



**WHY GERMAN  
IS 4U!**



GOETHE-INSTITUT  
USA



**COMPELLING FACTS**  
**IMPRESS ME!**

## GERMAN... **IS USEFUL**

- 1** German\* (jur` man): (N.) A language spoken by **100 MILLION PEOPLE** or a quarter of all Europeans as their mother tongue.
- 2** Language that is excellent preparation for traveling to Europe: **38%** of European citizens say they can converse in German.
- 3** **MOST COMMONLY** used language on the Internet after English.
- 4** **MAJOR FORCE** behind the European Union.
- 5** Language that helps you to meet other **GLOBAL CITIZENS**.
- 6** Language used in the **HEART OF EUROPE** with interesting people and cultures.

\*(Adj.) meaning...an overall good time!



**HERE I COME**  
**WORLD...**

## **GERMAN.... MAKES YOU A GLOBAL CITIZEN**

**AFRICA** Thousands of Africans study and train in German-speaking countries every year.

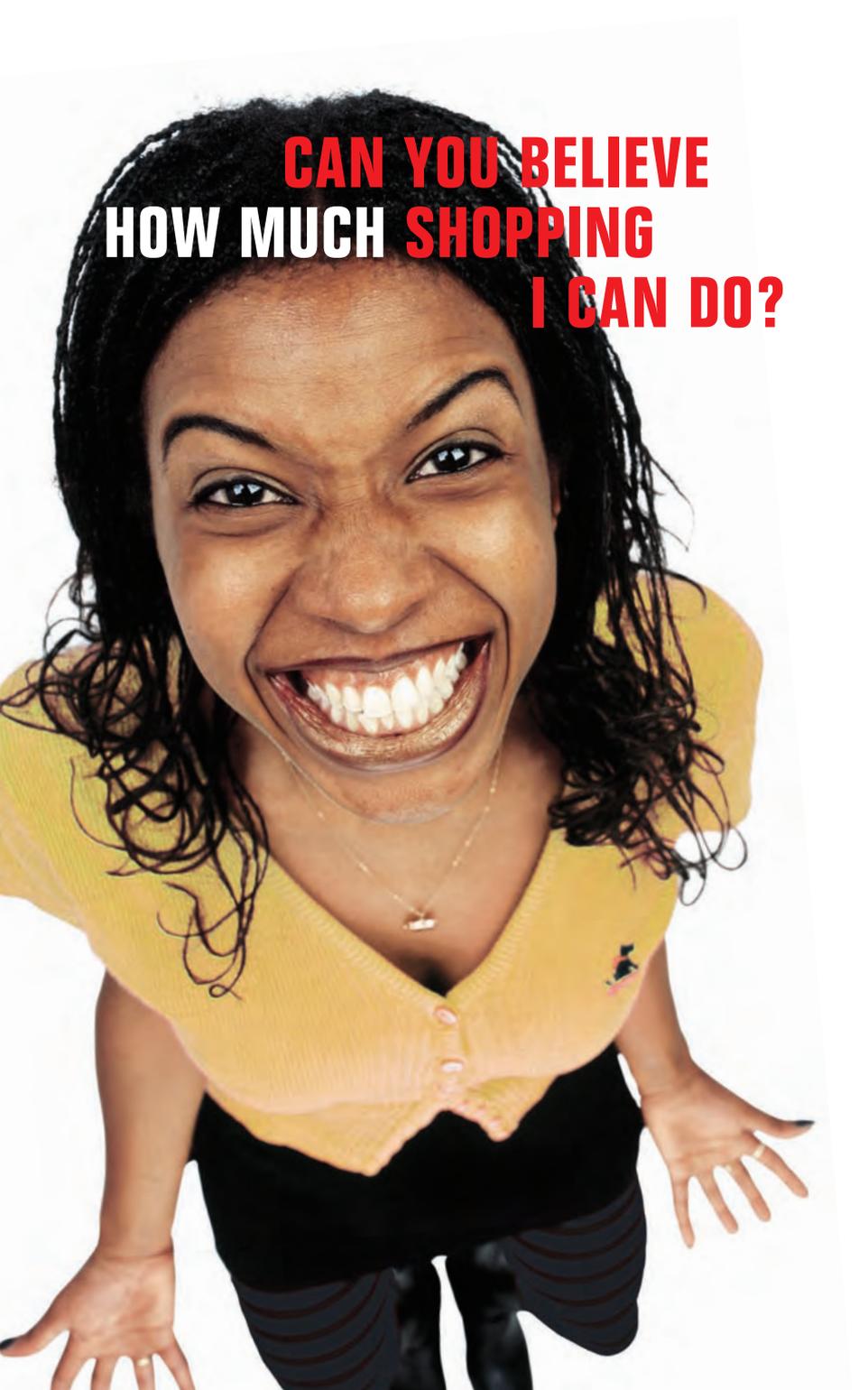
**AMERICA** More than 1,100 companies of German-speaking countries have subsidiaries in the U.S. The largest number of German schools abroad is in South America.

**ASIA** More than 340,000 Japanese college students studied German in the year 2005. One of the world's largest German language centers is in Seoul, Korea.

