

# **Video Topics and Themes to Exploit**

## ***The World Speaks French: Video Stories***

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### **Contents**

It is important to share with your students, as well as with their parents, the real-life testimonials of people whose lives have been positively affected, either directly or indirectly, by their having learned French. This part of the French Language Advocacy Kit refers to a DVD, *The World Speaks French: Video Stories*, which is a major component of the kit. In this DVD are found unique stories recounted by people from many walks of life – from college students to a former CEO of Eli Lilly. In recounting their own stories, the speakers discuss the ways that French has been important in their lives and the opportunities that French offers for advanced studies, careers, and relationships. Perhaps your students will be able to relate to certain stories at this point in their lives because of their current interests and educational aspirations. Others may be inspired by the possibilities that French holds for their future careers and personal lives in a global society. These stories point out many of the doors that can be opened to someone who chooses to study French.

The video may be viewed at the following link:

<https://www.youtube.com/watch?v=wyHs4GYIozQ&t=2s>

### **Purposes**

These video stories serve several purposes. You can use them to show your students various career paths involving French or to share with parents and students at 8<sup>th</sup> grade night as a recruitment tool. You can show them to parents at Parent Open House as they wait for your “class” with them to begin or make them available in a place in the school where parents are likely to spend time during a free period before their next “class.” You can also present the video to counselors before registration begins or to the Board of Education if your program becomes threatened. You may choose to show the entire video or just the parts which relate to a topic or theme of your choice.

### **Topical and Thematic Organization**

To help you in deciding what you would like or need to show at a presentation, the video sequence is organized into the following two major sections:

- I. Invest in your future by learning French
- II. Enhance your career path by becoming proficient in French

The first section contains six stories centered on the topics of studies, and the second contains seven stories focusing on careers. Each clip lasts between 1 and 5 minutes. (The length of time required to show each clip is indicated in the document “Intro\_ Video.”)

In addition to the two divisions mentioned above, there are seven major themes that are contained in the video:

**Knowing French . . .**

1. Opens doors both professionally and personally (e.g., friendships)
2. Enhances careers:
  - a. Improves communication
  - b. Gives one an edge career-wise; makes one more marketable
  - c. Prepares one for more responsible positions
  - d. Offers job opportunities in firms where bilingual employees are needed
3. Creates openness to other cultures
4. Enables one to work or travel more easily in many areas of the world
5. Helps one to learn other languages
6. Provides one with the opportunity to do business with French-speakers in the US
7. Assists one in pursuing personal interests.

The outline below can be used to facilitate your selection of individual stories for specific audiences and purposes. It will help you, at a glance, to know

- the name of the “story teller”
- his/her educational status or occupation
- a title attached to the presentation
- the overall theme(s) contained in each segment and listed in the order discussed (Theme numbers correspond to those in the above list.)
- a list of ideas that the speaker has touched upon in his/her monologue.



# The World Speaks French: Video Stories (Interviews on video)

The number of the themes indicated for the speakers corresponds to the number in the list “Knowing French...,” provided below. Please note that these numbers are not in numerical order in this outline. Rather, they appear in the order in which the themes are presented in the video.

## **Knowing French . . .**

- 1 Opens doors both professionally and personally (e.g., friendships)
- 2 Enhances careers:
  - a. Improves communication
  - b. Gives one an edge career-wise; makes one more marketable
  - c. Prepares one for more responsible positions
  - d. Offers job opportunities in firms where bilingual employees are needed
- 3 Creates openness to other cultures
- 4 Enables one to work or travel more easily in many areas of the world
- 5 Helps one to learn other languages
- 6 Provides one with the opportunity to do business with French-speakers in the US
- 7 Assists one in pursuing personal interests.

## **Topical grouping of video clips**

### **I. Invest in your future by learning French**

#### **A. Ben (Benjamin Hebebrand), PS-8 academy headmaster “Why study French in particular?”**

Overall theme 4: Knowing French enables one to work or travel more easily in many areas of the world.

Ideas discussed: French is

- Used by international organizations: UN, Red Cross
- Spoken in over 52 nations
- Spoken on all continents
- Used in the Olympic Games

#### **B. Frank (Frank Zarate), public high school principal “Does being bilingual make it easier to become trilingual?”**

Overall theme 5: Knowing French helps one to learn other languages.

