



Language Festival 2013
Event Pack

theguardian



**BRITISH
ACADEMY**

for the humanities and social sciences

THE UK IS AT A CRUCIAL CROSSROADS.

Evidence identified by the British Academy's State of the Nation report shows the UK is suffering from a growing deficit in foreign language skills at a time when global demand for language skills is expanding.

The British Academy and the Guardian have teamed up to start the debate and raise the national profile of language learning in the UK. We're holding a UK-wide Language Festival throughout November 2013 to celebrate the UK's diverse cultural richness. The festival will provide a platform for schools, higher education institutions, students, policy makers and businesses from across the UK to discuss, debate and explore the academic cultural and economic benefits of language learning.

You can join the debate by attending or hosting an affiliated event, engaging with the interactive material on the Guardian's website, through social media and by applying to be part of a public debate hosted by the Guardian.

This pack is designed to provide you with creative ideas for events including promotional material and interactive options to join the Language Festival.

In your pack you will find:

- *Language quiz*
- *Helpful phrases for doing business globally (Helpful tips for business trips)*
- *Language survey*
- *Language event poster*
- *Recipes from around the world*

Join the debate this November!

HOW TO GET INVOLVED.

Get the debate started by hosting an international language lunch at your office or university. Invite others to bring a favourite dish from their cultural background. Over great food and conversation you can learn more about your co-workers or classmates and their cultural heritage.

Ideas for the day:

- *Label each dish with its name and country of origin*
- *Crown a Language Champion by seeing who can get a perfect score on our language quiz*
- *Before the language lunch send our survey to all your coworkers to see what languages they speak and reveal the results during the language lunch*
- *Swap recipes after lunch via email and social media*
- *Share photos of your lunch and survey results on social media with us*

Keep the conversation going

Want to keep your language skills or learn a new language? Meet up with co-workers for language-focused coffee or lunch breaks.

LANGUAGE QUIZ.

Crown a language champion – who can get a perfect score?

1) Order these countries according to which has the largest number of Spanish native speakers:

Spain
Colombia
USA
Mexico
Equatorial Guinea

2) If you were to order "las gambas" in a Spanish restaurant, what would you receive?

Tomatoes
Prawns
Olives
Pork chop

3) In which of these countries is French not an official language?

Canada
Haiti
Madagascar
Italy
Spain

4) Roughly, how many languages are spoken across Europe?

30
175
225
325

5) ...and around the entire world?

300-400
1000-3000
4000-5000
6000-7000

6) Which of these language groups is not European?

Romance
Semitic
Germanic
Slavic

7) Place these languages according to the largest number of speakers

Spanish
Hindi
Mandarin Chinese
English

8) If you were to say the following to a Polish doctor, which body part have you injured?

"Nie mogę zgiąć palca"

Foot
Finger
Knee
Eye

9) "Kikusikitishacho" is the longest word in which language?

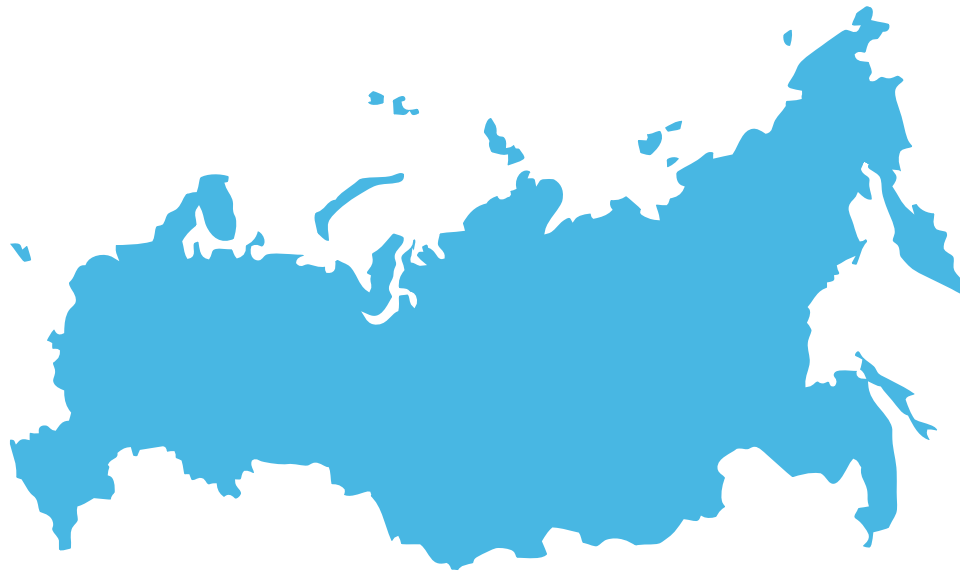
Swahili
Afrikaans
Igbo
Malay

10) Did you know that German is the most widely spoken first language in the European Union? How many people speak German across Europe?

