## Habla espanol?

### Americans discover foreign languages

By Mary Rodrique stall writer

Did you ever wonder what Ricky Ricardo was saying to Lucy during one of his Spanish dirades? Or overhear two people talking in another language and wonder what the conversation was about? You,

perhaps?
Idle chatter is seldom enough to send people clamoring for foreign language study, but for reasons as varied as personal enrichment to business travel, Americans are sub-merging themselves in other lan-

guages.

"Americans were very arrogant the past 20 years — they figured everyone in business should speak English. With the economic policles worldwide — between Japan and the control of the part of worldwide — between Japan and the U.S., with glasnost, with the opening of China, we're realizing that it's to our advantage to know other lan-guages," said Roland Johnston, di-rector of the Birmingham-based Berlitz Language Center. "It opens new markets."

new markets."

Berlitz is the "granddaddy" of lan-guage schools. Established in 1878 in Providence, R.I., by a German uni-

versity professor, today it bas 200
language centers in 25 countries.
While business travelers account for more than half the students at Beriltz and other language centers, acationers and students looking to place out of college foreign language requirements also choose the crash course approach.

We typical American student, according to Johnston and others, is "opening your mind to a different work countries, and thought of looking things." "The barrier, more than learning place out of college foreign language in words, is to accept new concepts," said Rosa Van Buren, a necessity of the countries of the course approach.

IN OTHER cases, grandchildren want to learn their grandparents na-tive tongue, and parents want their young children exposed to foreign

students.

"It's like learning music," Johnston said. "Some people have an affinity — more ability — but our course is designed to meet the needs of all students."

Approaches range from one-on-one intensive study to small groups (up to six students at Berlitt), and conversation is stressed. A crash-ourse student would study six daws (up to six students at Berlitz), and conversation is stressed. A crash course student would study six days a week, eight hours a day, for up to one month — with homework exer-cises.

The biggest stumbling block for

"The barrier, more than learning new words, is to accept new corpsis," said Ross Van Burcn, a native oi Mexico and director of the Common School of Language in Southfield. "We are set in a crushed by the control of the Common School of Language in Southfield. "We are set in a crushed pattern and that the could empatte, But in Spanish, to correct and sometimes necessary. Having to use it is a difficult harrier to break if you were told through school that it's wrong."

A half dozen language schools polled in the metro area all use native-born teachers, believing it's better for a student to hear the language as spoken by a true native.

AND STUDENTS can choose from

guage as spoken by a true native.

AND STUDENTS can choose from just about very language known to man — European, Asialic and the romance languages.

Although Berlitz promises "to have you dreaming in the language by the second night of class," students should not expect miracles.

"If you are going to that country right away, it's good. If not, you can forget it as quickly as you learn it," said Michelle Maples, director of Avantage International in Birmingham. "After a crash course, you could expect to survive, go to have to converse on all toples." Maples work may be an all toples."

Maples work matter Parta. International in the Birmingham center before establishing her own school.



In the George Bernard Shaw play, "Pygmallon," Professor Henry Higgins tackled the job of turning Eliza Boolittle into a cultured English woman. Businesses like Berlitz are doing the same thing when it comes to foreign languages. In a short period of time, they are training people to speak and understand a foreign language of their choice. guage of their choice.

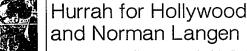
Many schools send teachers to

businesses to conduct classes.

Hortensia Palicio, originally from Cuba, currently is teaching foreign-born engineers and scientists English at the General Motors Tech Cen-

"They are extremely bright, but as a group, they haven't been promoted because of their difficulty with the language." said Palleio, director of Linguattor in Troy. Pronunciation and memo writing is part of the class. Other teachers, like Maples, gear bushess students to the language of their occupation.

Language courses range from \$300 and up, depending on the school and if the class is individual or group study.



When it comes to picking winners, Street Scene readers and movie goers old a grand job. Of the more than 2,700 people who entered the Observer & Description of the more than 2,700 people who entered the Observer & Description of the Observer of the Obser

Airlines.

Tom Exaraos of Livonia was the second-place winner. He receives an AMC gold pass.

The third-place winners — 48 in all including the 35 contestants who correctly identified the six Oscar winners — receive AMC guest basses.

guest passes.

The guest pass winners are S. Simmer of Southfield, Christopher Tartigalio at Reddord, Marie Gilkey of West Bloomfield, Mike Mamaci of Detroit, Irene Maza of Livonia, Ray Jacobs of Birmington Hills, Jack Corley Jr. of Roester, Susan Palmer of Mount Clemens, Margaret Ruggles of

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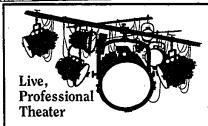


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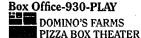
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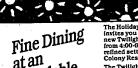
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