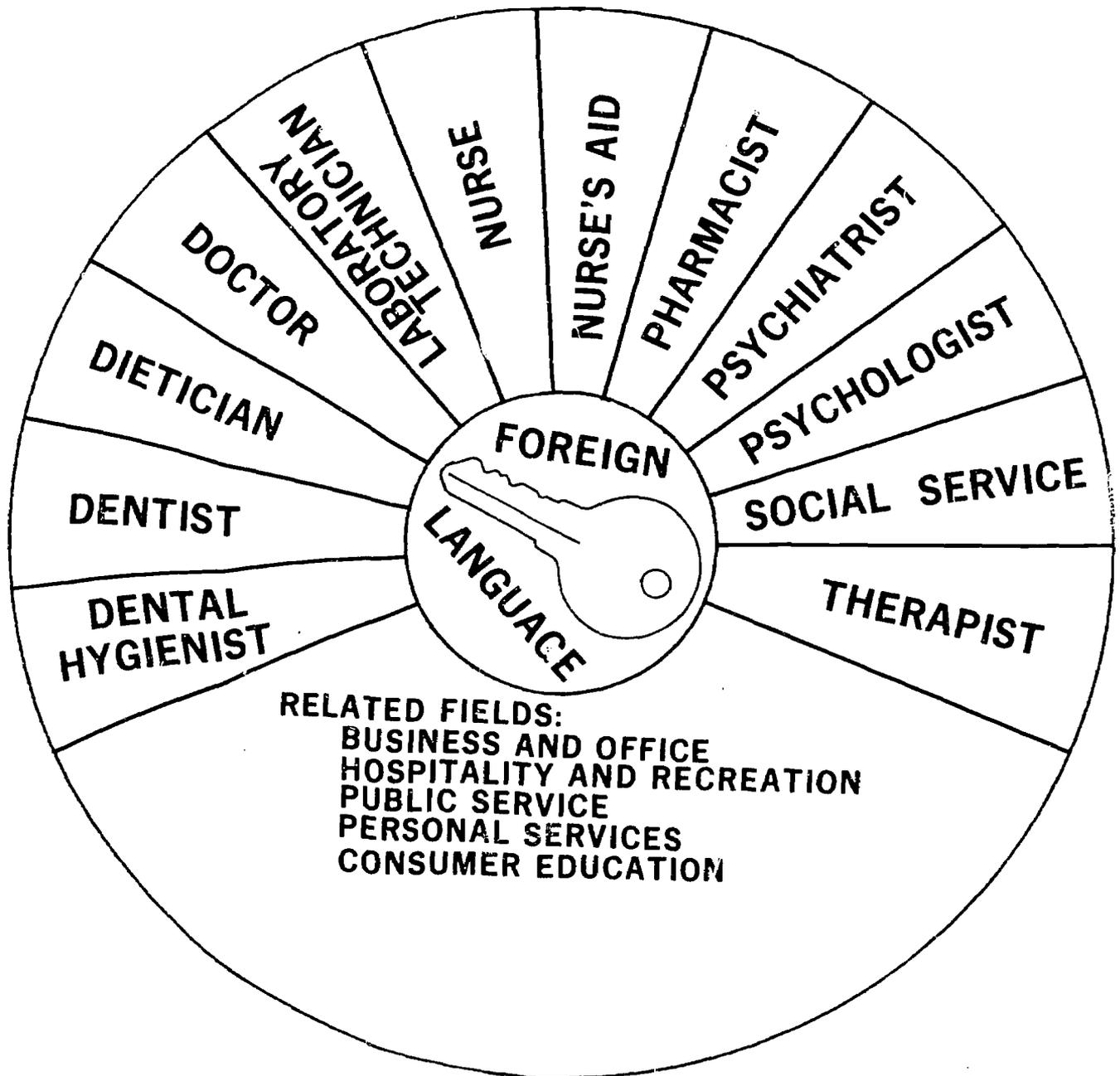
SECRETARY FRENCH-ENGLISH \$9100  
 This is an exec. position. Fantastic potential. Surroundings luxurious. If you qualify, contact us immediately. Fee Paid.  
 Adelphi Personnel Agency  
 320 Fulton Ave.



If you've had business training but don't want to get into a 9 - 5 rut, consider the exciting possibility of being the secretary to an executive in a world-wide firm. Or you may even be the executive!

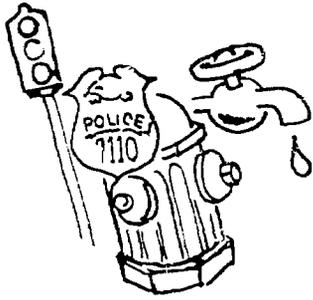
# HEALTH

SOCIAL SERVICE  
 An Exciting Career Oppty.  
 Supervisors  
 Case and Group Workers  
 Yiddish Knowledge  
 Metro Jewish Geriatric Center  
 813 Howard Ave. Bklyn, N. Y.



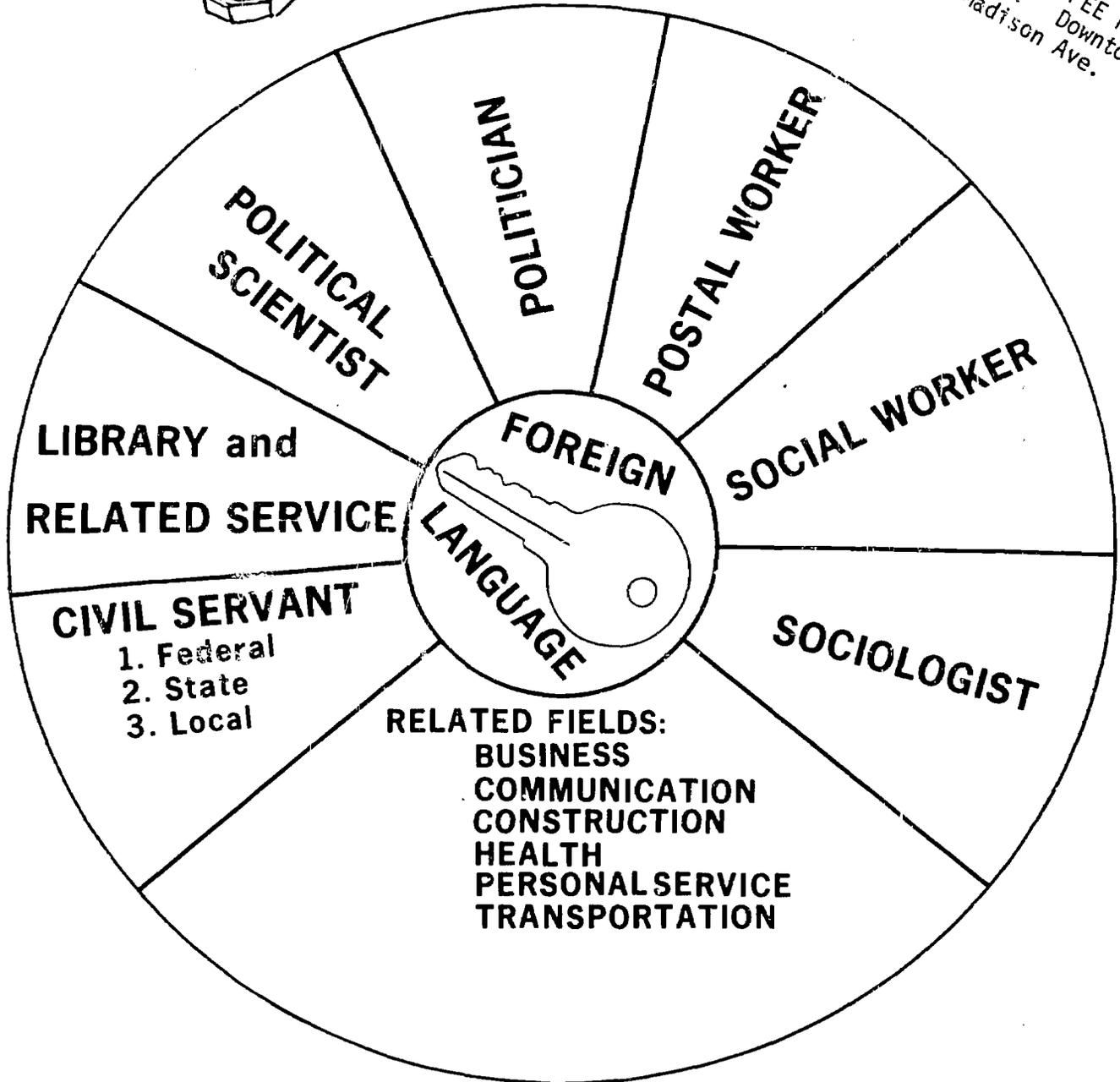
Latin is highly desirable for any student planning to have a health career. In addition, many medical breakthroughs have been made in foreign countries. The details of these discoveries are first available to those who can understand the native language of the particular country.

