

Text 21

Read the texts below. Match choices (A-H) to (1-6). There are two choices you do not need to use. Write your answers on the separate answer sheet.

TOP VITAL LANGUAGES

If you talk to a man in a language he understands, that goes to his head. If you talk to him in his own language, that goes to his heart. (Nelson Mandela)

1 _____ English

English is the lingua franca of business and academia. In most countries it is the primary second language taught in schools and can be understood to some extent by 1/3 of the world's population. English is crucial for anyone who wants to thrive on the global stage.

2 _____ Spanish

Spanish is the official language in over 20 countries and spoken by over 400 million people. It is also the second language of the United States. According to the U.S. Census Bureau, Spanish is the primary language spoken at home by 38.3 million people aged five or older in the U.S. This is more than double what it was in 1990 and is projected to continue to grow quickly. If you want to do business in the U.S., or really anywhere in the Western hemisphere, *espanol es para usted!*

3 _____ Mandarin

China is a big country with a lot of people and ethnicities. Did you know there are close to 300 different languages spoken in China today? Although languages like Cantonese (spoken in Hong Kong, Macau, Guangdong Province, and many Chinese communities overseas) and Tibetan are widely spoken, the official language of China is Mandarin (pronounced Putonghua) and is spoken by more people than any other language on Earth. With the Chinese economy set to become number 1 by 2020, learning Mandarin could help you earn a lot of money in the future.

4 _____ Arabic

Arabic is the official language of over 20 countries and is spoken by over 200m people. You'll find this language spoken from Southwest Asia to Northwest Africa. If you work in the energy or defence sectors, or if you

plan to work in international diplomacy, Arabic is a crucial language for you to learn.

5 _____ French

Of course we all know French as the language of love, but it is also a great language for business. It's spoken in over 40 countries, mainly in Europe and North Africa. If you are looking to expand into European or African markets, say *enchanté de français*! 6 _____ German / Deutsch

Germany is an economic powerhouse on the world stage. With a reputation for quality, craftsmanship, and intelligence, German companies like Allianz, BOSCH, Siemens, and Deutsche Bank dominate their respective industries. German is spoken in some of the most economically important countries: Germany, Austria, Belgium, Switzerland, Luxembourg, and Lichtenstein.

What language to learn if you

A are fond of scientific inventions

B have a romantic spirit, sentiment, emotion, or desire

C want to expand your business around the world

D plan to live and run a business in Europe

E are focused on business in America

F love traveling overseas

G long for becoming a billionaire

H are interested in conducting official negotiations and other relations between nation