

## WHY STUDY ITALIAN?

**Knowledge of Italian is important for people in business, the arts, technology and many professions. It also is useful for high school and college students planning careers in art history, music, linguistics, education and international relations.**

- Students preparing for the SATs who have studied Italian tend to score higher on vocabulary and grammar. The reason is simple: Italian developed from Latin and an estimated 60 percent of the English vocabulary also comes from Latin.
- Italian is the fourth foreign language most spoken in U.S. homes, according to the U.S. Census Bureau. It also is spoken in Switzerland, parts of Africa, the Balkans, and the island of Malta.
- Italy is one of the top five economies in the world among Great Britain, Russia and China and is a leading member of the G8 Group of the wealthiest countries in the world.
- An estimated 7,500 American companies do business with Italy and more than 1,000 U.S. firms have offices in Italy including IBM, General Electric, Motorola, City Bank and Price Waterhouse.
- Italy is a world leader in machine tool manufacturing, with advanced technologies in robotics, electro mechanical machinery, shipbuilding, space engineering, construction machinery, and transportation equipment. Many of these firms have offices in the United States.
- Italy's economy is changing: state-owned companies are becoming privatized, opening up the Italian market to American companies and professionals in aerospace, transportation, insurance, finance, shipping, telecommunications and other commerce.
- With the Italian market opening, American companies like AT&T and IBM have established ties with Italian companies in the areas of cable TV, international cellular telephone systems, the Internet and more, and need employees who speak Italian and English.
- In December 2000, more than 6 million Italians went online from their homes. American companies expanding in Italy have a great demand for software designers, systems engineers, technical support, marketers and managers who speak Italian and English.
- Italy is a world leader in the culinary arts, interior design, fashion, graphic design, furniture design, etc. Those planning careers in such fields greatly benefit from knowing Italian.
- Italy has long been a magnet for the tourism industry: In 2001, Italy ranked 4<sup>th</sup> in the world's top tourism destinations, hosting 39 million visitors.
- Young Americans who want to become physicians, dentists, and veterinarians, but who cannot afford the tuition at American schools can study at Italian universities for a fraction of the cost. Their degrees are valid in the U.S.
- Art historians need Italian. According to UNESCO (the cultural and educational agency of the United Nations), over 60 percent of the world's art treasures are found in Italy.