# PUBLIC SERVICE



LAW EXEC-SECY  
Spanish/English  
Security Agency

To \$180 FEE PAID  
Dictation Downtown  
420 Madison Ave.

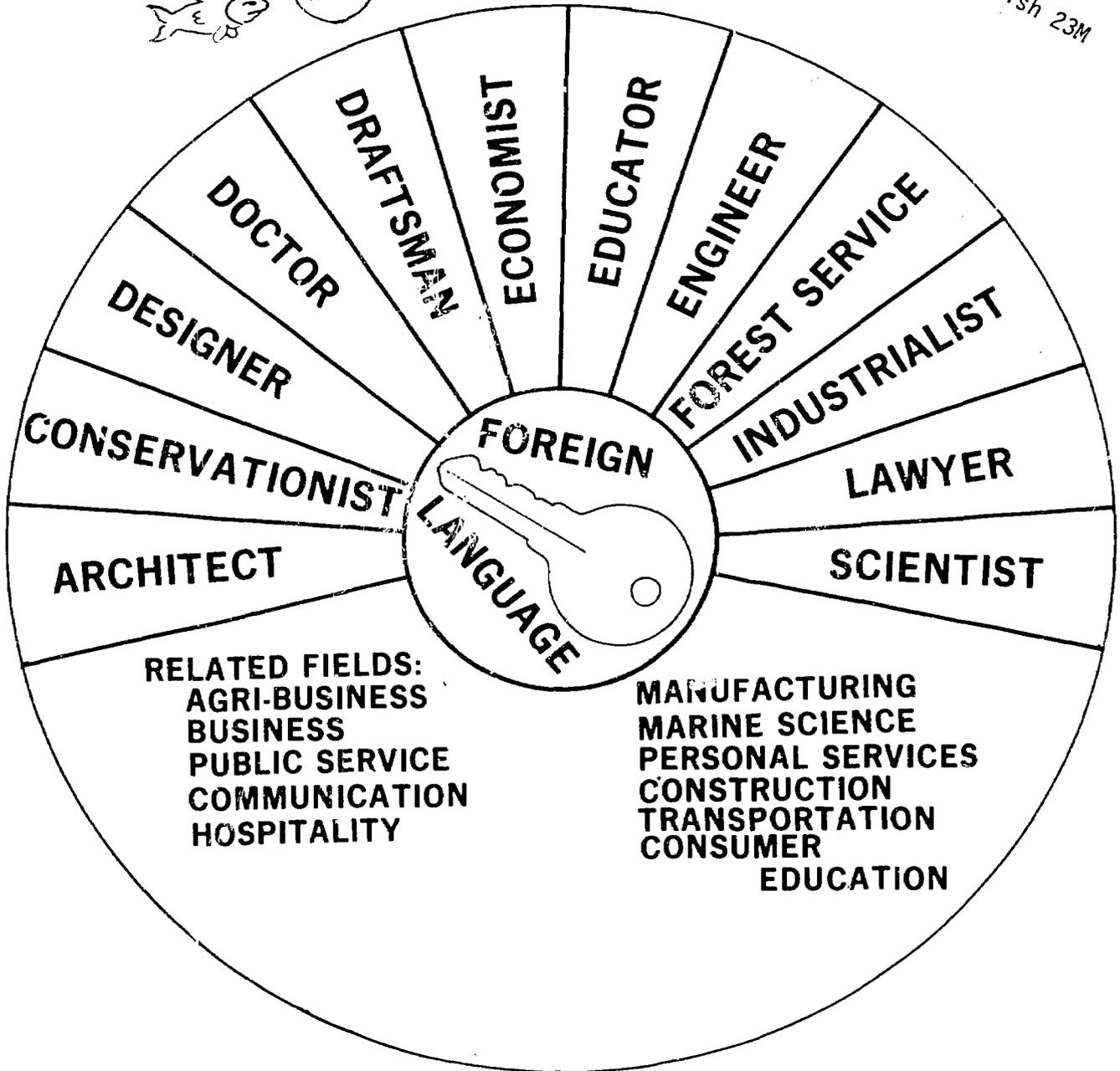


Did you know that James Bond is fluent in French, Italian, Chinese, and Swahili?  
As a politician, you may get the Irish vote if you speak with a brogue.

