



# Promoting multilingualism and intercultural skills through multimedia toolkits

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## EUROCALL 2021



# Phase One

## Business and Industry

### *Making Languages Your Business*

<https://scilt.org.uk/Employment/GenerationGlobal/tabid/8311/Default.aspx>



# Toolkit: Videos

Figures from Business community talking about importance of languages to their sectors.

- Tourism
- Engineering
- Marketing and Public Relations





# Toolkit: Webinars

Edited footage of event to launch toolkit (October 2019):

- Principal of University of Strathclyde, Glasgow
- Scottish Government Minister for Trade, Investment and Innovation
- Q&A session with supporters of languages from Business and Industry
- Presentation of Toolkit
- Deputy Chief Executive of Scottish Chambers of Commerce
- Director of Scotland's National Centre for Languages (SCILT)



# Toolkit: Documents

Divided into three sub-sections:

- ***Useful Links*** for growing international portfolio and for developing skills of employees
- ***Top Tips*** on how to maximise languages in an organisation
- ***Key Reading*** on importance of languages to businesses and to the wider economy



# Toolkit: Impact



*“It has never been more **important for businesses** in Scotland to embed **language capability** in their organisations, in order to **make the most effective connections with their customers**. This **toolkit** is an **essential aid** to companies recognising this need, with **each section** signposting to the most **relevant support materials** available ... to lead your organisation to **develop its linguistic and intercultural skills**.”*

Paul Sheerin  
Chief Executive  
*Scottish Engineering*





# Toolkit: Impact



*“The toolkit pulls together a number of **resources for companies** on the **benefits of language learning**, and demonstrates examples of how **useful** languages are in a **business setting**. Being able to speak the language of the country you are trading in provides so many advantages, from **building trust** and **breaking down barriers**, to **understanding your customer** on a deeper level. If you are a business trading internationally, or thinking about starting to export, this **toolkit provides** some really **useful insights**, and acts **a great starting point** for your language learning **journey**.”*

Catriona MacTaggart  
Strategic Partnership and Engagement Advisor  
Scottish Development International



# Phase Two

**Career staff/consultants, policy makers, school leaders and language teachers**

***Signposting languages***

<https://projekter.au.dk/generationglobal/karrierevejledere-og-uddannelsesplanlaeggere/>





# Toolkit: Videos

- Professionals tell their life stories with languages
- Students tell about their experiences studying or doing internships abroad
- Upper secondary school teachers talk about activities that promote a career perspective for languages
- Career consultants explain how they advise young people about languages



Anna-Kathrines oplevelser og erfaringer fra studieophold og -praktik i Spanien og Latinamerika



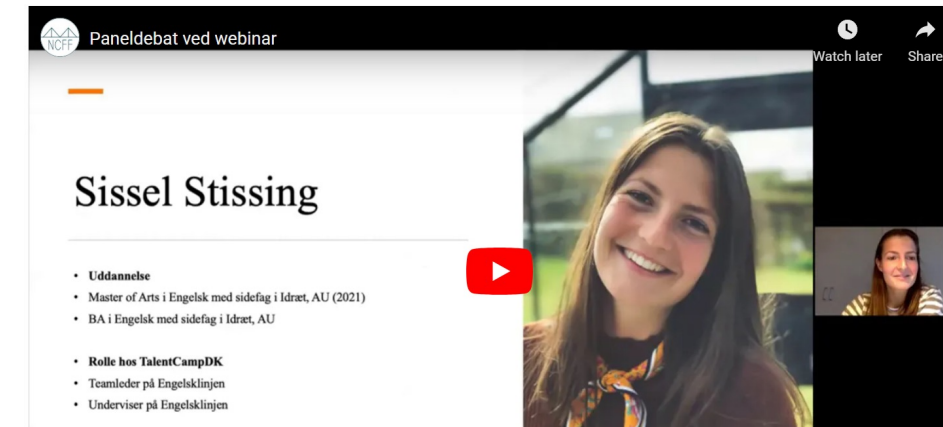
Anna-Kathrine har læst spansk og spanskamerikansk sprog, litteratur og kultur på Aarhus Universitet. Hun har været på studieophold i Spanien på sin bacheloruddannelse, og på kandidatdelen af sin var hun i studiepraktik i Ecuador i Latinamerika. I denne



# Toolkit: Webinar

Edited footage of event on language and career education (November 2020):

- Key-note: Career perspectives in language subjects – between theory and practice
- Presentation of second toolkit
- Panel debate
- Group work



## KORT PRÆSENTATION

**Laura Cordes Felby**

- BA fra Læreruddannelsen
- KA i Pædagogisk sociologi
- Ph.d. ved Centre for Educational Development, Aarhus Universitet

Faglige interessefelter:

