

*"Why To Learn German?" by Sarah Nissen*

Why to learn German? It's actually a very common question amongst students! It is our responsibility, as global citizens, to learn the customs and cultures of our fellow residents. But what exactly is so important about Germany? What about their culture? Will learning German help my future? To the latter question the answer is undeniably...YES! To further my point, I will give you just 3 of the main reasons to learn German; their innovative culture, strong economy, and the great business opportunities this language provides.

Possibly one of the most important things about learning German, and any language for that matter, is to further your knowledge about their culture. Germans are innovators and learning about their language may give you an insight to the culture that helped lead some of the world's greatest minds; from Einstein to Brandenburg, from Gutenberg to Ehrlich. Now, I'm not saying you'll become genius, but to be in the environment where they developed their brilliant ideas, will give you insight to just how innovative, creative, and amazing the German culture is. As Marshall McLuhan said in, 1964, "There are no passengers on Spaceship Earth. We are all crew." In a spaceship, team work and communication is, key. Now, since we all know different languages, have different cultures, and customs, it can be hard to communicate. But if we learn another language, we get a piece of their culture and customs along with it, and our spaceship journeys a little smoother. But with so many languages and their amazing cultures, how do you choose?

Well, this leads to my next point, why not choose a language that is spoken around the globe by millions of people?! Actually German is the most widely spoken language in Europe! Not only is Germany the most populous country in Europe, having around 83 million people, but German is also the national language in Austria, Switzerland, Luxembourg, and Liechtenstein! And is the native language of northern Italy, Eastern Belgium, the Netherlands, Denmark, Eastern France, parts of Poland, the Czech Republic, Russia, and Romania! Starting to get the picture? But we're not done yet, even in Japan (the second strongest economy in the world!) 68% of the students decide to learn German! Why? Germany has the 3<sup>rd</sup> largest economy on the globe, and is the #1 export nation! For the 5<sup>th</sup> year in a row, Germany has dominated as #1 in exports, exporting 940 BILLION Dollars worth of goods! From cars to pharmaceuticals, from machinery and industrial equipment to household goods! The country even has a huge trade surplus of 162 billion Euros in 2006 (that's 209 BILLION US DOLLARS!!!). Whether you plan to move out of the U.S, or stay here at home, the opportunities with the German language are borderless.

You already know that German is the most widely spoken language in Europe which makes it great for any business throughout the European Union, but it's also very useful in the Eastern European countries, where German is the second most common language. This is why most surveyed companies, in the US, would rather choose someone with German literacy than an equally qualified candidate. According to [www.vistawide.com/german/why\\_german.htm](http://www.vistawide.com/german/why_german.htm), US companies have not only created approx. 700,000 jobs in Germany, but Germany also accounts for approx. 700,000 of the jobs here in the United States!

There are many reasons to learn a language, and now you should see why German is one of the best choices! Germany's economy is ranked 3<sup>rd</sup> in the world which contributes greatly to the endless business opportunities! Germany also has one of the world's richest cultures, not only Germany, but Austria, Lichtenstein, Luxembourg, Switzerland, and countless other countries that have been influenced greatly by the German language. Learning German isn't only easy and fun, but it is also one of the most rewarding.