# ENVIRONMENT



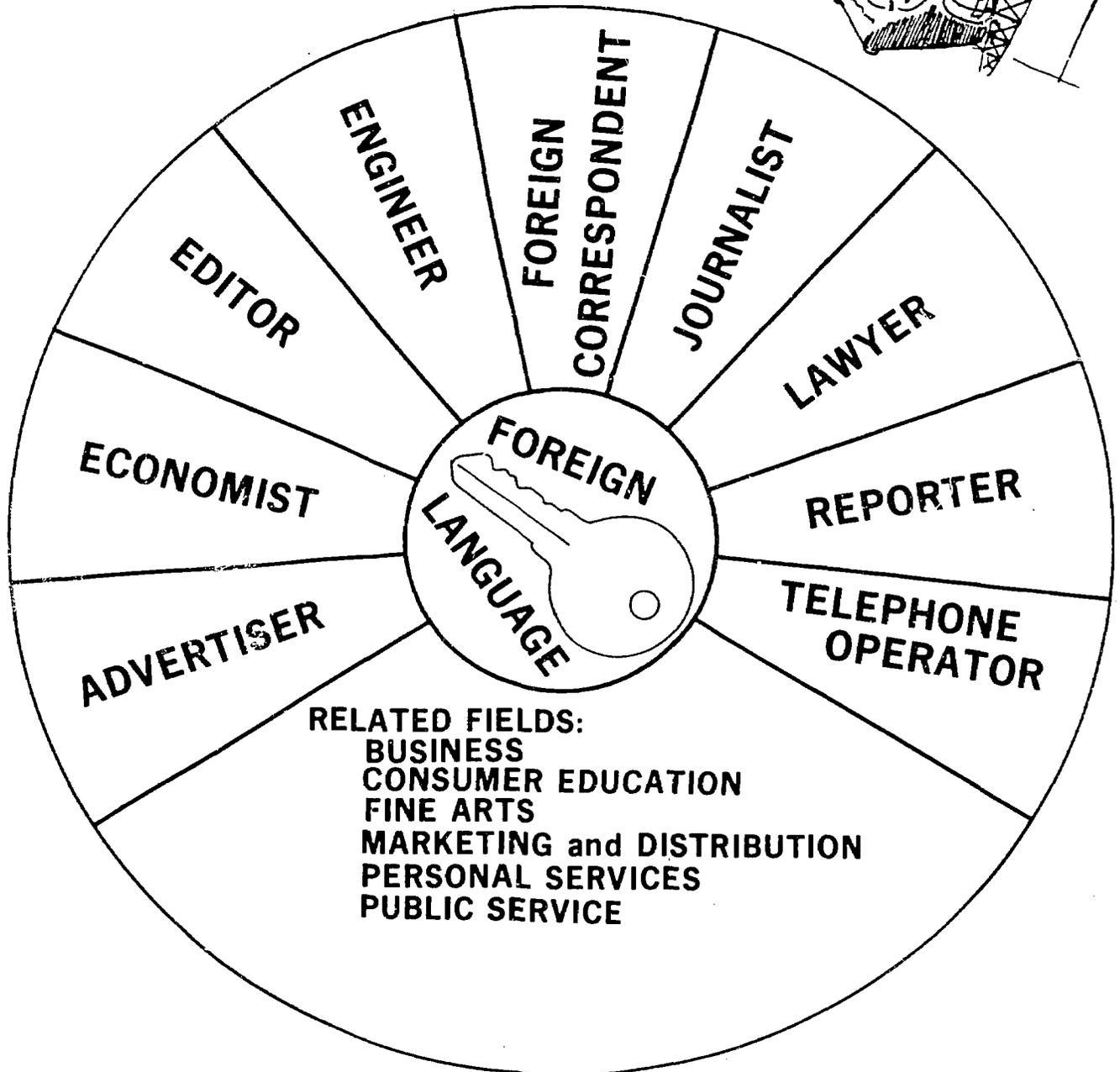
A11 Positions Listed  
 FEE PAID  
 SYST-E.D.P.  
 Syst Mar. mfg. exp-spk Spanish 23M



Communication among environmental experts of the various countries is essential if we are to preserve our world. The newness of this field, combined with the immediate need for research and solutions, makes this an exciting and desirable career for a person with technical and foreign language training.

# COMMUNICATION AND MEDIA

Budget Mgr, sm Spanish \$13-14M

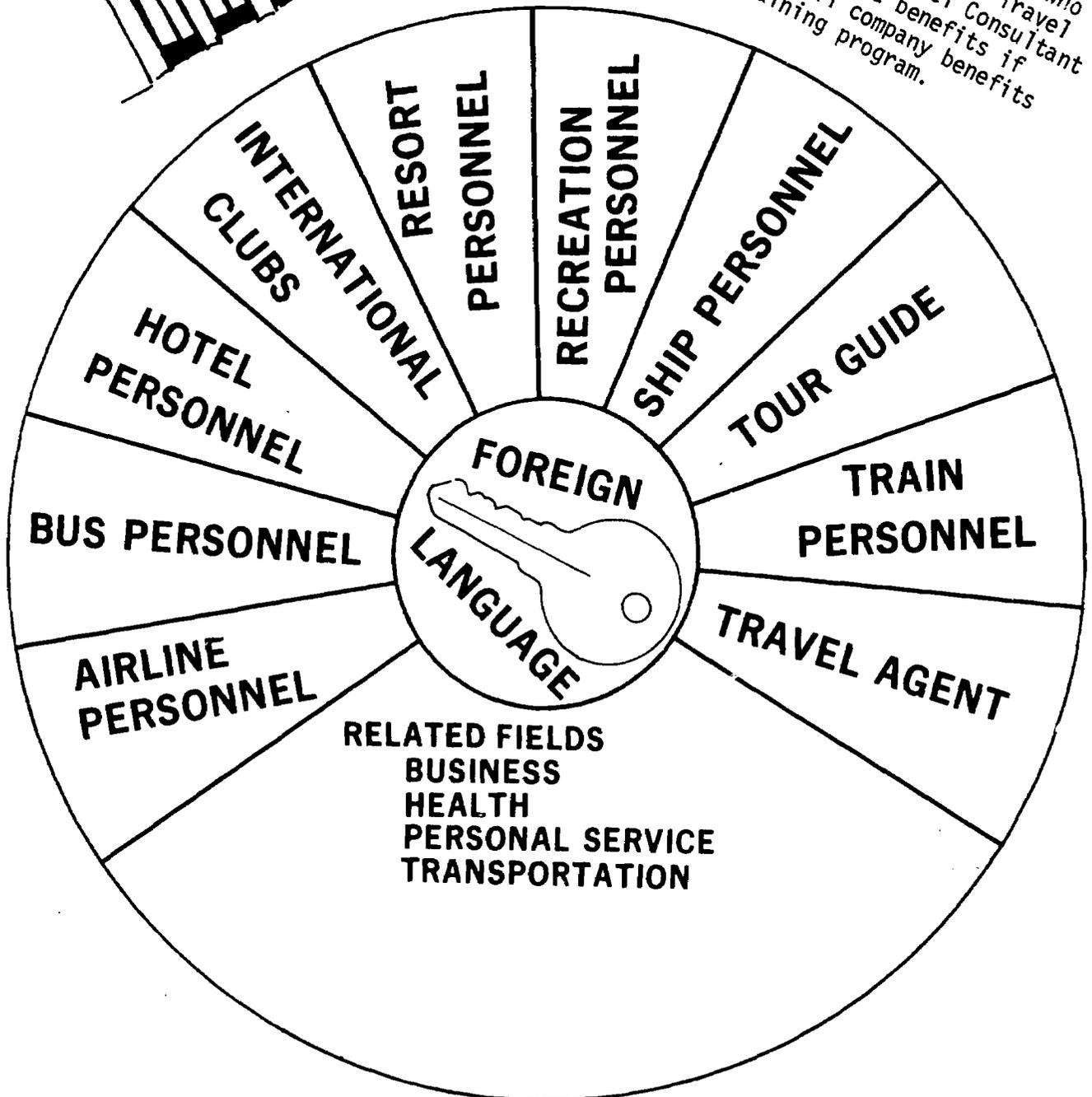


Of course, communication is really what foreign language is all about. Thomas Mann put it eloquently when he said: "Speech is civilization itself. The word, even the most contradictory word, preserves contact -- it is silence that isolates."

# HOSPITALITY AND RECREATION



TRAVEL TRNEES.....\$100-110  
 Terrific opportunity for bright HSG's who  
 really dig people. Top Nationwide Travel  
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 solely on merit. Increased benefits if  
 have Foreign Lang. Full company benefits  
 plus a complete training program.

