

DYING WORLD LANGUAGES



More than half of the world's approximately 6,000 languages are facing likely extinction within the next 50 years. Many of these languages still have thousands of living speakers, yet the languages are not being passed down to the next generation. Such languages are considered "dying" languages since eventually their last native speaker will pass away leaving no one left to carry on the language. But many ask why should anyone care?

When a minor language dies and is replaced by a more dominant language, the world loses a piece of its cultural history. It is not any different from the extinction of an animal species. *(continued, page 3)*

The World Wide Web: The Biggest International Marketplace

With its rapid growth and phenomenal reach, the Internet provides an immense opportunity for any company to promote its services, products and information easily and cheaply across the world. Small, local companies and large corporations can now afford to reach foreign customers through the Internet.

However, many prospective international customers may have limited abilities to read the English-written website, or might prefer to read the site in their own language. Such individuals and companies seeking information in their native language are not well served by the majority of American-run Internet websites.

Currently 90% of all websites are only in English. It is estimated that 70% of American-run or owned websites will be translated into one foreign language or another by 2005. As many companies are finding, now is the time to invest in making your website multilingual and truly reaching out to the available marketplace.

Indy Translations proudly offers complete translations of websites, including design and localization, to help your business reach the global market. Our translators, graphic artists and web designers can completely replicate, localize and translate your website. This is a process that involves not just translation of text, but also the equally important translation of images and graphs.

The crucial localization process involves adapting your website to reflect the language and culture of the specific target country. This may include alterations of telephone numbers and addresses to make international contact easier. In addition, metric and currency conversions are made so that measurements or fees are clearly understandable, and existing images and icons are translated and adapted in order to create a culturally appropriate display. Some images may have very different connotations in different cultures and our experts strive to revise or create images to avoid any unwanted sentiments.

By having your website professionally translated, your company can reach out to the world while ensuring that its message will be received appropriately and accurately by all international customers who visit the website, regardless of their native language and culture.



The internet has created a vast global marketplace.

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Language in Focus: Icelandic



Icelandic is the national language of Iceland, the island nation of 280,000 residents located off the southeastern shore of Greenland. The language is rarely used or spoken

outside Iceland, in spite of the fact that from the middle of the 19th century until the First World War about 20% of the population emigrated to Canada and the United States.

Icelandic stems from Old Norse, the language of the Vikings who settled the island in the 9th century and has, in fact, changed very little since those times. As a result, while most speakers of modern English find Shakespeare written in Old English difficult to read, a speaker of modern Icelandic would not have the same difficulties understanding a piece written in Old Norse. Other factors have played a part in the preservation of the language, including the country's relative isolation throughout most of its history and a strong movement for purism in Icelandic vocabulary, calling for the creation of words for new technology, rather than adopting them from other languages.

COMMON PHRASES

Good morning — Góðan dag (go-than dagh)

Good-bye — Bless (blehs)

How are you? — Hvernig gengur? (hver-nigh gen-guhr)

I am fine — Það gengur vel! (thath gen-guhr vehl)

Do you speak English? — Talarðu ensku?

(tah-lar-thoo ehn-sku)

Thank you — Takk fyrir (tahk fee-rir)

Staff member visits Central America

In order to relax and help keep her Spanish sharp, in January Instructional Coordinator Jenna Porter visited the Central American country of Costa Rica. Situated between the Pacific Ocean and the Caribbean Sea, Costa Rica is a small country with a beautiful variety of landscapes. The temperate central valley offers spectacular views of cloud covered mountains and active volcano craters, while the coastlines offer peaceful tides or impressive rock formations left behind by coral reefs. While in Costa Rica, Jenna was able to visit many different areas of the country, traveling to five of its seven provinces.



Relaxing on the beach

While on the Pacific Coast, Jenna traveled to the town of Quepos as well as Manuel Antonio National Park. The park is well known for its beautiful beaches and lush rainforest, home to a variety of different species of animals, including white-faced Capuchin monkeys and very large iguanas.

On the other side of the country, Puerto Viejo is a charming town outside of the larger city of Limón, with dirt roads only meters from the peaceful tide pools of the Caribbean coast. The town is located near the border with Panama. Open air markets offer a variety of goods, both to local citizens and tourists, and reggae music fills the air at night, showing the afro-Caribbean influence of the region.

The central valley, including the city of San José, is the most populated area of the country and the center of the country's commerce. It is also home to a number of small language schools that offer immersion programs through which IFLA students can arrange to continue their studies of the Spanish language while traveling abroad.



