

4-25-1985

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### Recommended Citation

"Language & Culture Series Prepares Travelers to be 'Informed'" (1985). *News Releases*. 4579.  
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# *The University of Dayton*

## *News Release*

### LANGUAGE & CULTURE SERIES PREPARES TRAVELERS TO BE "INFORMED"

DAYTON, Ohio, April 25, 1985 -- The UD Continuing Education Department will sponsor a language and culture series, "The Informed Traveler," Thursday, May 16 through Thursday, June 13. For business or pleasure, this program is designed to help plan a more successful trip abroad. The series will offer participants several options depending on their travel objectives.

The series will begin with an overview including two special sessions on "Learning and Living Another Language" and "Experiencing Another Culture," after which participants may choose from the following programs: "Language and Culture" - ten hours of language instruction and eight hours of culture orientation; "Language" - ten hours of language instruction; "Culture" - eight hours of culture orientation; "Business Briefings" - six hours of international business briefings from the six different countries/regions offered; and "Specific Business Briefings" - one of several briefings chosen from among the six countries/regions offered.

Language sessions will cover basic travelers' vocabulary, introduction to phonics, correct pronunciation of major cities, and opportunities to practice with native speakers. Participants may choose from Arabic, Chinese, French, German, Japanese, and Spanish. Culture orientations will include an introduction to history, geography, and politics, information about cultural priorities, tips on appropriate dress, and practical suggestions to build understanding of the selected culture. The cultures under study will include Middle Eastern, Chinese, French, German, Japanese, Mexican and Central Latin American. Business Briefings will discuss ways to present a firm's business concerns to a new culture, negotiating techniques, selected business vocabulary, and resources for further understanding.

All faculty have degrees and many years of combined language, cross-cultural, and international consumer experience. For more information on prices, times, and registration, call UD Continuing Education at 229-2252.