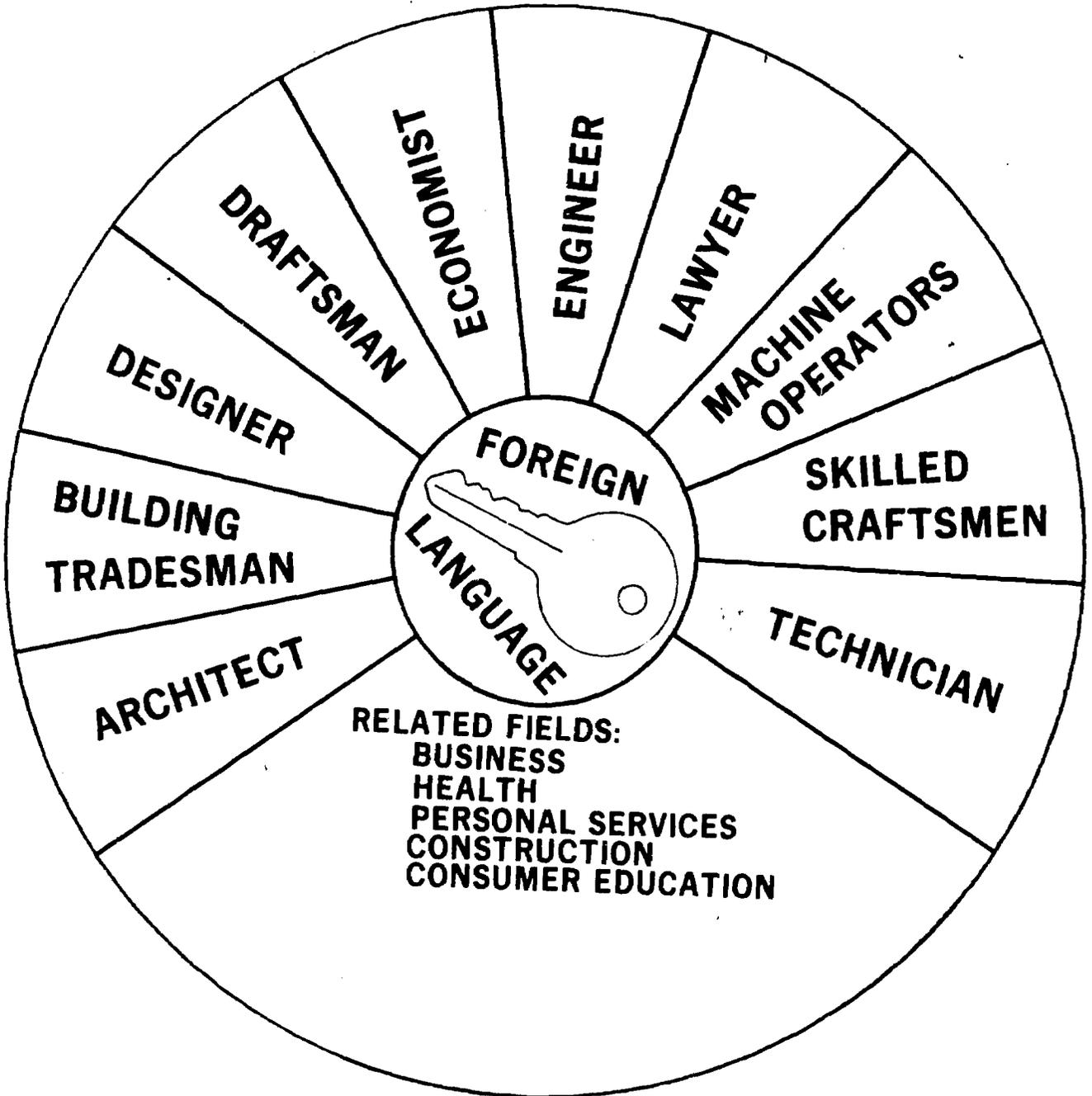


With the increased amount of leisure time available to most people, many opportunities for travel are available for a trained person with a foreign language.

# MANUFACTURING



To \$110  
 Spanish-English Personnel Asst.  
 Brooklyn Mrf. seeks an Assistant to Personnel  
 Manager in screening, interviewing, testing  
 and hiring Spanish & English speaking employees.  
 Call 498-8004

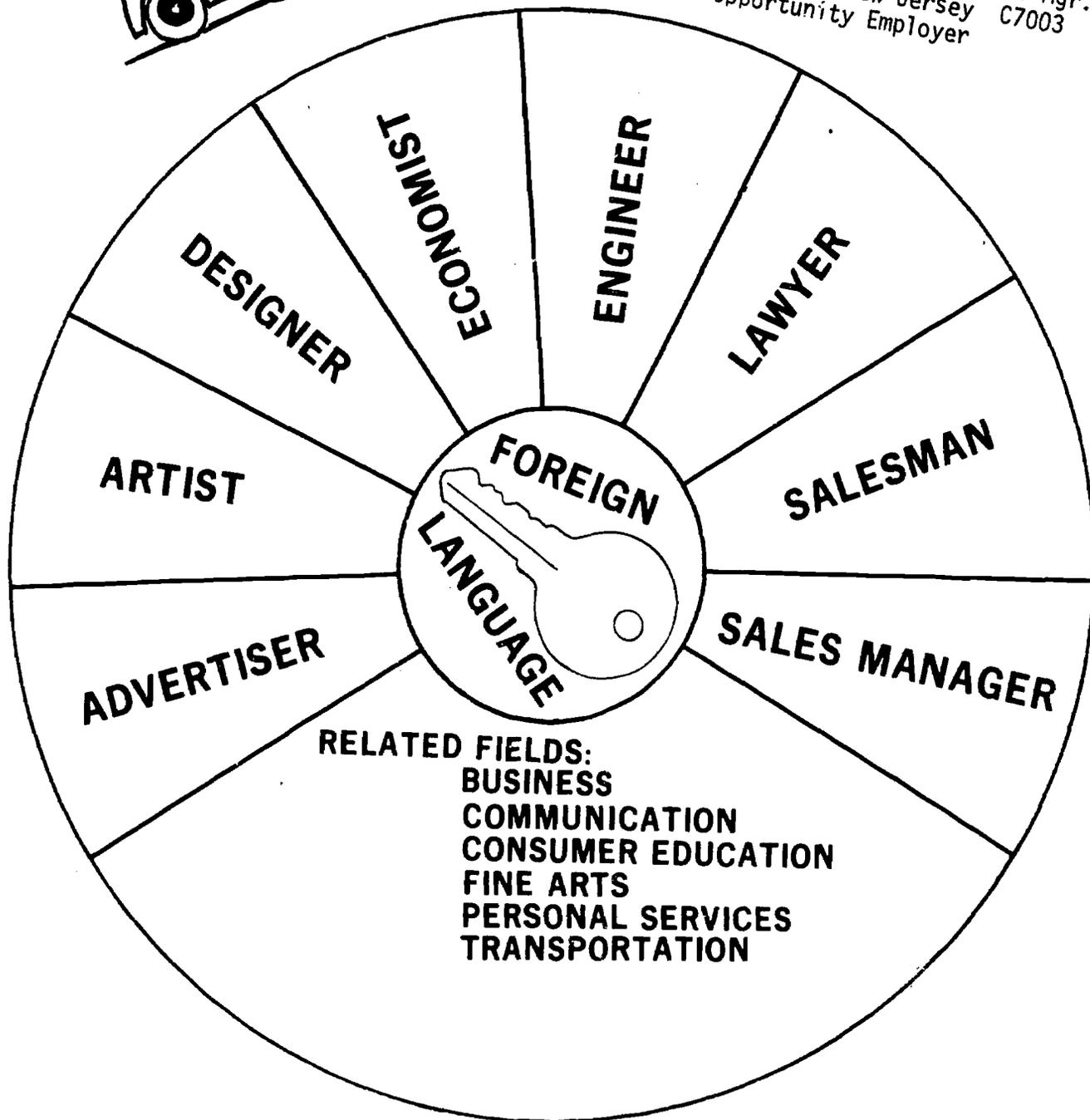


Many American businesses such as Standard Oil, General Electric, Ford Motor Company, and Coca Cola have established companies abroad. Manufacturing positions are available in foreign countries for everyone from the building tradesman to the engineer.

