



Why Learn Japanese?

More Americans are learning Japanese than at any time in history.
It is one of the top five foreign languages studied in the US.

Japan's Economic Power

- Japan is the **world's third largest economic power**, after the US and China.
- Japan is one of America's top four trading partners -- and **it buys more from the US than any European country does.**
- Japan is now the **largest foreign investor in the US**, with a cumulative total of \$619 billion in direct investment.
- Over **1.5 million US jobs** are thanks to US trade and investment with Japan.
- Japanese is the **4th most in-demand language** among US employers.
- The **Japanese yen is the third most widely used international currency**, after the dollar and the Euro.

Japan's Scientific and Technological Power

- Japan is a **world leader in many 21st century industries** such as energy, medical research and pharmaceuticals, environmental technology, transportation, telecommunications, digital imaging, materials research, and robotics.
- In the 21st century, Japanese researchers have **won 18 Nobel prizes in the sciences**, including **nine Japanese Nobel laureates** in the past decade, **third** after the United States and the United Kingdom.
- In 2019 Japanese companies ranked **second in the number of patent applications** filed with the US Patent and Trademark Office, after only the US.

About the Japanese Language Education and Research Network (J-LEARN)

J-LEARN is a coalition of organizations and individuals working to ensure that local school administrators, school board members, and parents understand the value of Japanese language learning for students and the importance and breadth of America's ties to Japan.

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Japan's Global Cultural and Business Power

From Frank Lloyd Wright to Steve Jobs, from Hello Kitty to sushi, from hybrid cars to robotics, Japan has had a major cultural and business influence on the US, in

- Art and architecture
- Interior and graphic design
- Product design
- Consumer Electronics
- Literature and film
- Music and theatre
- Cuisine and fashion
- Transportation

Japan's Alliance and Partnership with the United States

- A **major military ally of the United States** and foreign policy partner worldwide
- A **key player in Asia**, a region that is critical to US interests
- A partner in negotiating global security, trade, and environmental agreements
- A great democracy with which the US has developed strong educational, cultural, and people to people ties for over 75 years.

Other Benefits - Getting into College

- College admissions officers consistently say they look for students who challenge themselves and stand out from the crowd, and Japanese does that.
- Japanese is a College Board AP (Advanced Placement) language.
- Japanese has an internationally recognized proficiency test, the JLPT, that documents students' language skills for college, graduate school, and employment.
- Because Japanese is different from European languages, students say it develops their study skills, which carries over into other subjects.
- Japan is one of the top 10 destinations for Americans to study abroad. Most US colleges and universities offer exchange programs with Japan.
- Thirty-seven of Japan's top universities are actively seeking foreign students, and many are offering full or partial scholarships.

Learning Japanese Also Means Learning about a Fascinating Country

- Students say learning about Japanese society and culture is fun and motivates them to pursue their language study.
- Learning Japanese takes students "beyond" their own culture and gives them new ways of thinking about the world and their own country. It gives students new ideas and insights from one of the world's most advanced societies.