200 million
100 million
50 million
25 million

USEFUL BUSINESS TIPS.

Travelling for work? Here are some helpful tips for doing business abroad in Russia, Japan and Dubai.



RUSSIA.

Expect some silences: If your suitor becomes quiet, don't automatically think everything has gone wrong. It is more likely they just want time to consider your proposition.

Remember their pride: Russians are proud of their culture and their food, so be sure to take an interest in it. Ask for recommendations on where to eat and go out and the conversation should open up well.

Avoid jokes: The British sense of humour isn't always understood or appreciated and can fall flat, causing embarrassment all round. So don't try to be funny.

Go to lunch: Private meetings and socialising is part of making deals, so be prepared to buy a few lunches and drinks. Deals are made in restaurants as much as offices.

Show expertise, not superiority: The Russians are playing catch up in some areas and want British expertise. However, remember some business people are very sharp and well-informed, so don't become overconfident.



JAPAN.

Business cards: Receiving and giving business cards is taken very seriously, so don't just stick them in your pocket or drop them on the table. Ensure you take time to look at them and thank the provider.

Nose blowing: People from Japan are particularly sensitive about nasal discharge. Nose blowing in the boardroom could cause outright revulsion. The habit of putting a used tissue back in your pocket is also beyond the pale for the Japanese. If you have a cold, then cancel the meeting.

Closing the deal: Pressure selling is not appreciated, so allow the Japanese to take their time. However, once a deal is made, it can last for years, if not decades.

Loss of face: Always show your contact true respect, avoid causing embarrassment and never go behind their back even when progress in negotiations is slow. Causing loss of face can poison relations indefinitely.



DUBAI (UAE).

Business cards: Business cards are vital when making contacts. When receiving a card, study it closely before stowing in a card holder (rather than your pocket or wallet). If working permanently in Dubai, get your cards printed in Arabic on one side.

Time keeping: This is important, so try to be punctual. If a meeting starts late, don't mention the fact to your hosts. Don't arrange meetings on Fridays, the Muslim day of prayer and rest.

What to wear: Dress formally when on business. Men should wear a suit and usually a tie. Women should dress conservatively, avoiding short skirts and low necklines. However, in free time, almost anything goes in Dubai – although cover up during the holy month of Ramadan (which starts in late September). Foreigners should never adopt the native dress. If crossing your legs in a business meeting, make sure that the sole of your foot isn't visible to others, as this is considered an insult.

Dining out: If dining with Muslims, never eat or offer pork, even if it is on the menu - this is very offensive. Smoking is more socially acceptable than in the West - although not during daylight hours during Ramadan. It is illegal for Muslims to drink, but alcohol is freely available in the city's hotels and sometimes appropriate for business events.

LANGUAGE SURVEY.

Find out more about the languages spoken in your organisation by using our survey.

What is your first language?

- English
- French
- Spanish
- German
- Mandarin
- Cantonese
- Arabic
- Hindi
- Russian
- Portuguese
- Japanese
- Korean
- Turkish
- Tamil
- Polish
- Ukrainian
- Italian
- Other

If other, please specify: _____

How many languages do you speak?

- 1
- 2
- 3
- 4
- 5
- 6
- 7+

Do you speak any other languages? Rate your proficiency:

- | | |
|---------|-------------------------|
| Level 1 | Basic knowledge |
| Level 2 | Limited knowledge |
| Level 3 | Good working knowledge |
| Level 4 | Fluent |
| Level 5 | Professional translator |

Language:
Proficiency:

Language:
Proficiency:

Language:
Proficiency:

Language:
Proficiency:

Language:
Proficiency:

What is the primary language spoken in your home?

How many languages are spoken in your home?

- 1
- 2
- 3
- 4
- 5+

Did you study languages at university?

- Yes
- No

Did you study languages at primary school?

- Yes
- No

Did you study languages at secondary school?

- Yes
- No



Language event

.....

When:

Where:

Why: To start the debate and raise the national profile of language learning in the UK

Everyone welcome!

RECIPES.