# MARKETING AND DISTRIBUTION



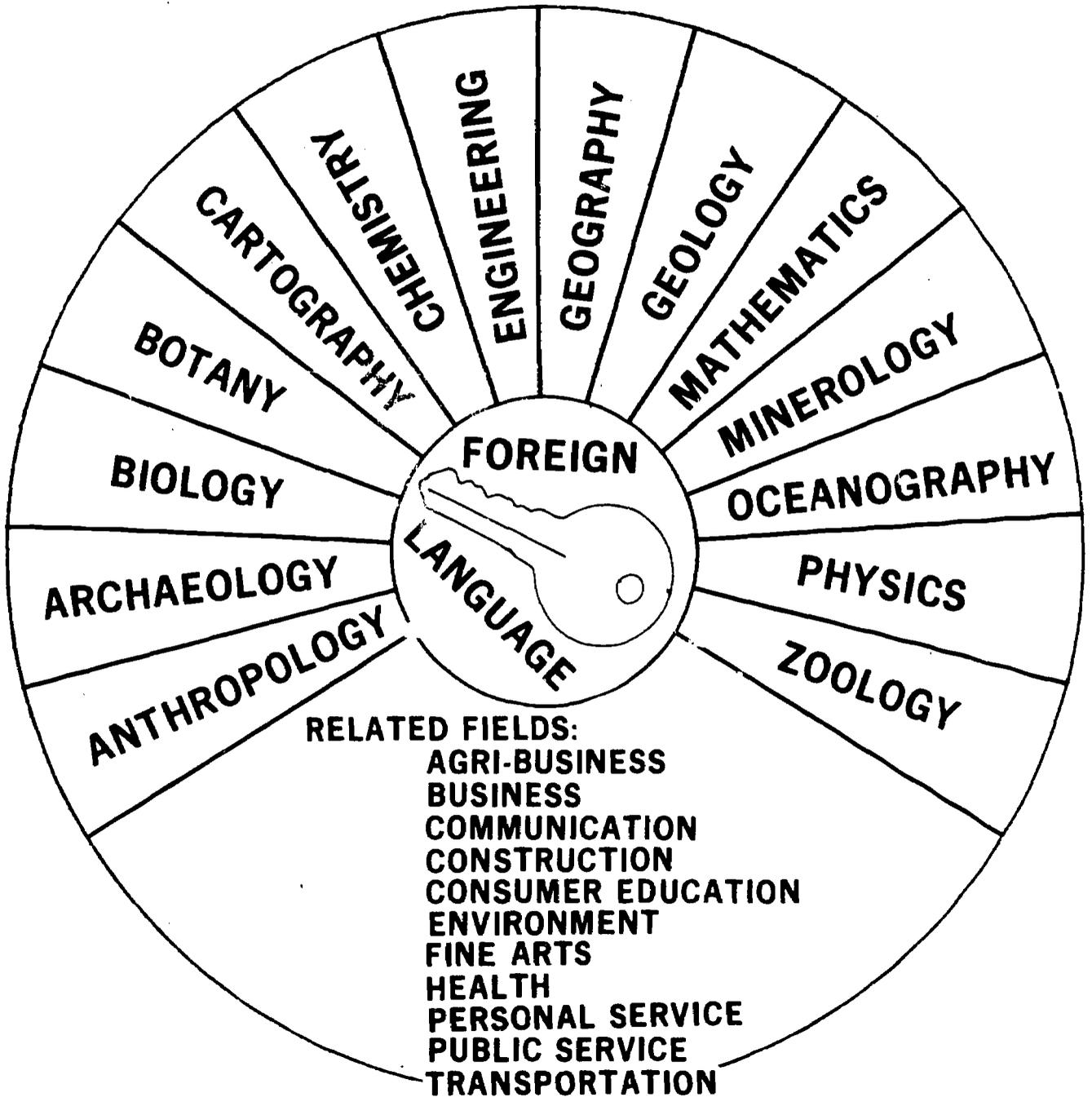
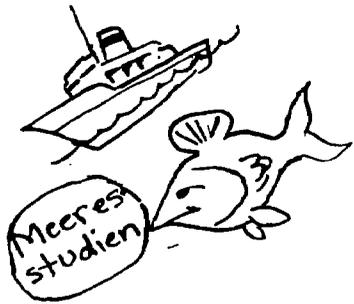
**ACCOUNTANT**  
 To consolidate financial statements for foreign subsidiaries of large international pharmaceutical firm. Must have accounting degree plus at least two years of directly applicable experience. Knowledge of foreign language very helpful. Please send resume with salary history to Mr. Paul S. Cutter, Headquarters Personnel Mgr., Schering Corp., Bloomfield, New Jersey C7003  
 An Equal Opportunity Employer



With America's international trade involving billions of dollars every year, the need for foreign language advertisers and salesmen has sky-rocketed. It is also important for someone in this field to be familiar with the habits and customs of the people in order to do a good advertising job.

