

Alpha Mu Gamma Newsletter

*National Collegiate Foreign Language
Honor Society
Established 1931
Los Angeles City College*

**EIKO CHATEL, NATIONAL EXECUTIVE SECRETARY & EDITOR
HISHAM MALEK, ADMINISTRATIVE ASSISTANT**

SPRING 2013

National President Message

As the current academic year draws to a close, I am sure that advisors and student members have begun reflecting on the various activities their chapters have hosted or taken part in this past year and are already beginning the planning process for the upcoming school year. The chapter reports included in this edition of the newsletter may inspire you with new ideas that could help you create new events or even provide ideas to add new elements to an activity your chapter has been doing for years. Hopefully part of your chapter's planning process will include attending the 34th National Alpha Mu Gamma Biennial Convention in September! Students are encouraged to attend and to also make presentations.

I am happy to know that many AMG chapters participated in National Foreign Language week celebrations again this year. Celebrating NFLW is an excellent way for AMG chapters and language departments to promote the honor society on our various campuses. Celebrating NFLW outside of the college environment also helps showcase the study of languages and cultures in elementary, middle and high schools. This year I was fortunate enough to not only have celebrated the week at Fairfield University, but as National President, was also invited to Roger Ludlowe Middle School in Fairfield, CT, to speak to French and Spanish students about the value of learning another language or two. I even had a chance to give the students a mini German lesson! Although AMG National again did not receive a Presidential Proclamation for National Foreign Language Week, we did receive Proclamations from the Governors of Maine and Connecticut. Copies of these Proclamations can be found in the newsletter. I hope that the Governors and the President will be more receptive to our requests for Proclamations next year!

The AMG Scholarship Committee has not yet announced the winners for this year's scholarships, but once the committee has finished the daunting task of reviewing all of the applications, you will be notified of the winners via email before the end of the semester. Although the application process for this year is behind us, I urge advisors to encourage their members, especially language majors or minors, to apply for scholarships next year. The prize money could certainly help the deserving scholarship recipients pay a little extra towards their tuition or their expenses while studying abroad.

Finally, please plan on attending the 34th National Alpha Mu Gamma Biennial Convention at Elmhurst College in Illinois, either on your own, or with some of your students. Be sure to mark your calendars for September 27-29! If you have never attended a convention before, you don't know what you are missing! Not only will you have the opportunity to make a presentation and attend exciting presentations made by colleagues and students from other institutions from around the country, you will also enjoy the dinners, luncheons and activities planned for the weekend. An added bonus is that you and your students will have a chance to make lasting acquaintances, who share your interest in languages and learning about other cultures. The Call for Papers as well as some preliminary information for the convention can be found in the newsletter. Be sure to check your email for updates and information!

I hope to see many of you at Elmhurst College in September! Best wishes for a successful conclusion to the current semester!

Eileen M. Wilkinson, Ph.D.
Professor of the Practice (German)
Fairfield University, Fairfield, CT
ewilkinson@fairfield.edu



**From the desk of the National Executive Secretary
and the Advisor of Alpha Chapter**

Greetings from the National Headquarters at Los Angeles City College!

The new semester started at LACC with a somewhat somber atmosphere with so many sections cut due to budget cut. How about your area? We are waiting for the economic recovery around here. At least, we have good news on having our convention this fall. Please start preparing to attend this convention, which will be held at Elmhurst College in Elmhurst, Illinois from Sept. 27 to 29, 2013.

Please encourage all of your instructors and students to attend the convention. I am looking forward to seeing many of you at the convention.

Meanwhile, please send much information on your chapter's activities to us so that we can share them with other chapters as well.

Wishing you all a very successful year in Foreign Language learning at your institutions!

Eiko Kitajima Chatel

Los Angeles City College



Recruitment of New Chapters

All of us aim to see that Alpha Mu Gamma grow in membership and in numbers of chapters. In the past, one of the most effective sources of names of individuals who might be interested in forming chapters has been information supplied by a present advisor. The National Office sends a packet of pamphlets and a letter mentioning that the addressee has been recommended by the individual supplying the name. As a follow up, the individual is placed, for about a year, on our mailing list to receive copies (electronically) of the Newsletter and NFLW poster. On the same vein we encourage all chapters to participate in the celebration of Foreign Language Week. This procedure has gained many new chapters for the Society.

You will find that many benefits accrue to your own chapter from having other chapters near by: Joint meetings; dinners; initiations; forum discussions and other programs and outings are made possible. Students always enjoy such exchanges. Regional conferences lasting a good part of a day can be organized when there are enough chapters and interest in a given area. Moreover cooperation among sponsors is facilitated.

.....

Please e-mail a response similar to the format below (one for each person being nominated) to:

amgnat@lacitycollege.edu

“I wish to submit the following names of faculty members of other colleges who might be interested in forming chapters of AMG on their campuses.

Name of the nominee advisor and his/her chapter designation.