**AUSTRALIA** German is the third most widely spoken community language, and the German-speaking countries are the third most important trading partners of Australia.

**EUROPE** In Eastern Europe, more than 12 million students learn German. Several millions of workers with other native languages have made German their second language.

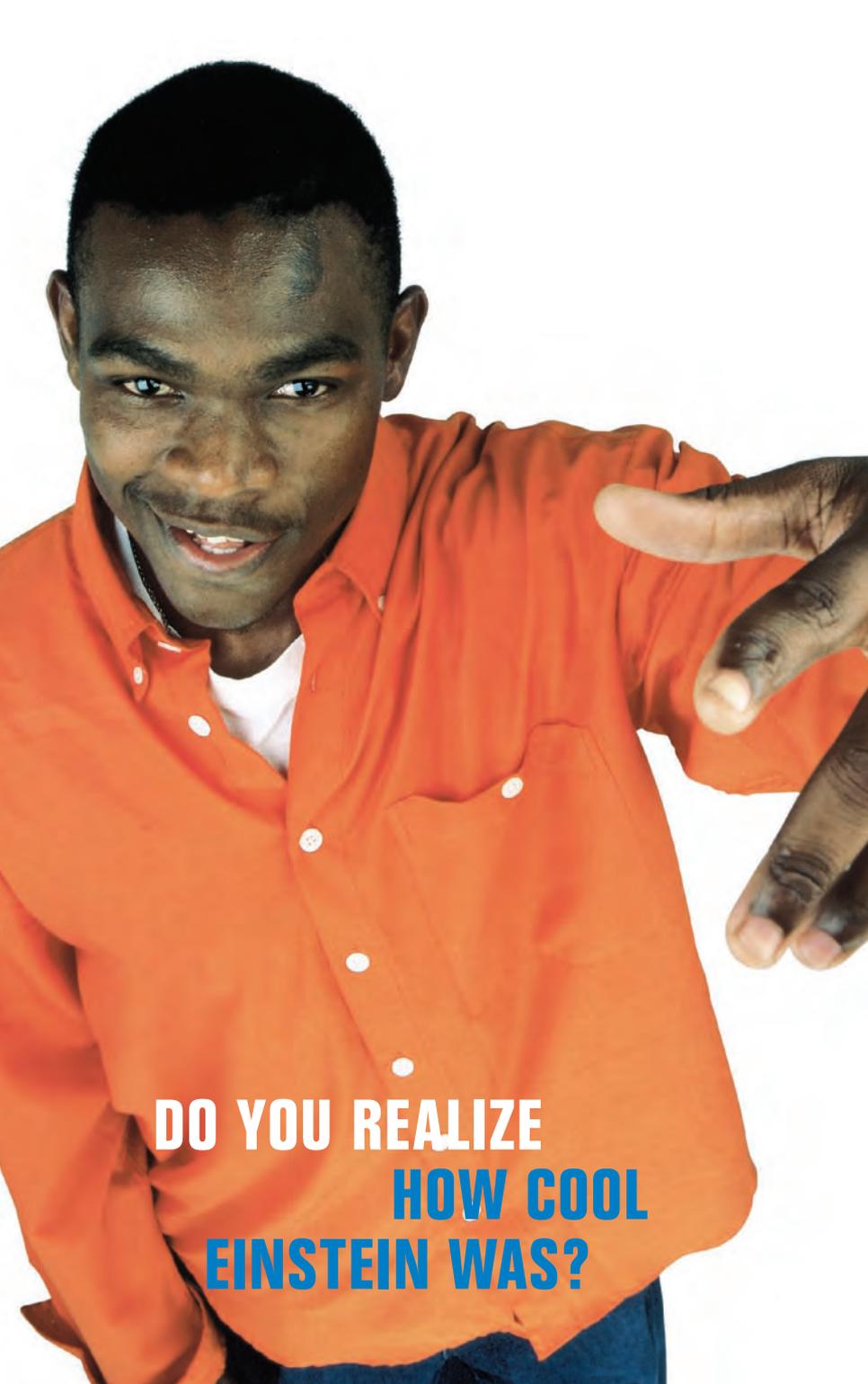
**ANTARCTICA** Penguins show their enthusiasm for German by greeting travelers with a hearty "Willkommen in der Antarktis!"



**CAN YOU BELIEVE  
HOW MUCH SHOPPING  
I CAN DO?**

## GERMAN... IS A STRONG PARTNER IN GLOBAL BUSINESS

- 1 Germany is the most important **TRADING PARTNER** for almost all European and many non-European partners.
- 2 Germany is the **FIFTH LARGEST TRADING PARTNER** of the U.S. after Canada, Japan, Mexico and China.
- 3 More than **750 U.S.** companies do business in Germany.
- 4 Germans have one of the **HIGHEST PER CAPITA INCOMES** of the world.
- 5 Germans spend the most on **TOURISM** worldwide, and the U.S. is their first travel destination overseas.
- 6 Germany is the largest **MARKET** in Europe and the third largest market worldwide for telecommunication products.
- 7 Speaking German improves **BUSINESS RELATIONSHIPS** with partners in Germany, the third largest industrial nation and one of the most important exporting countries in the world.
- 8 A knowledge of German improves your **CHANCES** in the job market, both with many German companies abroad and with foreign companies in German-speaking countries and in the European Union.