# MARINE SCIENCE

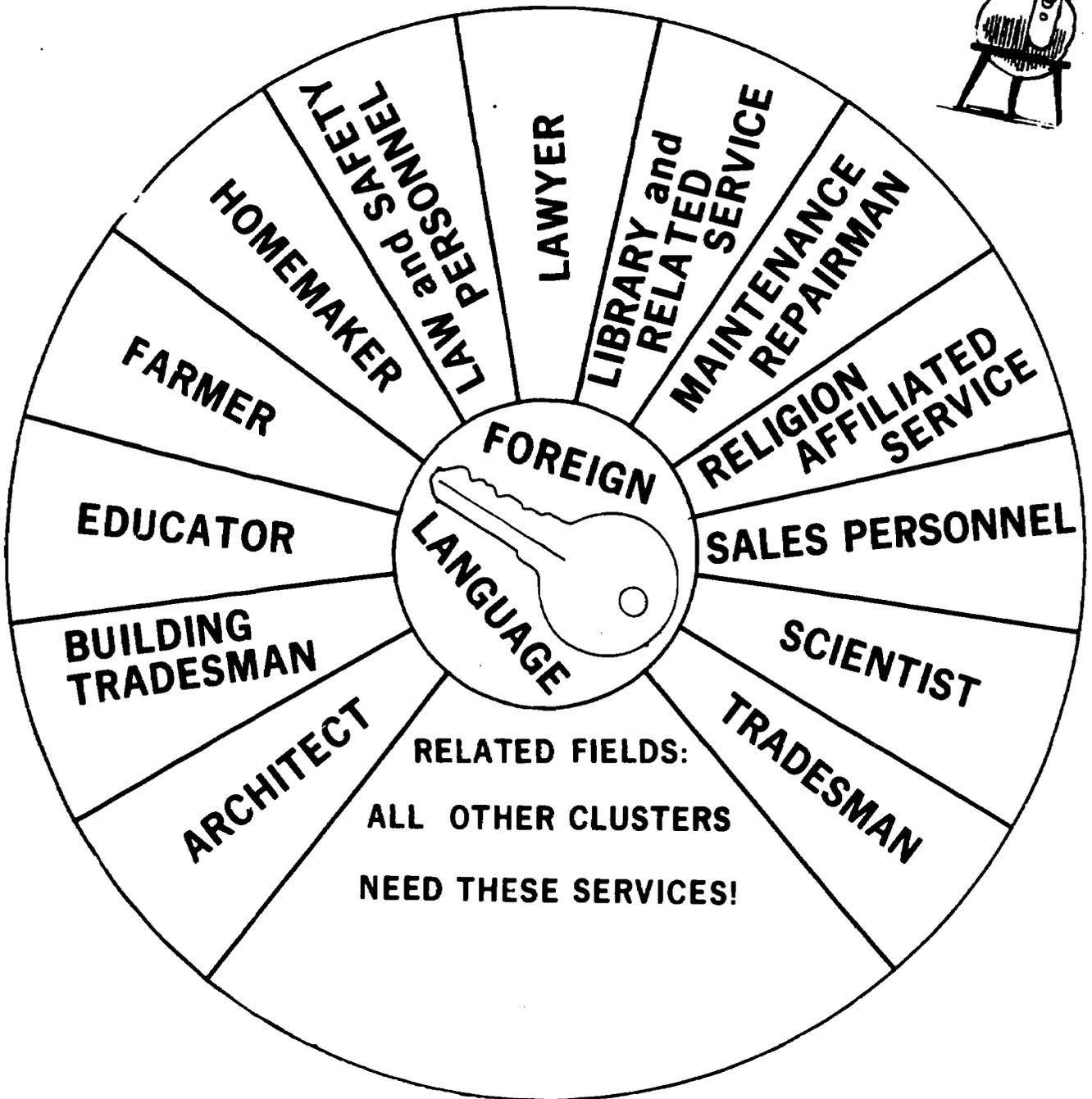
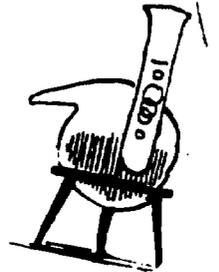
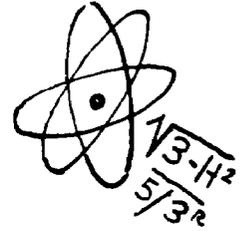
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 Work in Exec. offices of a major  
 international firm. Must be able  
 to speak & type in both English &  
 a Foreign Language Call 876-9420



Scientists have discovered that it is possible to sustain human life in the ocean for an extended period of time. In 2001, you may have to borrow a cup of seaweed from your neighbor -- a native of Norway!

# PERSONAL SERVICE

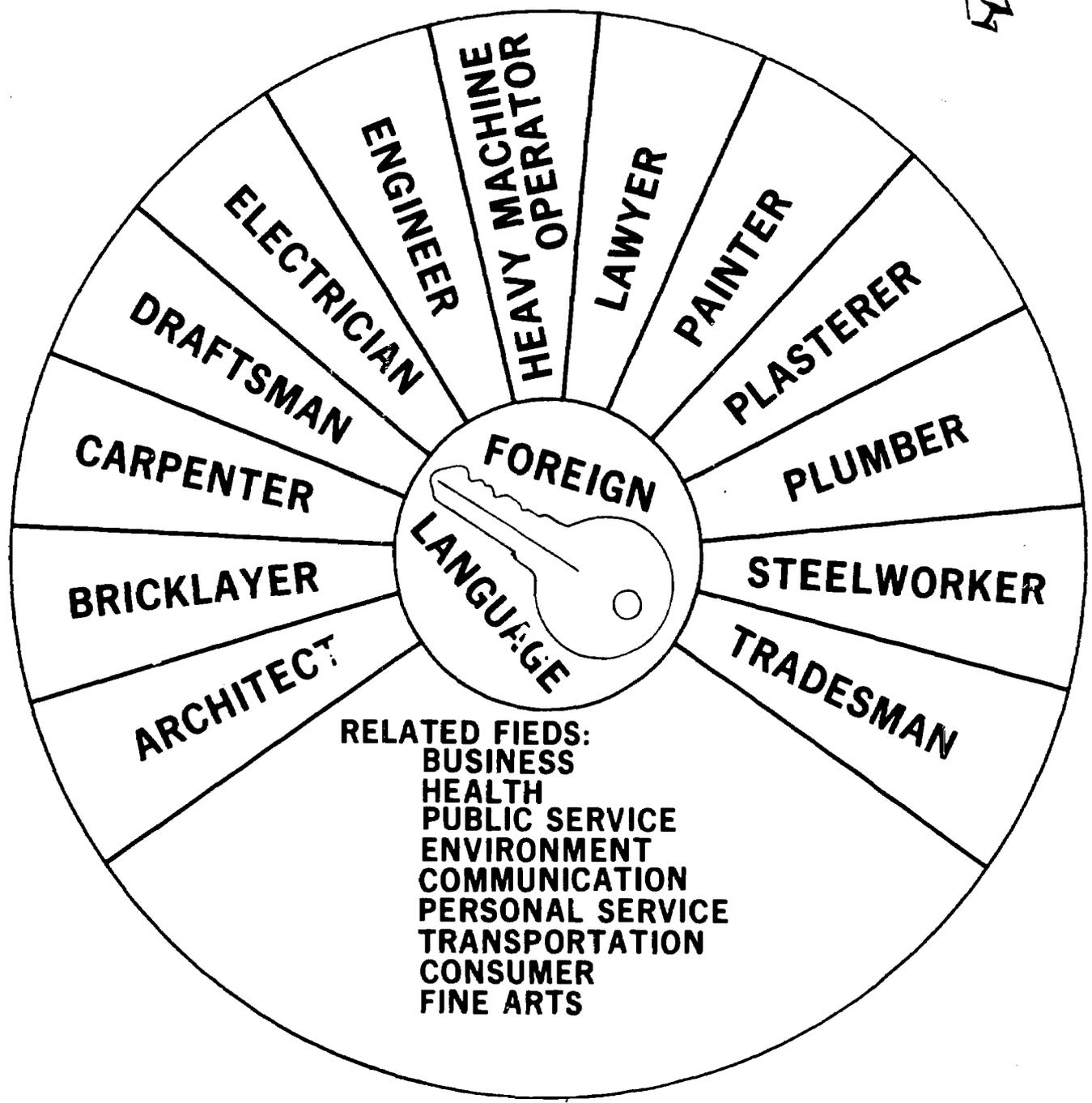
TEACHER-HEBREW  
 Conservative Synagogue  
 Wesbury 516-334



The languages spoken by those in the field of personal services are as diverse as the occupations themselves. A missionary stationed in Latin America and a reference librarian in New York City both illustrate possible uses of foreign language in this field.