Name of person to be contacted: (Capital letters):

Department:

Institution:

Complete address (if known):

E-mail address (if known):

Message from the Administrative Assistant

ORDER FORMS: Every Order Form sent to the National Office must have the name of the chapter advisor on it, although it may be written by one of the chapter student officers, or the department secretary or any other person acting under the supervision of the advisor etc. etc. Because receiving an order form with a name different from that of the advisor we have in our records causes confusion as we are not sure if that person has taken over the position of the current advisor.

APPLICATION FOR CANDIDACY FORMS: The “Application for Candidacy forms are to be retained by the concerned chapter for its own use and records and should NOT be sent to the National Office.

CERTIFICATES: Chapter advisors should note that the National Office does NOT engrave/print the certificates with the names and details of the inductees. The certificates, of all categories, are sent blank except for the signature of the AMG National President. It is up to the individual chapter to enter this information. This is a long standing policy. In fact one that has been in place since the inception of the Society!

PLASTIC MEMBERSHIP ID CARDS. Once again we wish to clarify that the process of having the cards embossed with the names of the full members and mailing them back to the chapters takes a minimum of between 2-3 weeks. That is why we ask chapters that definitely know the names of the inductees, to e-mail the names even before sending in the actual order. Not-with-standing this, in 90% of cases it is unlikely that the cards would reach the chapter at the same time as the initiation ceremony.

Also please print/type the names of the initiates so that we can avoid having card with misspelled names.

PAYMENTS: Once more we would like to draw the attention of all advisors to the fact that the National Office does not and will not accept personal checks from students in payment of membership fees and the purchase of other items. Such checks will be returned to the chapter with the unfilled order. The National Office accept the following forms of payment: Advisor’s checks, school purchase orders and preferably money orders.

POSTAGE RATES: The National Office is happy to announce, that in spite of the increase in the rates of mailing, as announced by the US Postal System (27 January 2013), the shipping & Handling fees charged by the National Office is to remain the same for 2013, i.e. the charges for any mailing comprising certificates and pins remains at \$9. For any additional items ordered to that, an extra \$8 is to be added. For mailing by US Express Mail, the charge is \$19 for certificates and pins. Rates for anything else would depend on the weight and destination. In most cases one should look at between \$30 - \$40 for Express Mail shipments.

NFLW POSTER: We welcome suggestions and ideas from chapters (members and non-members) to submit ideas for the 2014 NFLW theme and poster ... of course the two should have some relations to each other! A prize of \$250 will be given to the theme and poster chosen. The National Office reserves the right to make any modifications, changes etc. to the chosen submission.

***** *The National Office believes that it would be of interest to keep a record of the long-serving chapters’ advisors, for future reference. Would, therefore, all those who have served as advisors longer than 10 years, inform us of the length and the year they assumed the position. Please do not forget to indicate the chapter name.***

This information is purely for historical and curiosity sake and has no relevance to or impact on any other matter.

AMG BANNERS

The National Office would like to remind chapters that they can order AMG banners. The banner is 4ft. x 3ft. and it is made of tough plastic with grommets for hanging. The banner is durable and, with care, should last for years. It can be used for all type of chapter activities and other occasions, indoors and outdoors. The banner is bright yellow in color and the lettering and logo are in black. The banner has a black border running all along the outside. The cost per banner is \$85, which includes shipping & handling.

At present we have three banners in stock. If more are needed, we can order them as required. The turn-around time is about 2 weeks.



AMG TOTE BAGS

"The National Office has ordered 50 Tote Bags, as per image, made of sturdy cloth material. If there is a demand for it, we will place further orders. The price per bag is \$10, which include S&H."



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## Thanks & Appreciation

**SHUKURIA**   **ARIGATO**   **GRAZIE**  
**JUSPAXAR**   *DANKE SCHÖN*  
**MERCI**   **GRACIAS**   **BOLZIN**

We extend our sincere thanks to Dr. Lourdes Morales-Gudmundsson, V.P for California Oregon & Utah and advisor of Gamma Tau chapter at La Sierra University in California for her generous and personal contribution of \$50 to AMG Scholarship fund.

We thank her for this.

## **Chapter Reports**

**Kappa Iota** chapter at Mercer County Community College in Mercer, New Jersey held its initiation ceremony on 13 November 2012 in which 16 new members were initiated. “The candidates followed the traditional AMG script for the ceremony. In addition each candidate presented 5 sentences in the language that he has studied at the college, telling something meaningful in their lives. The ceremony was followed by an international buffet for the 58 people in attendance, accompanied by Spanish Flamenco music played the father of one of the members. Also an international musical travelogue, in which 2 musicians performed songs from around the world and explained the cultural and historical significance of each song.”

The chapter faculty advisor is **Dr. Steve Richman**.

