

# Making the case for languages: why and how do we change attitudes towards languages?



**Language World 2021**  
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**Dr Paul Hare & Sheena Bell**

## Project audience

### Phase One

Business & industry

### Phase Two

Careers staff, school  
leaders, policy  
makers & university  
staff

### Phase Three

Young people &  
parents

## Introduction



Erasmus+

## Project aims

- To change attitudes toward language learning
- To increase awareness in the target groups about the value of languages
- To motivate young people to choose more languages
- To equip them better for the workforce of the future

# Why do we need to change attitudes towards languages?

## 1. Business & Industry

- Cost of skills deficit to UK economy.
- Good first impressions and positive relationships with partners.
- Increased competitiveness.
- Transferable meta skills from studying languages.



# Why do we need to change attitudes towards languages?

## 2. Education

- Advisers' knowledge of the value of languages
- Perception of greater need for STEM subjects
- Change in curricular structure
- Change in place of languages within that



# How can we change attitudes towards languages?

## 1. Business & Industry

- Demonstrate successes of companies who use languages.
- Raise awareness of our existing currency in languages, and value to future workforce.
- Define importance of languages in wider communications evolution.



# How can we change attitudes towards languages?

## 2. Education

- Provide information about the value of languages
- Raise awareness of the competencies provided by language learning
- Departmental strategies
- Promote languages as complementary to, not competing with, other subjects as part of a rich curriculum



## Looking back and looking forward

- Reflection on project so far
- Phase Three : Young People and their Parents
- Proposed legacy of project





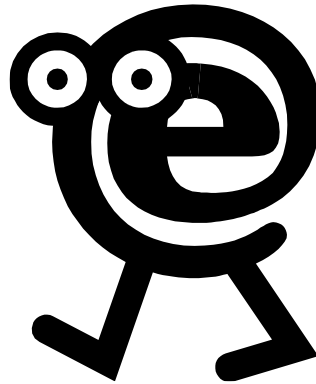
## Links

- SCILT Generation Global: <https://bit.ly/3e3lgCE>
- Phase 1 – Make Languages your Business: <https://bit.ly/3e0YdbL>
- Phase 2 – Making Space for Languages: <https://bit.ly/38mYemP>
- Project Partners – Norway: <https://bit.ly/3e35x6u>  
Denmark: <https://bit.ly/3sHHzSw>
- Skills Development Scotland video: <https://bit.ly/3uMhqUq>





## Contact details



[sheena.bell@strath.ac.uk](mailto:sheena.bell@strath.ac.uk)

[paul.hare@strath.ac.uk](mailto:paul.hare@strath.ac.uk)

[@SheenaSCILT](https://twitter.com/SheenaSCILT) 

[@Paul\\_SCILT](https://twitter.com/PAul_SCILT) 