Team Focus: Kelly Hocker

Richard "Kelly" Hocker helped found Indy Translations in 1997. He currently serves as our company's Chief Financial Officer. In addition to the financial aspects of his job, he helps to keep our company running smoothly by developing strategies and implementing the long-term goals of our organization. He is also instrumental in contract negotiations, marketing, and event planning. However, what he likes most about his job is working with Indy Translations' diverse range of customers and employees. He enjoys the daily opportunity to meet and work with people from around the world. He received his Associate's Degree in Business Administration from Indiana Wesleyan University in 2002. He is currently completing his Business degree in Marketing at the Kelley School of Business at IUPUI.

Upcoming International Holidays

MARCH	APRIL	MAY
March 1 - St. David's Day (Welsh) March 7 & 8 - Purim (Jewish) March 17 - St. Patrick's Day (US, Ireland) March 19 - St. Joseph's Day (Spain) March 20 - Vernal Equinox March 21 - Mothering Sunday (UK) March 25 - Our Lady's Day (Sweden)	April 4 - Daylight Savings Time begins April 5 - Passover begins April 6 - Tartan Day April 8 - Maundy Thursday April 9 - Good Friday April 11 - Easter Sunday April 12 - Easter Monday April 25 - Anzac Day (Australia, New Zealand) April 25 - Liberation Day (Italy) April 25 - Liberty Day (Portugal) April 29 - Greenery Day (Japan)	May 1 - Labor Day (France, Germany, Italy, Portugal, Spain) May 3 - Constitution Day (Japan) May 4 - People's Day (Japan) May 5 - Cinco de Mayo (Mexico) May 5 - Children's Day (Japan) May 8 - Liberation Day (France) May 9 - Mother's Day (US) May 15 - Armed Forces Day (US) May 24 - Victoria Day (Canada) May 25 - Shavuot May 31 - Memorial Day (US)

IFLA's Spanish Saturdays



Saturdays at IFLA have become Spanish Saturdays! Indy Foreign Language Academy is offering a fun and exciting opportunity for children and their parents to learn more about the Spanish language and culture.

Children ages 3-5 and a parent or guardian can attend Spanish for the Family, a one-hour class designed to introduce young children to the language and culture of our southern neighbors. Older kids, ages 6-10, enjoy two hours of hands-on learning at Spanish Camp. Those in both programs are exposed to the Spanish language and culture in a fun and exciting way, through music and song, crafts, video and games. To enroll your child in one of our Saturday Spanish programs, or to learn more, visit us on the internet at indyfla.com or call us at **924.1924**.

Dying World Languages

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The culture of an entire people is tied to its language so more than just the language is being lost.

Furthermore, the majority of dying languages are not written down. Once they have disappeared, all records of the language and cultural heritage will also perish. For this reason, linguists and cultural anthropologists are in a struggle to record the sounds, grammar and oral histories of as many of these languages as possible.

No matter how widely spoken a language is, it is still vulnerable. For example, the Latin language was spoken throughout the entire Roman Empire, but it splintered into several different languages and the mother language itself fell into disuse. Even though it is still learned by millions of students and used to a limited degree within the Catholic Church, there are no living native speakers of it.

The lesson for us all is to be sure to pass along our native languages and cultures to our children.

Spring Group Class Schedule

Adult Classes

Children's Classes

Spanish I	May 5 - June 23	1:00 - 2:30 pm 6:00 - 7:30 pm	\$180	Spanish for the Family (age 3-5 & parent/guardian) May 1 - 22 10-11 am \$75 Spanish Camp (age 6-10) May 1 - 22 2-4 pm \$75
	May 7 - June 25	1:00 - 2:30 pm		
Spanish II	May 4 - June 22	6:00 - 7:30 pm	\$180	
Accelerated Spanish	May 3 - July 19	6:00 - 8:00 pm	\$295	
Intermediate Spanish I	May 6 - June 24	6:00 - 7:30 pm	\$180	
French I	May 3 - June 28*	6:00 - 7:30 pm	\$180	
Portuguese I	May 4 - June 22	6:00 - 7:30 pm	\$180	
Russian I	May 5 - June 23	6:00 - 7:30 pm	\$180	
American Sign Language I	May 5 - June 23	6:00 - 7:30 pm	\$180	
English As A Second Language I	May 3 - June 28*	1:00 - 2:30 pm 6:00 - 7:30 pm	\$180	
Accent Reduction	May 4 - June 22	6:00 - 7:30 pm	\$180	* No classes will be held May 31 or July 5
European Tour Class	May 5 - June 23	6:00 - 7:30 pm	\$180	

To register for any of our group classes,
 visit us on-line at www.indyfla.com/register or call **924.1924**.



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