**Eta Xi** chapter at Oklahoma Baptist University in Oklahoma City, Oklahoma, stated that it had 14 members at the start of the academic year 2012 and that it initiated 7 new members during the year. The chapter activities included an International Potluck Dinner; a Study Abroad Panel Discussion and a Salsa Night.

The chapter students officers are: President: Adrienne Williams; V.P.: Stephanie Hixon; Historian: Megan Hopkins; Treasurer: Sara Brown and Secretary: Bethany Ray.

The chapter faculty advisor is **Radonna Roark**.

**Epsilon Psi** chapter at Grove City College in Grove City, Pennsylvania, had 20 members at the start of the academic year 2012 and went ahead to initiate 27 full members in November 2012. The chapter reported the following:

“The Epsilon Psi chapter inducted two new members for excellence in the study of French (Miss Jennifer Toth and Miss Heather Vander Wall) and five for excellence in the study of Spanish (Miss Alyssa Bell, Miss Mary Chehi, Miss Kelly Frihauf, Mr. Matt Erdley and Miss Holly Spofford). The chapter activities for 2011-2012 included the following:

- 1- Weekly language tables where people may chat in French, Spanish and Chinese between bites.
- 2- Compilation and maintenance of information for study abroad and about non-teaching jobs for language majors.
- 3- The international Food Fair, where students may sample culinary delights from around the world. [This year proceeds went toward the construction of a soccer field in Honduras].
- 4- The International Praise and Worship Service held in various modern languages.
- 5- Study Abroad Panels in which students who wish to study abroad can hear about the ins and outs of life abroad.
- 6- Sponsoring Amigos for Mexico, a yearly collection of gently used clothing and other items on campus for donation.
- 7- A spring picnic for all members and faculty
- 8- Free tutoring in French, German and Spanish”

The students chapter officers are: President: Ruth Thorne; VP: Rachel Thayer; Historian: Desirae Foster; Treasurer: Julie Switzer and Secretary: Ingrid McGuckin. The chapter faculty advisor is **Professor Cynthia Forrester**.

**Xi Gamma** chapter at Lone Star College-CyFair in Cypress, Texas, had 18 full members beginning of the academic year 2012 and went on to induct 9 full members. “The chapter activities included the following:

- 1- Club Rush Table.
- 2- SGA meetings, functions, regular chapter meetings.
- 3- Volunteered as interpreters at Middle School to College registration event.
- 4- Spring 2012 induction ceremony.”

The chapter student officers are: President: Eddie Lanz; VP: Lalina Cepda; Secretary: Karen Picker; Treasurer: Indira Dortolina and Historian: Shelby Glenn.

The chapter faculty advisor is **Georges Detiveaux**.

**Lambda Epsilon** chapter at Manchester Community College in Manchester, Connecticut, had 5 full members at the beginning of the academic year 2012, but went ahead and inducted 15 new members. Some of the chapter activities included:

- 1- Fall and Spring Charity Events ... Food donations.
- 2- Participation with the French and Spanish clubs to see plays and put on a Film Festival.
- 3- Went to New York and dined in a French restaurant.”

The chapter student officers are: President: Kristina Nealon; VP: Nathan Karmusinas; Secretary & Treasurer: Stanley Pajor IV. The chapter faculty advisor is **Professor Barbara Place**.

**Nu Alpha** at the College of Du Page in Glen Ellyn, Illinois, initiated 17 full members during the year. Some of the chapter activities included:

- 1- “Guided visit of Pilsen’s Murals & Mexican museum (April 2011)
- 2- Guided visit through Chicago’s East Village and European churches – Nest Town ( April 2011)
- 3- Chicago’s Southeast side and Pullman District (Sept. 2011)
- 4- Guided visit around Chicago’s South east side churches, Calvmet Harbor and Pullman District
- 5- Anderson Japanese Gardens (Oct. 2011): Guided visit through Midwest’s Finest Japanese Gardens in Rockford.
- 6- Japanese Tea Ceremony (Oct. 2011): Our 1<sup>st</sup> campus activity presented by Tea Master, Akiko, to demonstrate rituals of tea ceremony.
- 7- NFLN (March 2012): Bake sale fundraiser & Potluck fundraiser.
- 8- 22<sup>nd</sup>. Street & Chinatown (April 2012): Chicago’s Historical NW & Chinatown.”

The chapter student officers are: President: Adrian Velazquez, VP: Cendy Cruz and Historian: Gabriella Llanos. The chapter faculty advisors are: **Edith Jaco & Shingo Satsutani**.

**Zeta Gamma** chapter at Louisiana College in Pineville, Louisiana, stated that it had inducted 2 members and the total membership for 2012-2013 was 19. The chapter activity included film nights.

The chapter student officers are: President: Jacob Crump; V.P.: Laura Bertrand, Secretary & Treasurer: Leah Marshall.

The chapter faculty advisor is **Cecile Barnhart**.