# CONSTRUCTION

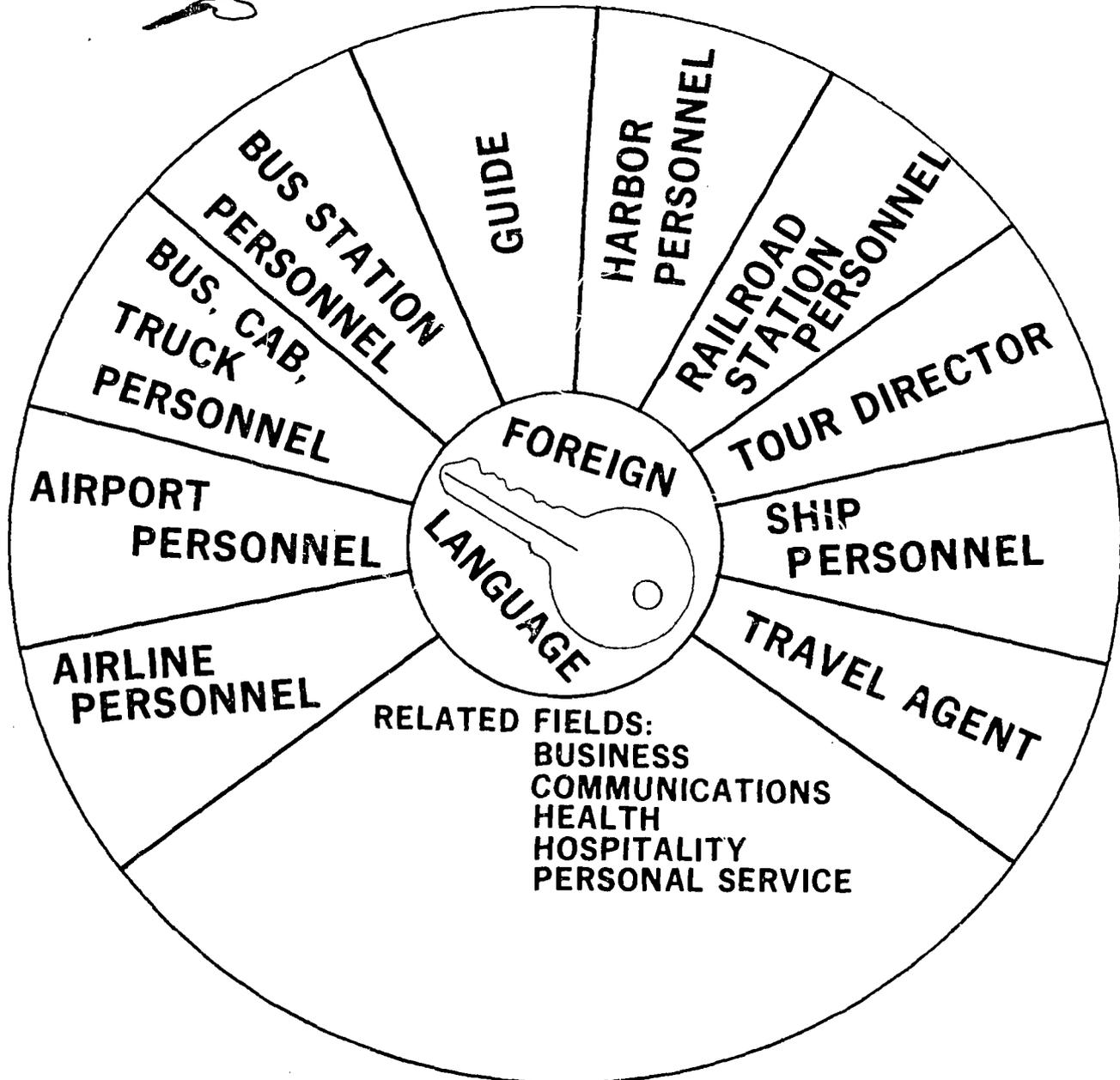
Auditors Spanish & Portuguese \$13-17M  
 Auditors Constrctn Foreign Trvl \$14-17M  
 Audtr, Span/Frch/German helps \$14-16M



Although a complex blueprint may look "Greek" if you're not an architect or draftsman, those in construction who are bilingual may get a rewarding job in helping develop a foreign country.

# TRANSPORTATION

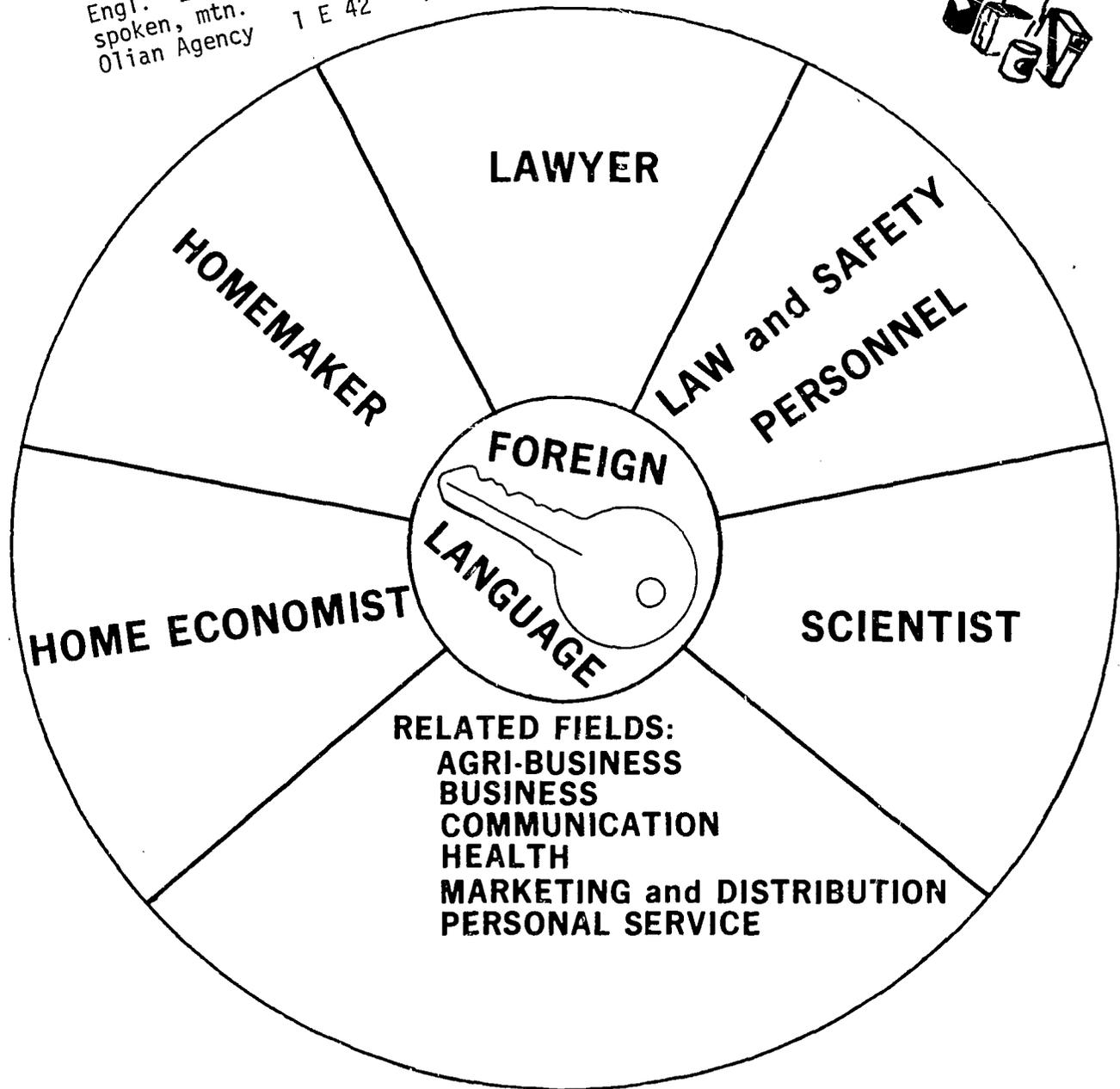
Acct Auditor-Local/Int'l-Italian 14M



Probably any child who likes cars has had aspirations to enter the Le Mans race. You'd have a head start if you knew French! Airlines require at least part of their personnel to know a foreign language.

