

Why Learn Japanese?



Join the global conversation! Some 125 million people speak Japanese, the world's 9th most common language. While most Japanese speakers are in Japan, the number of students of Japanese grew by 12.1% from 2009 to 2012 and continues to grow fast. Distinguish yourself by learning a tough but critically important language.



Get a great job! Japan is the world's third largest economy, a gateway to all of Asia and a strong ally of the U.S. Career opportunities abound in business, trade, national security/diplomacy, education and non-profit sector working between these two superpowers.



Travel or study abroad in Japan! Japanese culture profoundly respects learning and welcomes students of their language and culture. Japan has one of the world's highest standards of living and is considered one of the safest countries in the world.



Learn to read between the lines! Awareness of self and others is a vital part of communication in Japan. Learning Japanese helps you to read non-verbal cues, enabling you to understand how language is not always spoken or written.



Explore how manners and etiquette imbue language and culture! Japanese are considered the politest people in the world and their use of words and phrases exhibits a respect that cannot be fully appreciated without speaking the language.



Learn about yourself! Japanese rarely use the word "I" in daily conversation, a telling fact about the Japanese worldview. Instead Japanese focus on the concept of "wa"—"group harmony." Learning about a culture focused on teamwork may challenge your ideas about selfhood, and help you better find your own place in the world.



Appreciate Japan's aesthetic from the inside! From 'the perfect imperfections' of a piece of broken pottery repaired with gold (*kintsugi*) to the simple harmony of a haiku, Japan has a refined sense of art and beauty millennia long. Gorgeous *ikebana* flower arrangements, tea ceremonies, *noh* music and other traditions are best appreciated while speaking with the artists in Japanese.



Get closer to a world of innovation! The Japanese invented anime, sushi, Sony Playstation, Nintendo, Hello Kitty, Sudoku, karaoke, manga, martial arts, origami and more—learn the language and learn more about this creative juggernaut.



Unlock the secrets of a long life! The Japanese have one of the longest lifespans of any country in the world. Want to know their secrets? Learn Japanese and speak with elders, read about herbal medicine and learn how Japan's healthy diet and community-oriented culture can contribute to healthy longevity.



#LivetheLanguage

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