**Alpha** chapter at Los Angeles City College, Los Angeles, California, held its initiation ceremony on 18 May 2012 at which 27 students were initiated into the Society. Present were faculty members from the Department of Foreign Languages & Humanities as well as representatives from the college administration and parents and friends of the inductees. The procedure which Alpha chapter has followed over the years, is that preceding the actual initiation ceremony per-se, is for each candidate to say few sentences (not read) on any subject, in the language he/she is being initiated. After which the procedures as stated in the Society Handbook is followed. An intimate reception followed at the end of the ceremony.

The faculty chapter advisor is **Eiko Chatel**, chair of the department and National Secretary of the Society.

**Alpha Omega** chapter at Mount Mary College in Milwaukee, Wisconsin, had 35 members at the start of the academic year. It went on to initiate a further 30 full members during the current year including 7 candidates to be inducted on 23 April. “...The induction ceremony is a joint one with the other departments in our division: Lambda Pi Eta (Communication) and Sigma Tau Delta (English). By doing this, we pool our resources and have a nice reception for eating and socializing afterwards and also good attendance.

The chapter students’ officers are: President: Abby Demler; V.P. Tylyara Townsend; Treasurer: Kari Metts and Secretary: Cynthia Esparza.

The chapter faculty advisor is **Dr. Mary Ellen Kohn-Buday**.

**Eta Pi** chapter at Fairfield University, Fairfield, Connecticut will add 57 new members to its roster at this year’s initiation ceremony on April 14th, for a total of 178 members. Professor Covadonga Arango Martin, a Spanish professor at the University will give the keynote address. As is our tradition, students will be reciting the AMG membership pledge in the language for which they are being recognized. At the end of the ceremony, we will honor our graduating senior members, recognize our graduating Co-Presidents with the *Eta Pi Award* and also install new officers.

Some activities this year included:

- Monthly International Meet & Greets  
An opportunity for foreign students to mingle with American students, while enjoying food, drinks, games/activities
- Monthly member meetings
- National Foreign Language Week celebration
  - Dancing
  - Singing, including singing a ‘round’ of *Frere Jacques* in Spanish, French & German
  - Trivia game with prizes awarded
  - International foods
  - French Movie Night
- Dorm Storm – Fundraiser [Grilled cheese sandwiches were sold in dorms during the evening]
- Activities Fair (September) [This is a big event where student groups ‘advertise’ what they have to offer.]
- Open Houses for accepted students

The current officers are: Co-Presidents - Kristin Alexy & Gabriella Tozzi, Vice President - Tara McDermott, Secretaries - Olga Sidiropoulos (Fall) & Samantha Hart (Spring), Treasurer - Lauren Racano, Historian - Gina Senerchia.

The chapter faculty advisors are: **Professor Angela Tauro and Dr. Eileen Wilkinson**

## National Foreign Language Week (NFLW)

Below is the 2013 NFLW poster, a copy of which was sent to all chapters. *[Any chapter that did not receive a copy, for one reason or another should inform us and we will send one out. Any chapter that needs more posters should also indicate that].*

We had written all our Regional VPs to approach their state governor soliciting the issuing of a proclamation and we waiting for the results of their endeavor.





## Proclamations for National Foreign Language Week



WHEREAS, National Foreign Language Week was inaugurated in the spring of 1957 by Alpha Mu Gamma, the National Foreign Language Honorary Society, in order to help make the United States aware of the need for and importance of foreign language study; and

WHEREAS, National Foreign Language Week was founded with the purposes of recognizing students' achievements in the field of foreign language study, stimulating a desire for linguistic achievement, increasing knowledge of the importance of foreign languages, literature and civilizations and fostering both a sympathetic understanding of other peoples and international friendship; and

WHEREAS, by participating in foreign language study programs, our young people develop a greater appreciation and respect for other people and their cultures and break down barriers to understanding and cooperation, which are vital to peace and prosperity; and

WHEREAS, we live in an increasingly interconnected world and improving global communication among our citizens contributes significantly to our nation's foreign policy, economic competitiveness and national security; and

WHEREAS, it is important that citizens and institutions across this nation participate in both celebrating this week and recognizing the importance of encouraging a continuing interest in the study of foreign languages throughout our communities.

NOW, THEREFORE, I, PAUL R. LEPAGE, do hereby recognize March 4-10, 2013 as

### FOREIGN LANGUAGE WEEK

throughout the State of Maine, and urge all citizens to recognize this observance.