- Pædagogik
- Dannelse
- (Livslang) læring
- Didaktik
- 'Karriere'

Kontakt:  
• lcf@au.dk



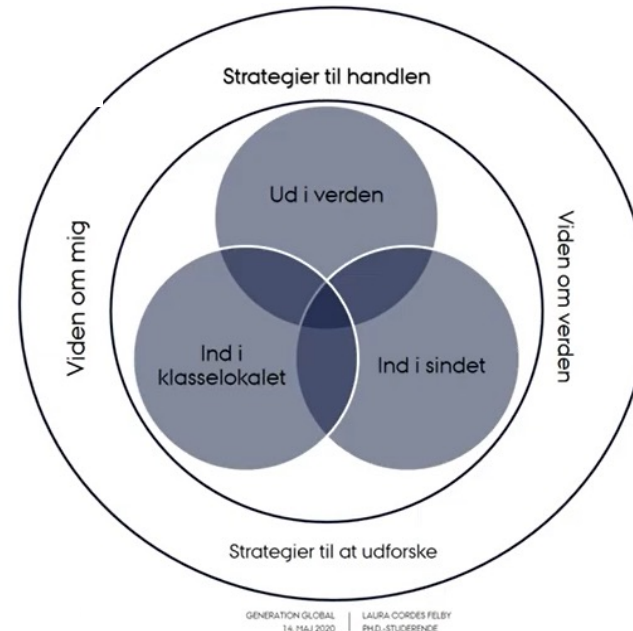
AARHUS UNIVERSITET

GENERATION GLOBAL - KEYNOTE  
30. NOVEMBER 2020 | LAURA CORDES FELBY  
PH.D. (PÆDAGOGI)



# Toolkit: Documents

- Theoretical texts about career education
- Danish and international reports
- Press articles
- Useful links
- Recommendations for language teachers and career staff
- Brochure



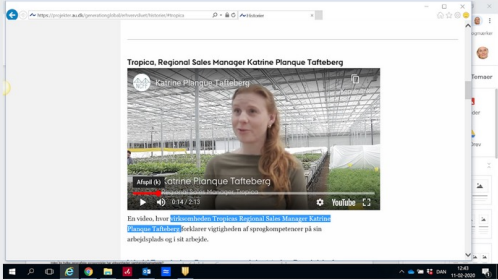


# Toolkit: Impact

- Reflection exercises on languages and careers (career learning)
- Posters and other promotional materials for career events and Open House Days for potential new students and their parents

Karrierelæring Startside ▼ Tysk ▼ Engelsk ▼ Fransk ▼ Spansk

Denne side indeholder moduler, tiltænkt karrierelæring i fremmedsprog sprog generelt.



Tropicas Regional Sales Manager Katrine Planque Tøtberg

Virksomheden Tropicas Regional Sales Manager Katrine (varighed ca. 2 min.)

**Arbejdsinstruks:**

- A) Se videoklipet på klassen. (2-3 minutter)
- B) Sammen med en makker, find 3 vigtige punkter i klippet
- C) Sammen med et andet makkerpar, diskuter jeres 3 punkter
- D) Saml kort op på video'en og elevernes 3 punkter på klippet

*“The better you are at language, the more you master it, and the more you are inside the culture too, the closer you get to a relationship with the customer, and the more effectively you can work together. So it is simply alpha and omega - language and culture are strongly connected.”*



# Phase Three

Students and parents

*Which language should I choose?*

<https://www.hiof.no/fss/sprakvalg/generation-global/index.html>



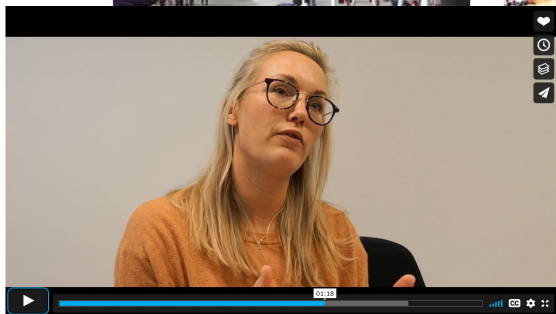
# Toolkit: Videos



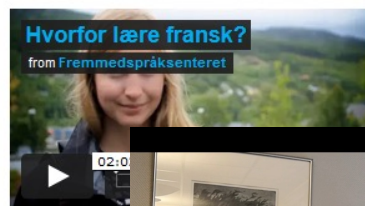
Fokusgruppe 2020: Hva er egentlig poenget med å lære fremmedspråk?