Summer Rolls (Vietnam)

Apple Strudel (Germany)

Pad Thai (Thailand)

Patatas Bravas (Spain)

Guacamole (Mexico)

Quiche Lorraine (France)

SUMMER ROLLS (VIETNAM)

Makes eight



150g pork belly, rind removed (optional)
16 large raw, peeled prawns
1 stalk of lemongrass, crushed
1 block of rice vermicelli
4 sprigs of mint, leaves picked
4 sprigs of coriander
4 sprigs of perilla leaves or thai basil leaves (optional)
2 Chinese chives, cut into 10cm lengths (optional)
1 carrot, peeled and grated
¼ cucumber, cut into thin matchsticks
1 soft lettuce, ½ shredded
4 tbsp salted roasted peanuts, roughly chopped
8 rice paper wrappers

For the dipping sauce:

1 tbsp sugar
2 tbsp lime juice
1 tbsp fish sauce
1 garlic clove, crushed
1 bird's eye chilli, finely sliced

Put the pork belly in a pan and cover with water. Add 1 tbsp salt and bring to the boil, then turn down the heat, cover and simmer for about 20-25 minutes, until cooked through. Allow to cool, then slice thinly.

Bring a small pan of water, with the lemongrass and 1 tbsp salt added, to the boil. Add the prawns, turn down the heat and poach for two minutes until pink. Drain and cut in half. Put the noodles in a large bowl and pour over boiling water. Add ½ tsp salt, leave for about four minutes until al dente, then rinse well in cold water and drain thoroughly.

Set out all the ingredients within easy reach of a clean, dry chopping board. Half fill a bowl big enough to fit the wrappers in with cold water, and then dunk one in and keep patting until it's pliable, but not completely soft. Lay flat on the chopping board. Arrange two crossed chives, if using, horizontally towards the bottom edge of the wrapper.

Top with four prawn halves in a horizontal line, and top these with a line of herb leaves. Add a pinch of carrot and a few cucumber sticks, some of the sliced pork, then a small clump of rice vermicelli. Finish with some shredded lettuce and a line of crushed peanuts.

Bring the bottom edge of the wrapper tightly up over the filling, and then fold the sides in over it. Continue to roll up tightly and place on a plate, join-side down. Cover rolls with lettuce leaves to keep them fresh.

Once all the rolls are made, make the sauce. Whisk the sugar into the lime juice to dissolve, then add the remaining ingredients. Adjust to taste if necessary.

APPLE STRUDEL (GERMANY)

Serves six

For the pastry:

285g plain flour
1 free-range egg
150g water
100g butter, melted
2 tbsp demerara sugar
50g flaked almonds
Icing sugar, to serve

For the filling:

425g russet apples
425g Granny Smith apples
75g currants, soaked for at least a couple of hours in 4
tbsp apple brandy and drained
Grated zest of ½ lemon
50g soft light brown sugar
½ tsp ground cinnamon
Pinch ground nutmeg
Pinch ground cloves

To make the pastry, sift the flour on to a clean work surface and add a pinch of salt, and make a well in the middle. Beat together the egg, water and 1 tsp melted butter and then mix enough of this into the flour to make a soft, sticky dough – add a little at a time so you don't overdo it, the dough shouldn't be wet.

Now comes the fun bit – repeatedly throw the dough from shoulder height on to the work surface for 15 minutes until it becomes elastic and loses its stickiness. Wrap it in cling film and leave it at room temperature for half an hour while you make the filling.

Preheat the oven to 200C, and place a greased baking tray on to the middle shelf. Peel and core the apples, and cut them into chunks. Put these into a large bowl and mix in the rest of the filling ingredients.

Clear a large work surface or table and cover with a clean tea towel or kitchen paper (if it has a strong pattern, that will make your life easier later). Dust lightly with flour, and divide the dough in half. Keep one half wrapped in cling film at room temperature while you make the first strudel, then repeat the process with it.

Roll out the dough as thinly as possible with a lightly floured pin. When you can't roll it any more thinly, begin gently stretching it using your whole hands – it will be springy, but keep on going until you can see the pattern of the tea towel (or read some print) through it. Try not to tear it – any small holes can be patched up with excess pastry.

Brush the rolled out pastry with butter and sprinkle with half the demerara sugar. Spoon half the filling in a line down one end of the pastry and then, using the tea towel to help you, roll up the pastry into a sausage shape. Repeat with the rest of the pastry and filling.

Gently lift both rolls on to the greased baking sheet and curve into a crescent shape. Brush with melted butter and sprinkle with flaked almonds, then bake for 30–40 minutes until the pastry is golden and the apples cooked. Dust with icing sugar and allow to cool slightly before serving.