In testimony whereof, I have caused the Great Seal of the State to be hereunto affixed GIVEN under my hand at Augusta this Twenty-first day of February Two-Thousand Thirteen



*Paul R. LePage*  
Paul R. LePage  
Governor

*Matthew Dooly*  
Matthew Dooly  
Secretary of State  
TRUE ATTESTED COPY

**Governor Paul LePage  
-Maine-**



By His Excellency Dannel P. Malloy, Governor: an

### Official Statement

WHEREAS, National Foreign Language Week was initiated in the spring of 1957 by Alpha Mu Gamma, the National Collegiate Foreign Language Honor Society, in order to help make the United States aware of the need for and importance of foreign language study; and

WHEREAS, National Foreign Language Week was founded with the purposes of recognizing students' achievements in the field of foreign language study, stimulating a desire for linguistic achievement, increasing knowledge of the importance of foreign languages, literature and civilizations and fostering both a sympathetic understanding of other peoples and international friendship; and

WHEREAS, by participating in foreign language study programs, our young people develop a greater appreciation and respect for other people and their cultures, and break down barriers to understanding and cooperation, which are vital to peace and prosperity; and

WHEREAS, we live in an increasingly interconnected world and improving global communication among our citizens contributes significantly to our nation's foreign policy, and economic competitiveness; and

WHEREAS, it is important that citizens and institutions across this nation participate in celebrating this week and recognizing the importance of encouraging a continuing interest in the study of foreign languages throughout our communities; now

THEREFORE, I, Dannel P. Malloy, Governor of the State of Connecticut, do hereby officially proclaim the week of March 4 to 10, 2013 as

### NATIONAL FOREIGN LANGUAGE WEEK

in the State of Connecticut.



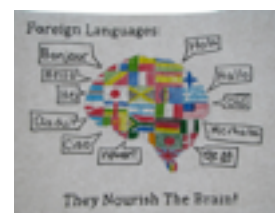
*D. P. Malloy*  
GOVERNOR

**Governor Dannel Malloy  
-Connecticut-**

### **National Foreign Language Week at Roger Ludlowe Middle School in Fairfield, CT**

Students participated in many activities at Roger Ludlowe Middle School in Fairfield, CT to celebrate National Foreign Language Week (March 4th - 10th). Activities included:

- A poster contest with the theme, “Foreign Languages: They Nourish the Brain!” Spanish student winners received a luncheon donated and catered by Chipotle Restaurant. French student winners had quiche from Billy’s Bakery.
- A language trivia contest. 15 winners received cafeteria coupons for ice cream from the principal, Mr. Mackno.
- A contest to listen to classroom teachers using a foreign language. 15 winners received a pass to the front of the lunch line from the deans, Mr. D’Angelo and Mr. O’Rourke.
- A scavenger hunt of different foreign items. Language teachers competed against each other. The teacher who had classes who brought in the most things on the list gave her students homework passes.
- Posters were made in Spanish, French, Italian, Portuguese, Latin, German and Chinese to label areas of the school.
- Dr. Eileen Wilkinson, National President of the National Foreign Language Honor Society and a German professor at Fairfield University, came to speak to our students about the importance of learning another language and taught us a little German!
- Students from Fairfield Ludlowe HS and Fairfield University came to speak about their experiences in studying a language at the HS and college level and about their travels and interactions with people from other countries.



Students gained a better understanding of the connections between languages. By looking at many different foreign languages they saw how there are similarities and differences. They also learned how valuable it is to know another language whatever their future may hold.



Daniel Westhoven, a Spanish student in Señora Kryspin’s class at the school created a wonderful video for NFLW. He gave his permission for us to share it with you via this link:

[http://www.youtube.com/watch?v=LMWh-yb\\_gus](http://www.youtube.com/watch?v=LMWh-yb_gus)

Teachers who organized the celebration were Sandy Kryspin, Susan Christoffersen, Kristen Broggini, Christina Romano, Laura Williams, Karen McNeil (Spanish teachers), Vlasta Gretch (French) and Margo Schiff (Spanish and French).

## **Alpha Mu Gamma 34<sup>th</sup> National Convention**

As per our electronic circular in January 2013, the hosting chapter, Theta Upsilon at Elmhurst College in Elmhurst, Illinois, informed us that they have set the date for 34<sup>th</sup> National Convention:

**September 27 – 29, 2013**

A “**Call for Papers**” form will be e-mailed to all chapters during the coming month. Also the National Office will keep all chapters abreast of any development, as they develop, concerning the convention.

As can be noted, Elmhurst College is in Illinois, which means it is centrally located in the US and is within easy reach of most chapters located on the East Coast as well as Central US. We therefore look forward to a large participation, both faculty and members, from chapters in these States. Of course this appeal also goes to chapters from other regions!

Please begin preparations for participating in the convention.

We look forward to seeing and meeting as many of you as possible. A successful convention depends on its participants!

