



EUROPEAN LANGUAGE ACADEMY

Newsletter September 2004



## NEW STAFF MEMBER: KEMEN

Our Spanish teacher Jimmy and his Kiwi partner Janine are happy to introduce to you a new staff member: Kemen, one week old.

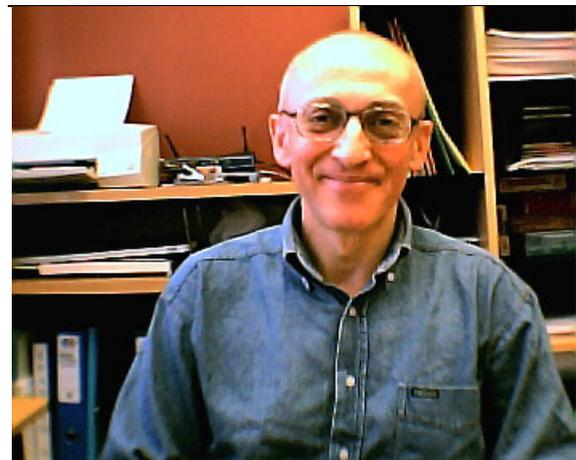
Although not very experienced, Kemen can already boast a good Basque name, in keeping with tradition from Jimmy's beautiful native land in the north of Spain, facing the Atlantic ocean. And quite a name it is, as it stands for "inner strength" in Euskara, the local language spoken as an alternative to Spanish in the city of San Sebastián and surrounding areas, where Jimmy hails from. Janine was equally pleased with the choice as the name sounds as good in English as it does in any other language.

Plans for the future? We have tried to reach Kemen but he has not returned phone calls. His colleagues in the maternity ward have been vague. So we can only assume that he will at the very least grow up bilingual, which we believe is a nice accomplishment in itself. The grapevine has it that his cv is already making the rounds of the hottest headhunters in town, but at ELA we are sure we will manage to retain him and fully benefit from his talents. In the meantime, we have secured exclusive rights to his image. Bienvenido, Kemen.

## **TERM 4 STARTS 4 OCTOBER ENROL NOW!**

ALL OUR STUDENTS WILL HAVE A CHANCE TO KEEP ON LEARNING AS OUR COURSES ARE BEING CONTINUED TO THE NEXT LEVEL, USUALLY WITH THE SAME TEACHERS AND THE SAME SCHEDULE.

ALL OUR NEW STUDENTS WILL FIND A BEGINNERS CLASS AVAILABLE IN EACH OF THE FOUR MAJOR EUROPEAN LANGUAGES: SPANISH, FRENCH, ITALIAN AND GERMAN.



## INTERVIEW WITH FRANCO FROM MILAN

**Q. I understand you are a linguist with advanced degrees from Italy and the United States ...**

**A.** That's right. I have always found languages fascinating, because they incorporate so much: logic, sound, memory, history, geography, personality, psychology, you name it.

**Q. So, what languages do you speak?**

A. Apart from my native Italian, I enjoy speaking Spanish, Portuguese and French. English, of course, is in many ways the modern equivalent of "language" altogether.

**Q. You manage operations for ELA but you are also doing some teaching yourself. How does that combination come about?**

A. Languages laid the foundations for my career in communications and management. I worked in media relations for large corporations in Italy and later became a copywriter and creative director for two worldwide advertising networks. So when ELA offered me this job it immediately sounded like a nice opportunity to bring all my skills together.

**Q. You are from Milan, quite a cool place to be ...**

A. Sure, Milan is great. Fast-paced, busy busy busy, a happening place. And, yes, shopping there is hard to beat anywhere in the world. It's also a hard-driving city that can be very stressful on a daily basis. But most definitely, an awesome place for a vacation: many first-class restaurants, great architecture, interesting people.

**Q. Plenty of reasons to learn Italian, I would say ...**

A. You are right. To make the most of your experience in a foreign country, I am convinced you need to have at least some understanding of the language, especially where locals cannot speak a lot of English, which is the case in most parts of Italy.

**Q. That makes sense. Over here, what do you miss the most? It seems to me Italians abroad tend to keep up very strong ties to their motherland ...**

A. That's inevitable. It's such a charming place and the people are so warm, you are bound to feel some homesickness. The good thing is that Kiwis are also genuine people, ready to make you feel at home. So it's not a problem at all. I guess the only thing I may be

missing is some live soccer ... when you are brought up to be a fan of AC Milan, it's hard to give it up.

**Q. It's like going to the rugby ...**

A. Yes. From my place in Milan I could hear the crowd go boom whenever they scored a goal, almost 2km away. But you know, that's 120,000 people packed in one stadium ...

**Q. I'll need to go and see that for myself.**

A. Please do. You'll love Italy.

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