Idea discussed:

Spanish speakers have an opportunity to become trilingual.

**C. Cambrey** (Cambrey Thomas), university student, journalism and art major  
**“How does learning French advance your career?”**

Overall themes: 7, 2b

- 7: Knowing French assists one in pursuing personal interests.
- 2b. It enhances careers: gives one an edge career-wise;  
makes one’s skills more marketable

Ideas discussed:

- Why she chose French
- Career in journalism
- Terminologies in art career are often in French.
- Works with computer software
- Influences of French-language summer camp and Josephine Baker cutouts

**D. John** (John Deppe), university student, Arabic language major  
**“Does knowing French help you learn other languages?”**

Overall themes: 5, 3

- 5: Knowing French helps one to learn other languages:
- 3: It creates openness to other cultures.

Ideas discussed:

- French teaches not only language and culture but how to learn other foreign languages.
- Because of teacher dedication and one’s own hard work, one reaps the reward of learning to speak a language to communicate

**E. Zach** (Zach Pfau), graduate student, Fulbright Grant recipient, saxophonist  
**“How can French prepare you for advanced study and career opportunities?”**

Overall themes: 7, 1

- 7: Knowing French assists in pursuing personal interests.
- 1: It opens doors both professionally and personally (e.g., friendships).

Ideas discussed:

- Opens doors professionally and personally
- Qualification advantage in applying for Fulbright Grant
- Useful in professional world
- Prepared when the unexpected opportunity presents itself

**F. Melissa (Melissa Wittmeier) bilingual parent**  
**“What are the benefits of learning French early?”**

Overall themes: 3, 7

- 3: Knowing French creates openness to other cultures.
- 7: It assists one in pursuing personal interests.

Ideas discussed:

- Creates an openness of mind and spirit
- One learns not only the language but the history and culture of France.
- One can communicate with other countries and cultures.

**G. Sydney (Sydney Taurel), former CEO, Eli Lilly (international pharmaceutical company)**

**“In what way is French a gateway language to the world?”**

Overall themes: 1, 3, 5, 4, 2c

- 1: Knowing French opens doors both professionally and personally (e.g., friendships).
- 3: It creates openness to other cultures.
- 5: It helps in learning other languages.
- 4: It enables one to work or travel more easily in many areas of the world
- 2c: It prepares one for more responsible.

Ideas discussed:

- Gain access to people and businesses outside of countries where French is an official language (e.g., South America, Eastern Europe)
- Develop analytical and problem solving techniques
- Importance of language experience in understanding how to deal with others
- Learn skills to help learn other languages
- Universally applicable and useful
- A vital part of career advancement

**H. David** (David Reithoffer), realty business owner

**“How can French studies launch a career in business?”**

Overall themes: 6, 2d, 2b, 1

- 6: Knowing French provides one with the opportunity to do business with French-speakers in the Midwest (not just the East Coast).
- 2d: It enhances careers: offers job opportunities in firms where bilingual employees are needed.
- 2b: It gives one an edge career-wise; makes one’s skills more marketable
- 1: It opens doors both professionally and personally (e.g., friendships)

Ideas discussed:

- Dealing with French businesses and Francophone expatriates
- French economy 5<sup>th</sup> largest in the world
- Need for bilingual people in firms in Chicago
- French provides opportunities for social and business networking.

**I. Maria** (Maria Muro), French-immersion pre-school and kindergarten administrator

**“Does speaking French make you more employable?”**

Overall themes: 3, 2b

- 3: Knowing French creates openness to other cultures.
- 2b: Careers: It gives one an edge career-wise; makes one’s skills more marketable

Idea discussed:

- One is able to communicate with other people and understand other cultures.