**Alpha Mu Gamma  
XXXIV NATIONAL CONVENTION  
“Teaching World Languages in the 21st Century:  
Challenges and Innovations”  
September 27 – 29, 2013  
Hosted by Theta Upsilon chapter  
Elmhurst College (Elmhurst, Illinois)**

**CALL FOR PAPERS**

We cordially invite language instructors, coordinators and directors, as well as Undergraduate and Graduate students to submit a 200 word abstract proposal on any aspect of the following themes:

- Literature, Film and Culture in Language Study
- Methodology: innovations in teaching and learning languages
- Language Learning for the Heritage Student
- Classroom Applications of Second-Language-Acquisition Theory
- Student-Professor Collaboration
- Interdisciplinarity in the World Languages Curriculum
- Study Abroad
- Service-Learning for the Language Classroom
- Language Instruction for the Professions

Please furnish the following information:

**ONE PAGE PER PRESENTER PLEASE**

**TITLE OF PRESENTATION:**

**FULL NAME OF PRESENTER:**

(continued on next page)

**BRIEF DESCRIPTION OF PRESENTATION (Please use a separate paper if more space is needed)**

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**INSTITUTION:** \_\_\_\_\_ **AMG CHAPTER:** \_\_\_\_\_

**PRESENTER/PRESIDER'S MAILING ADDRESS:**

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**E-MAIL ADDRESS:** \_\_\_\_\_

**DAY TELEPHONE:** \_\_\_\_\_

**EVENING TELEPHONE:** \_\_\_\_\_

**PREFERRED DAY & TIME TO PRESENT:** \_\_\_\_\_

**FRIDAY      AM      PM**

**SATURDAY      AM      PM**

**PLEASE RETURN THIS FORM BY MAY 15, 2013 TO:**

Dr. Beatriz Gómez Acuña  
World Languages, Literatures and Cultures Department  
Elmhurst College  
Elmhurst, Il 60126

Or submit electronically to: [bgomez@elmhurst.edu](mailto:bgomez@elmhurst.edu)

## REGISTRATION FORM

### Alpha Mu Gamma XXXIV NATIONAL CONVENTION

“Teaching World Languages in the 21st Century:  
Challenges and Innovations”

September 27 – 29, 2013

Hosted by Theta Upsilon chapter  
Elmhurst College (Elmhurst, Illinois)

Your Name: \_\_\_\_\_ School Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

AMG chapter (if applicable): \_\_\_\_\_ Tel: (     )     -

Fax: (     )     - E-Mail: \_\_\_\_\_ @

Student (Fr, So, Jr, Sr.): (     ) Faculty: (     ) AMG Advisor (     ) National Executive Council Member: (     )

Your Foreign Language/s: \_\_\_\_\_

Fees:

**Pre-Registration (by 30 August 2011)**

\_\_\_\_\_ \$65 To include all meals (welcoming Reception, Award Luncheon, Dinner, Farewell Luncheon, Refreshments tea or coffee **BUT NOT** breakfasts)

**On Site Registration**

\_\_\_\_\_ \$75 To include all meals above

**Conference Fee**

\_\_\_\_\_ \$10 Admittance, but does not include meals. Only refreshments.

Total amount enclosed: \$ \_\_\_\_\_

(We will communicate hotel and transportation information at a later date)

**Registration Forms must be received by the National Office on or before 30 August 2013**  
**Make check or money order payable to: “Alpha Mu Gamma National”.**

Send To:

**Alpha Mu Gamma National Office**

Campus Mail Box 1009  
855 N. Vermont Avenue  
Los Angeles CA 90029  
Tel & Fax: (323) 644 – 9752  
E-Mail: [amgnat@lacitycollege.edu](mailto:amgnat@lacitycollege.edu)

*(Please duplicate the Registration form and share with others)*

## Interesting Articles

We believe that the following two articles appearing in the well known, well read and prestigious weekly magazine: “*The Economist*” would be of an interest to all those working in the field of foreign languages teaching as well as related ones!

### Language-teaching firms

#### Linguists online

##### Technology is starting to change language-learning

*The Economist* - Jan 5, 2013 - New York

THE teacher who corrects your correspondent’s awful Mandarin is soft-spoken, authoritative and far away. Thanks to Skype, you can have face-to-face lessons with native speakers of more or less any language without stirring from your chair. Technology may one day make language-learning redundant; meanwhile, it makes it easier.



Language-teaching companies are slowly embracing technology. Berlitz is the biggest. Founded in 1878, its method is simple: seat no more than four or five students with a teacher who will utter not a word of their native tongue. Berlitz can also group learners with a specific need: tourists, say, or energy executives.

The company is a bit of a digital dawdler. Most of its smartphone apps are repurposed versions of its old books. (Berlitz has sold its publishing business.) Its web lessons are a useful supplement to the classroom, but somewhat clunky. The company is focused on what has always been its strength: personal teaching. Berlitz does not say how much profit it makes; a decade ago it was swallowed by Benesse, a Japanese education company, and its results are no longer published separately. In any case, it is hungry: Berlitz hopes to triple in size by 2018, says Marcelo Roman, a senior vice-president, largely by acquisition.

Rosetta Stone, an American technology company, provides a contrast, supplementing technology with human teaching rather than vice versa. Its software has a clever interface that eschews traditional drills in favour of pictures and examples that gradually and intuitively build vocabulary and grammar skills.