# CONSUMER AND HOME MAKING EDUCATION

Japanese, Germ/Engl Sec. \$150  
 Fee Paid. Metals imports. Sten in  
 Engl. Life exp O.K. Brite, well  
 spoken, mtn. 1 E 42 MU 7-7523  
 Olian Agency

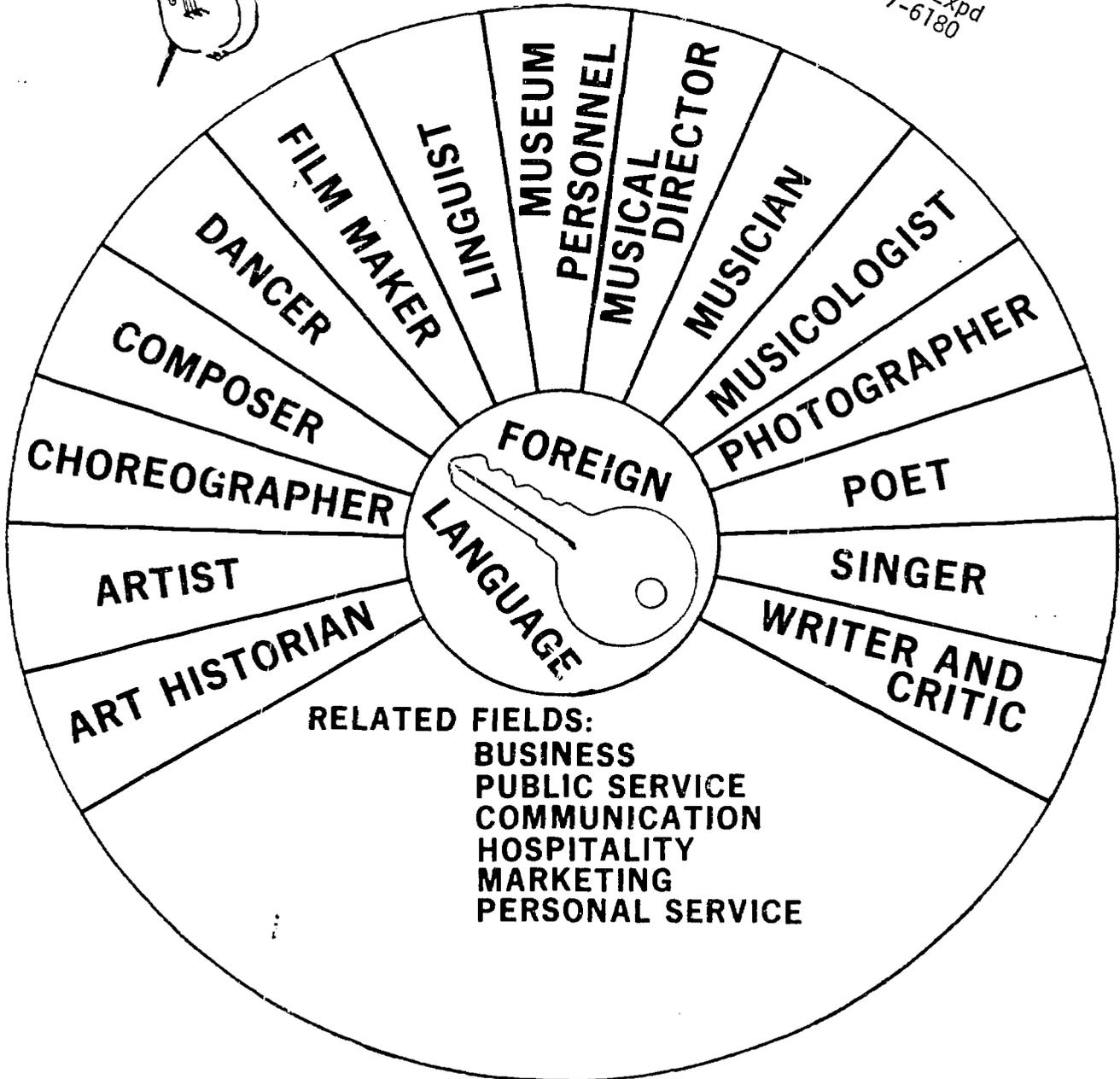


The patent lawyer working with a Japanese inventor, the housewife trying to prepare an authentic French dinner, and the small town girl who falls head-over-heels in love with an African student, all illustrate the various uses of foreign languages in the consumer and homemaking field.

# FINE ARTS AND HUMANITIES



Teachers-Private L.I. Jr-Sr High English &  
 School for gifted children. '69 Expd  
 French-Spanish openings Sept. PO 7-6180  
 & dedicated (51c)



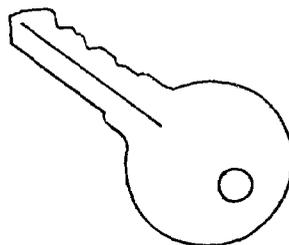
If you ever listened to an Italian opera but couldn't understand the words or tried to read Mein Kampf, the autobiography of Hitler, in the original German version, you've realized that a foreign language can aid you in the pursuit of pleasure as well as in a career.

Now you know...

"a foreign language can be useful in attaining an exciting and well-paying career, provided you have the necessary skill."

"you can use your foreign language skill for pleasure in such ways as traveling, reading foreign books and articles, listening to music in a foreign language, and ordering from a menu in a foreign restaurant."

"increased communication has caused the world to "shrink". A monolingual person will find himself stranded, in a sense, on an island of boredom and loneliness, while a person with foreign language training will have increased friendship, understanding, and happiness."



Now you know...

"your foreign language skill provides a never-ending source of pleasure in the pursuit of leisure time activities."



Now you know...

"man's ability to travel has run far ahead of his ability to communicate."



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### Pamphlets

- Majors in General Business, Marketing, Finance, Management, Accounting, Economics...with a Foreign Language Emphasis in French, German or Spanish. Wisconsin State University-Whitewater.
- What About Foreign Languages? Madison Public Schools, Department of Curriculum Development, December, 1967.

Note: This presentation was developed by foreign language teachers Lula Margetis and Marie Nestler, and high school students Debra Kleinbeinz, Catherine Nestler, Judy Pichette, and Phillip Yahnke, under the direction of Shirley Jane Kaub, Foreign Language Coordinator, Madison, Wisconsin, Public Schools.