PAD THAI (THAILAND)

Serves two

*120g 2-3mm wide flat rice sticks
60ml fish sauce
60ml tamarind water (you can use tamarind concentrate, thinned with a little water)
60g palm sugar
Pinch of chilli powder, to taste
80ml groundnut or vegetable oil
2 cloves of garlic, finely chopped
100g extra-firm tofu, chopped into small cubes
8 large prawns
2 large eggs, ready cracked
25g preserved salted radish, chopped
1 tbsp small dried shrimp
100g beansprouts
4 stalks Chinese chives, chopped
50g roasted peanuts, roughly chopped
Lime wedges, chilli flakes,
fish sauce, sugar - to garnish*

Soak the rice sticks in cold water for about half an hour until pliable but al dente. Drain.

Meanwhile, make the sauce by combining the fish sauce, tamarind and palm sugar in a small pan. Heat gently to dissolve the sugar and taste – add more of any of the ingredients as you wish. Season with chilli to taste. Set aside.

Lay out all the ingredients within easy reach of the hob in the order they'll be used. Put a wok on a high heat and add half the oil. Add the garlic, stir-fry for a few seconds, then add the noodles and a splash of water. Stir-fry until they're drying out, then add the sauce. Fry until they are almost soft enough to eat (they should be slightly chewy).

Push the noodles to the side of the wok and add the rest of the oil. Fry the tofu and prawns until the tofu is beginning to colour, then push to the side and add the eggs. Pierce the yolks and, when starting to set on the bottom, scramble.

Stir through the noodles, and add the radish, dried shrimp, beansprouts, chives and peanuts. Stir-fry until well combined, then serve with the garnishes for people to add as they wish.



PATATAS BRAVAS (SPAIN)

Serves four to six

*500g waxy potatoes
300ml olive oil
1 small onion, finely chopped
1 red chilli, finely chopped
400g tin chopped tomatoes
½ tsp sugar
½ tsp salt
1 tsp smoked paprika
2 tbsp sherry vinegar
1 egg
1 clove garlic, crushed
Chives, to serve*

Preheat the oven to 200C. Peel the potatoes and cut into rough 2cm chunks. Put a roasting tray with 2 tbsp olive oil into the oven and leave to heat for 5 minutes, then take out, toss the potatoes in the hot oil, and bake for about 45 minutes until crisp and golden.

Meanwhile, make the sauces. Put 2 tbsp oil into a heavy-bottomed pan on a medium heat, and cook the onion for about seven minutes until golden and soft. Put in the chilli, and cook for another couple of minutes, then add the tomatoes, sugar, salt and smoked paprika and stir well. Bring to the boil, and then turn down the heat and simmer for about 20 minutes until thick and dark. Take off the heat, add 1 tbsp sherry vinegar, and adjust the seasoning if necessary.

To make the allioli, put the egg in the small bowl of a food processor along with the garlic and 1 tbsp sherry vinegar. Add 1 tbsp olive oil and whizz until incorporated, then drizzle in the rest of the olive oil with the motor running, until you have creamy mayonnaise-style sauce. Season to taste. (You can also use a hand blender, but it's harder to drizzle and beat at the same time.)

Take the potatoes out of the oven and sprinkle with a little salt. Spread the tomato sauce on to the plates, put the potatoes on top, then add a dollop of allioli and a sprinkle of chives, and serve immediately.



GUACAMOLE (MEXICO)

1–3 fresh green chillies, finely chopped
2 spring onions, thinly sliced
Handful of fresh coriander, roughly chopped
1 tsp toasted cumin seeds
3 ripe Hass avocados
1 ripe medium tomato, cut into 3mm dice
Juice of 1 lime

Put a teaspoon each of the chilli, onion, coriander and cumin into a pestle and mortar, along with a pinch of coarse salt, and grind to a paste.

Peel the avocados and remove the stone. Cut into cubes, then mash into a chunky paste, leaving some pieces intact.

Stir the chilli paste into the avocado, and then gently fold in the tomatoes and the rest of the onions, chilli, coriander and cumin. Add lime juice and salt to taste.

Serve immediately, or cover the surface with cling film and refrigerate.