**DO YOU REALIZE  
HOW COOL  
EINSTEIN WAS?**

# GERMAN... IS THE TICKET TO A SUCCESSFUL SCIENTIFIC AND SCHOLARLY EXCHANGE

- 1 German is the **SECOND** most commonly used language for scholarly publications worldwide.
- 2 German is important for **SCIENTISTS AND STUDENTS**.
- 3 **40%** of scientists in the U.S.A. recommend the study of German. In Poland and Hungary the figure is over **70%**.
- 4 More than **2,000 SCHOLARSHIPS AND GRANTS** are awarded to U.S. citizens every year by the Goethe-Institut, the German Academic Exchange Service, and other institutions and foundations.
- 5 With GAPP (German American Partnership Program), more than **10,000 STUDENTS** visit each other every year.
- 6 GAPP has connected German and American schools for over **25 YEARS** and led to many community exchanges and city partnerships.
- 7 Further scholarship **OPPORTUNITIES** are available through the Congress-Bundestag program, the American Field Service, the Carl Duisberg Society, Youth For Understanding, the American Association of Teachers of German, and other organizations.



**TESTS DON'T FAZE ME  
AT ALL. I CAN TAKE  
THEM ALL DAY.**

## **GERMAN... IS EASIER THAN YOU THINK**

From Angst to Zeitgeist, the number of words and cognates is immense. After all, German and English are related!

Take your own matching test.  
Find the German word that matches.

<b>MOUSE</b>	<b>HAUS</b>
<b>BALL</b>	<b>APFEL</b>
<b>APPLE</b>	<b>RING</b>
<b>SCHOOL</b>	<b>HAND</b>
<b>CAT</b>	<b>GRAS</b>
<b>RING</b>	<b>MAUS</b>
<b>HOUSE</b>	<b>KATZE</b>
<b>HAND</b>	<b>FEDER</b>
<b>GRASS</b>	<b>BALL</b>
<b>FEATHER</b>	<b>SCHULE</b>

Your score:

8-10 You must be cheating...or a native German speaker!

5-7 You will make an excellent student of German!

2-4 You are way over the Mark Twain level, join us and learn German!

1-0 Mark Twain level - low, but not hopeless.



**DID YOU KNOW THAT  
BREAD SPELLED  
BACKWARDS IN GERMAN  
IS TORB?**

## **GERMAN... AND ENGLISH HAVE COMMON ROOTS**

Which language is the sister language of English?

<b>HAIR</b>	<b>HAAR</b>		
<b>HAT</b>	<b>HUT</b>		
<b>FRIEND</b>	<b>FREUND</b>		
<b>MOON</b>	<b>MOND</b>		
<b>TEA</b>	<b>TEE</b>		
<b>FIRE</b>	<b>FEUER</b>	<b>BED</b>	<b>BETT</b>
<b>LIGHT</b>	<b>LICHT</b>	<b>BREAD</b>	<b>BROT</b>
<b>LAMP</b>	<b>LAMPE</b>	<b>CARD</b>	<b>KARTE</b>
<b>SHOE</b>	<b>SCHUH</b>	<b>MILK</b>	<b>MILCH</b>
		<b>GLASS</b>	<b>GLAS</b>
		<b>BANANA</b>	<b>BANANE</b>
		<b>SUN</b>	<b>SONNE</b>
		<b>ELEPHANT</b>	<b>ELEFANT</b>
		<b>RAIN</b>	<b>REGEN</b>



**LEONARDO  
DICAPRIO?**

## **GERMAN... IS THE HERITAGE OF MANY AMERICANS**

**EBERHARD  
ANHEUSER  
BABE  
RUTH  
BAUSCH  
& LOMB  
SANDRA  
BULLOCK  
WALTER  
PERCY  
CHRYSLER  
LEONARDO  
DICAPRIO  
MARLENE  
DIETRICH  
ALBERT  
EINSTEIN  
CLARK  
GABLE**

**HENRY  
KISSINGER  
FRITZ  
LANG  
HERBERT  
MARCUSE  
ARNOLD  
SCHWARZENEGGER  
THOMAS  
NAST  
JOSEPH  
PULITZER  
ELVIS  
PRESLEY  
FRIEDRICH  
WILHELM  
STEUBEN  
LAWRENCE  
WELK**

# GERMAN... HELPS YOU TO BE A WINNER

## DO YOU WANT

- ... TO DO WELL IN SCHOOL?
- ... TO TRAVEL?
- ... TO FIND A GOOD JOB?
- ... TO SCORE WELL ON COLLEGE  
ENTRANCE EXAMS?
- ... TO LEARN ABOUT THE WORLD?
- ... TO BECOME A GLOBAL CITIZEN?
- ... TO LOOK GOOD?

# TAKE GERMAN!

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