**J. Matt** (Matthew Taylor) computer engineer

**“Why can choosing to study French be a smart decision?”**

Overall themes: 7, 1, 3, 2a, 2d

- 7: Personal reason for choosing to learn French
- 1: Knowing French opens doors both professionally and personally (e.g., friendships)
- 3: Creates an openness to other cultures
- 2a: Careers: Can communicate with others
- 2d: Careers: Firms have need for bilingual employees

Ideas discussed:

- French role in computer programming
- Starting French studies in junior high school
- Participating in an exchange program (Rotary International)
- Opportunity for foreign study (high school)
- Taking and passing the “baccalauréat” exam Career advancement – Apple Developer conferences
- Communication with others in French on a deeper level
- Allows for French immersion experiences

**K. Marc** (Marc Fourcier), export firm vice-president

**“How does knowing French improve your career options?”**

Overall themes: 2a, 2b, 2d

2a: Careers: Can communicate with others

2b: Careers: It gives one an edge career-wise; makes one’s skills more marketable

2d: Careers: Firms have need for bilingual employees

Ideas discussed:

- Improves your quality of life
- A valuable job skill
- French used in many areas of work
- Skills to communicate with others and to know culture of France
- More marketable skills
- Become better than the competition because hiring options for someone with these assets increases

**L. Del** (Del Phillips), consultant: international relations consultant

**“How can skills in French lead to a career in International Relations?”**

Overall themes: 7,4,3,1, 2c

7: Knowing French assists one in pursuing personal interests.

4: It enables one to work or travel more easily in many areas of the world.

3. It creates openness to other cultures.

1. It opens doors both professionally and personally (e.g., friendships).

2c: It prepares one for more responsible positions

Ideas discussed:

- Has used French in his graduate studies in France and his work in Senegal, Quebec, and the US
- Interest in the Olympics led him to study French.
- Worked in international non-profit humanitarian organizations
- Studied Spanish before learning French
- French is an important language for the business world (more so than Spanish).
- Many international organizations are active in French-speaking Africa.

**M. Carol** (Carol Meynen) physician: medical missionary

**“How can French studies contribute to humanitarian efforts?”**

Overall themes: 1,4,3,7, 2c

- 1: Knowing French opens doors both professionally and personally (e.g., friendships)
4. It enables one to work or to travel more easily in many areas of the world since French is spoken by over 200 million people in over 56 governments and is the official language in many global organizations.
- 3: It French creates openness to other cultures.
- 7: It assists one in pursuing personal interests.
- 2c: It prepares one for more responsible positions (international/linguistic experiences).

Ideas discussed:

- Used French in her humanitarian work as a gynecologist and obstetrician in Senegal
- Trained community members in Africa to become healthcare workers
- Corresponds with people in French-speaking countries by Internet
- Attended worship services conducted in French in Senegal
- Served as ambassador of goodwill for the United States

## **Thematic grouping of video clips**

Another way in which you can use this DVD is to show the clips which are centered on a specific theme. The following grouping according to seven themes will be of use in accomplishing this particular kind of presentation:

### **Video themes and the people who mention them**

These are the “Overall Themes” presented in the campaign of some years back entitled “The World Speaks French.” The themes remain pertinent today. This information will enable you to see at a glance which speakers talk about a particular theme.

#### **Knowing French . . .**

1. Opens doors both professionally and personally (e.g., friendships)

David  
Matt  
Sydney  
Zach  
Del  
Carol

2. Enhances careers

- a. Improves communication

Matt  
Marc

- b. Gives you an edge career-wise; makes one’s skills more marketable

Cambrey  
David  
Maria  
Marc

- c. Prepares one for more responsible positions

Sydney  
Del  
Carol

- d. Offers job opportunities in firms where bilingual employees are needed

David  
Matt  
Marc

3. Creates openness to other cultures
  - John
  - Maria
  - Matt
  - Melissa
  - Sydney
  - Del
  - Carol
  
4. Enables one to work or travel more easily in many areas of the world
  - Ben
  - Sydney
  - Del
  - Carol
  
5. Helps one to learn other languages
  - Frank
  - John
  - Sydney
  
6. Provides one with the opportunity to do business with French-speakers in the US
  - David
  
7. Assists one in pursuing personal interests
  - Cambrey
  - Del
  - Carol

Reference is made to this video throughout the French Language Advocacy Kit because it is a tool for promoting French, recruiting students, creating allies, and advocating for French when programs are threatened. The video can be used in one showing, but it can also be used according to topic and thematic organizational plans, as proposed here. These suggestions for using the videos may lead to other creative and multiple uses of the material to achieve the maximum benefits of its design.