QUICHE LORRAINE (FRANCE)

Serves six

For the rough puff pastry:

*225g plain flour
225g very cold butter
100ml iced water*

For the filling:

*200g dry cure smoked streaky bacon, chopped
320ml double cream
4 eggs and 2 egg yolks (use 1 egg white for brushing
the pastry)*

Sift the flour and a generous pinch of salt on to a cold surface. Cut the butter into 1cm cubes and stir it in, then gently squidge the two together, so the flour combines with the lumps of butter – the aim is not to mix it completely, so it turns into crumbs, but to have small lumps of butter coated with flour. Like the name, it should look quite rough, even unfinished.

Sprinkle a little of the water over the top and stir it into the dough. Add enough water to bring it into a dough (unless your kitchen is very dry, you probably won't need it all), without overworking the mixture, then cover with clingfilm and refrigerate for 20 minutes.

Lightly flour a work surface and shape the dough into a rectangle. Roll it out until 3 times its original length.

Fold the top third back into the centre, then bring the bottom third up to meet it, so your dough has three layers. Give the dough a quarter turn and roll out again until three times the length, fold again as before, and chill it for 20 minutes.

Preheat the oven to 180C and put a baking tray in to warm. Grease a deep (at least 3cm) 20cm tin, and line it with the pastry, leaving an extra few centimetres overhang to minimize shrinkage. Keep any extra in case you need it for remedial work later. Line with foil (shiny side down) and weight down with baking beans or rice. Place on the baking tray and blind bake in the oven for 40 minutes, then remove the foil and beans and patch up any holes with the extra pastry if necessary. Bake for a further 8 minutes, then brush the base with egg white and put back into the oven for 5 minutes. Carefully trim the overhanging pastry to neaten.

Fry the bacon for 8–10 minutes, until cooked through, but not crisp. Drain and spread half over the hot base.

Put the cream and the eggs and yolks into a large bowl (or a food mixer if you have one) with a generous pinch of salt, and beat together slowly until combined, then give it a fast whisk for 30 seconds until frothy. Pour over the base to fill and then sprinkle over the rest of the bacon. Bake for 20 minutes and then keep an eye on it – it's done when it's puffed up, but still wobbly at the centre. Allow to cool slightly before serving – hot quiche tastes of disappointingly little.

RECOMMENDED READING.

Want to find out more about the Case for Language Learning and our national debate on the importance of languages? Here are some links and reports for further reading.

[{The case for language learning}](#)

[No comprende: are the benefits of languages getting lost in translation?](#)

[Why languages matter to me: Eddie Izzard, Alastair Campbell and more](#)

[Language learning: the shaky future of study \(and work\) abroad](#)

[Languages: the state of the nation](#)

[Why is UK language teaching in crisis?](#)

[Caroline Wyatt: my career in languages](#)

[It's time for a national debate on language learning](#)

[How can schools encourage students to take languages further?](#)

[How to teach ... languages creatively](#)

[The British Academy's language programme](#)

[Valuing the year abroad](#)

[If we're going to compete, we need multilingual graduates](#)

[Talk the talk: maximise your prospects using languages](#)

[Lack of language skills is diminishing Britain's voice in the world](#)

Find out more online

<http://www.theguardian.com/education/series/the-case-for-language-learning>

<http://www.theguardian.com/british-academy-partner-zone>

<http://www.theguardian.com/education>

<http://www.theguardian.com/teacher-network>

<http://www.theguardian.com/higher-education-network>

MORE ABOUT THE CAMPAIGN.

The Guardian and British Academy's campaign will raise awareness about language learning in the UK and aims to significantly inform educational policy and practice.

The Guardian's Case for Language Learning online series and wider British Academy campaign seeks to engage Guardian readers and the general public in the debate exploring the many issues surrounding languages and language learning.

While at its core this is an education issue, language learning spans a vast range of areas such as business, cultural and community interaction and helping to understand an increasingly globalised world. These issues affect a variety of people from many different backgrounds and our editorial content aims to be as wide ranging, thought-provoking and in-depth as possible.

The British Academy is the UK's independent national academy representing the humanities and social sciences. For over a century it has supported and celebrated the best in UK and international research and helped

connect the expertise of those working in these disciplines with the wider public. The Academy holds a unique position in driving this campaign onto the educational and political agendas. Its support will facilitate the much needed long-term change to language learning best practice.

The Guardian, as a digital-first media organisation, is a natural fit for such a campaign. With open journalism on the web at the heart of the Guardian's overall strategy, debate and engagement is something readers not only come to the Guardian for, but also expect. Through innovative multimedia content which engages readers, the series aims to elevate the level of conversation even further.

The series publishes on average three pieces of content per week. Content in the series is financially supported by the British Academy and is editorially independent.

Join in online [#languagesdebate](#)