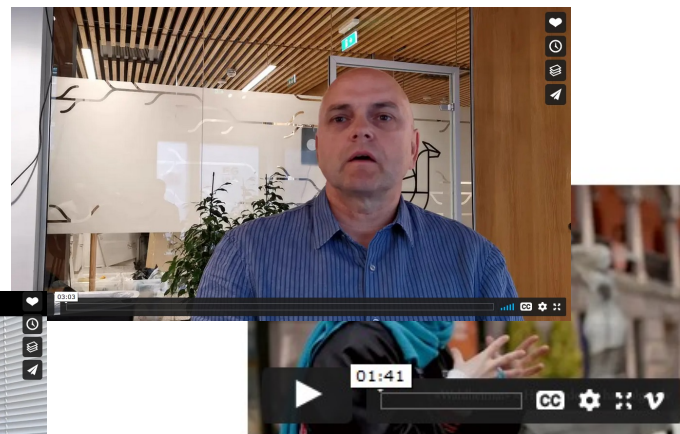
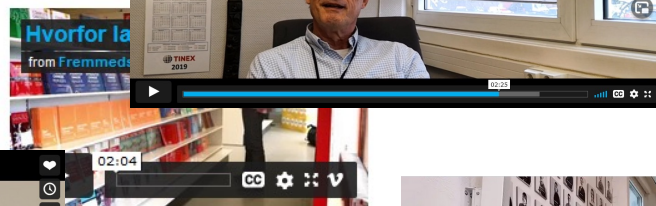
Når var sist gang du snakket engelsk?



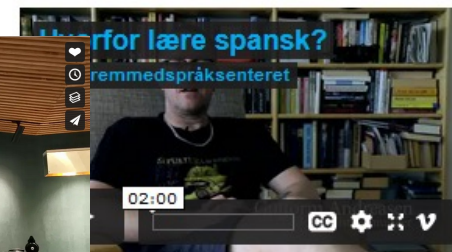
Hvorfor fransk?



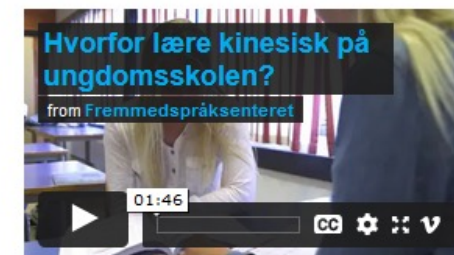
Hvorfor russisk?



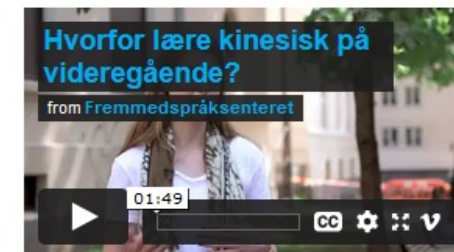
Hvorfor spansk?



Hvorfor lære kinesisk på ungdomsskolen?



Hvorfor lære kinesisk på videregående?





# Toolkit: Webinar

- *Separate session during the annual Norwegian European Day of Languages conference*
- *Co-hosted with Nord Universitet*



## Hvordan styrke språklæring gjennom god vurderingspraksis? - Enhancing Language Learning through Good Assessment Practices

Webinaret retter seg mot språklærere i norsk ungdomsskole og videregående skole. Språklærerutdannere, språkstudenter og andre språkinteresserte er velkomne.

Det vil bli både fellesforelesninger og språkspesifikke seminar/workshops. Det må forventes noe bruk av norsk under alle innlegg/sesjoner.

Påmelding er kun nødvendig for parallellsesjonene. Lenke til fellesforedragene vil legges i programmet.

### MELD DEG PÅ WEBINARET / REGISTRATION

påmeldingsfrist/registration deadline mandag 20. september 2021



# Toolkit: Documents



- *Brochures on different languages and benefits of choosing a 2nd foreign language*







# Toolkit: Impact

- Students, parents, teachers and advisers already use our existing materials
- We want to use our findings from the questionnaire to improve our existing material
- Number of students studying second foreign language in Norway is declining
- We aim to increase it, partly through this toolkit

*«I love learning a second foreign language because I can talk with many more people, and I can also pretend like I don't know French and eavesdrop on other people's conversations!»*

*«I like studying language at school, because I love learning new languages. I already know five languages so far.»*



# Toolkit: an update of our existing page

- That was aimed at students and parents with information about each language, short texts, videos and links to our language brochures





## Final remarks

- Multimedia materials developed by the three partner countries - useful either in their current formats or as templates to adapt to other national contexts
- Closer cooperation between the education sector and the business community
- Incorporate languages into career counselling and guidance tools in an innovative way
- Improve transitions and coherency in foreign language education across different levels
- Increase learners' awareness of the importance of foreign languages and intercultural competences as a means to enhance their employability in the global job market
- Improve language education and the professional development of language teachers, career advisors and policy makers



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