Early versions of the software used nearly all the same pictures in the exact same order, teaching Mandarin and Italian as though they were identical. That was cheap, but poor pedagogy. So from 2006 to 2009 the company more than tripled R&D spending, customising each language offering and adding cultural and social features. Well-built tablet and smartphone apps let students learn anywhere.

Rosetta Stone now offers customers unlimited access to online video tutorials in small groups with native speakers. This is costly for the firm, and possibly unsustainable, but means the course compares well with a bricks-and-mortar language school.

Rosetta Stone went public in 2009, after years of growth and good margins. Profits swiftly turned into losses: \$20m on \$268m revenue in 2011. Steve Swad, the chief financial officer, was made the boss a year ago. In November the company posted another quarterly loss. But it expects this year’s total loss to be about half last year’s.

Berlitz makes 75% of its language-teaching revenue from English. Other companies (such as Global English, owned by Pearson, part-owner of *The Economist*) focus exclusively on it. Rosetta Stone has its standard software available for English, and has also placed a bet on a stand-alone product, called Reflex, aimed at getting Asian customers more comfortable with the English they already know. But establishing the brand among picky Asian customers has been harder than expected.

A second project for Rosetta Stone is to move customers away from buying boxes of CD-ROMs. Sales and marketing cost the firm about 60% of revenue: those yellow kiosks at airports and shopping malls are not cheap. Mr Swad is cutting kiosks and trying to woo subscribers online instead. This moves Rosetta Stone closer to Berlitz territory, selling a service, not a product.

That is already the model in Rosetta Stone’s business selling to governments, companies and universities. Here, the vast majority of revenue comes from subscriptions, not one-off sales. The institutional business has flagged, after a contract with America’s army and marines lapsed last year. But Mr Swad is betting on a revival, and the company touts happy institutional customers. London’s Metropolitan Police tried the software alongside classroom teaching. Its cops report being happy to be able, for example, to defuse tensions with a Turkish-speaking suspect’s nervous family. More American universities are developing international curriculums, but fewer are requiring foreign languages (37%, down from 53% in 2001.) Outsiders are hoping to fill the gap.

Finally, Rosetta Stone will soon take aim at pushy parents’ purses by offering software for children. This is promising. Kids hate the drudgery of grammar and vocabulary drills. If anything could get them speaking in tongues, it would be whizz-bang technology.

**Machine translation****Conquering Babel****Simultaneous translation by computer is getting closer***The Economist* - Jan 5th, 2013 - Seattle

IN “STAR TREK”, a television series of the 1960s, no matter how far across the universe the Starship *Enterprise* travelled, any aliens it encountered would converse in fluent Californian English. It was explained that Captain Kirk and his crew wore tiny, computerized Universal Translators that could scan alien brainwaves and simultaneously convert their concepts into appropriate English words.

Science fiction, of course. But the best sci-fi has a habit of presaging fact. Many believe the flip-open communicators also seen in that first “Star Trek” series inspired the design of clamshell mobile phones. And, on a more sinister note, several armies and military-equipment firms are working on high-energy laser weapons that bear a striking resemblance to phasers. How long, then, before automatic simultaneous translation becomes the norm, and all those tedious language lessons at school are declared redundant?

Not, perhaps, as long as language teachers, interpreters and others who make their living from mutual incomprehension might like. A series of announcements over the past few months from sources as varied as mighty Microsoft and string-and-sealing-wax private inventors suggest that workable, if not yet perfect, simultaneous-translation devices are now close at hand.

Over the summer, Will Powell, an inventor in London, demonstrated a system that translates both sides of a conversation between English and Spanish speakers—if they are patient, and speak slowly. Each interlocutor wears a hands-free headset linked to a mobile phone, and sports special goggles that display the translated text like subtitles in a foreign film.

In November, NTT DoCoMo, the largest mobile-phone operator in Japan, introduced a service that translates phone calls between Japanese and English, Chinese or Korean. Each party speaks consecutively, with the firm’s computers eavesdropping and translating his words in a matter of seconds. The result is then spoken in a man’s or woman’s voice, as appropriate.

Microsoft’s contribution is perhaps the most beguiling. When Rick Rashid, the firm’s chief research officer, spoke in English at a conference in Tianjin in October, his peroration was translated live into Mandarin, appearing first as subtitles on overhead video screens, and then as a computer-generated voice. Remarkably, the Chinese version of Mr Rashid’s speech shared the characteristic tones and inflections of his own voice.

**Que?**

Though the three systems are quite different, each faces the same problems. The first challenge is to recognize and digitise speech. In the past, speech-recognition software has parsed what is being said into its constituent sounds, known as phonemes. There are around 25 of these in Mandarin, 40 in English and over 100 in some African languages. Statistical speech models and a probabilistic technique called Gaussian mixture modeling are then used to identify each phoneme, before reconstructing the original word. This is the technology most commonly found in the irritating voice-mail jails of companies’ telephone-answering systems. It works acceptably with a restricted vocabulary, but try anything more free-range and it mistakes at least one word in four.

The translator Mr Rashid demonstrated employs several improvements. For a start, it aims to identify not single phonemes but sequential triplets of them, known as senones. English has more than 9,000 of these. If they can be recognized, though, working out which words they are part of is far easier than would be the case starting with phonemes alone.

Microsoft’s senone identifier relies on deep neural networks, a mathematical technique inspired by the human brain. Such artificial networks are pieces of software composed of virtual neurons. Each neuron weighs the strengths of incoming signals from its neighbors and send outputs based on those to other neighbors, which then do the same thing. Such a network can be trained to match an input to an output by varying the strengths of the links between its component neurons.

One thing known for sure about real brains is that their neurons are arranged in layers. A deep neural network copies this arrangement. Microsoft’s has nine layers. The bottom one learns features of the processed sound waves of speech. The next layer learns combinations of those features, and so on up the stack, with more sophisticated correlations gradually emerging. The top layer makes a guess about which senone it thinks the system has heard. By using recorded libraries of speech with each senone tagged, the correct result can be fed back into the network, in order to improve its performance.



Microsoft's researchers claim that their deep-neural-network translator makes at least a third fewer errors than traditional systems and in some cases mistakes as few as one word in eight. Google has also started using deep neural networks for speech recognition (although not yet translation) on its Android smart phones, and claims they have reduced errors by over 20%. Nuance, another provider of speech-recognition services, reports similar improvements. Deep neural networks can be computationally demanding, so most speech-recognition and translation software (including that from Microsoft, Google and Nuance) runs in the cloud, on powerful online servers accessible in turn by smart phones or home computers.

### Quoi?

Recognizing speech is, however, only the first part of translation. Just as important is converting what has been learned not only into foreign words (hard enough, given the ambiguities of meaning which all languages display, and the fact that some concepts are simply untranslatable), but into foreign sentences. These often have different grammatical rules, and thus different conventional word orders. So even when the English words in a sentence are known for certain, computerized language services may produce stilted or humorously inaccurate translations.

Google's solution for its Translate smartphone app and web service is crowd-sourcing. It compares the text to be translated with millions of sentences that have passed through its software, and selects the most appropriate. Jibbigo, whose translator app for travellers was spun out from research at Carnegie Mellon University, works in a similar way but also pays users in developing countries to correct their mother-tongue translations. Even so, the ultimate elusiveness of language can cause machine-translation specialists to feel a touch of *Weltschmerz*.

For example, although the NTT DoCoMo phone-call translator is fast and easy to use, it struggles—even though it, too, uses a neural network—with anything more demanding than pleasantries. Sentences must be kept short to maintain accuracy, and even so words often get jumbled.

Microsoft is betting that listeners will be more forgiving of such errors when dialogue is delivered in the speaker's own voice. Its new system can encode the distinctive timbre of this by analyzing about an hour's worth of recordings. It then generates synthesized speech with a similar spread of frequencies. The system worked well in China, where Mr Rashid's computerized (and occasionally erroneous) Mandarin was met with enthusiastic applause.

A universal translator that works only in conference halls, however, would be of limited use to travelers, whether intergalactic or merely intercontinental. Mr Powell's conversation translator will work anywhere that there is a mobile-phone signal. Speech picked up by the headsets is fed into speech-recognition software on a nearby laptop, and the resulting text is sent over the mobile-phone network to Microsoft's translation engine online.

One big difficulty when translating conversations is determining who is speaking at any moment. Mr Powell's system does this not by attempting to recognize voices directly, but rather by running all the speech it hears through two translation engines simultaneously: English to Spanish, and Spanish to English. Since only one of the outputs is likely to make any sense, the system can thus decide who is speaking. That done, it displays the translation in the other person's goggles.

At the moment, the need for the headsets, cloud services and intervening laptop means Mr Powell's simultaneous system is still very much a prototype. Consecutive, single-speaker translation is more advanced. The most sophisticated technology currently belongs to Jibbigo, which has managed to squeeze speech recognition and a 40,000-word vocabulary for ten languages into an app that runs on today's smart phones without needing an internet connection at all.

### Nani?

Some problems remain. In the real world, people talk over one another, use slang or chat on noisy streets, all of which can foil even the best translation system. But though it may be a few more years before "Star Trek" style conversations become commonplace, universal translators still look set to beat phasers, transporter beams and warp drives in moving from science fiction into reality.

# Alpha Mu Gamma

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## NOTICE TO ALL CHAPTERS

As you can see from the list of Regional VPs, we have increased our services to you. Please stay in touch with the your Regional VP in your area and please let him/her help you with anything you need ... That is what they are there for and they are anxious to work with you in any way that facilitates your functioning. You may even find it interesting to get together with them and members and advisors of other chapters in your region/area!