Fit for the Future: A needs analysis of language offer in higher education - a case study

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We work for **tomorrow**



Research question

 \rightarrow What languages should a university offer from a local and economic perspective?

- Location migrant and traditional languages; international students

•Economy – communication in business settings •Needs based analysis \rightarrow based on what needs? Of the **individual** \rightarrow job prospects, and of the **society** \rightarrow social cohesion, cultural heritage, language rights, economic prosperity.



Methodology - Tradition

Areas

- Language degree programmes and language \bullet courses
- **English-medium instruction (or other language)** ullet
- University profile, languages needs of departments ullet(survey)



Research Results - Tradition

Degree programmes

at philological departments: English/American Studies, Slavic Studies, Romance Studies

at Department of Translation Studies

- Language learning courses: Centre for Language, Pluril.& Did. and other univ. centres/inst./dpts
- Approx. 10% of all university courses are in English.



= 9 languages

= **10 languages**

= 20 languages

Results – **Tradition** (continued)

20 modern languages in total:

• Arabic, BCS, Czech, Dutch, English, French, Hungarian, Italian, Japanese, Korean, Mandarin Chinese, Modern Hebrew, Persian, Polish, Portuguese, Russian, Slovene, Spanish, Swedish, Turkish.



Methodology - Location Migrant languages

- Primary sources: official statistics on population by nationality, on mother tongue education, population census; surveys; net migration
- Secondary sources: Local studies, research papers etc.



Results - Location

Foreign population of Graz in 2019

1. Romania

2. Croatia

3. Bosnia and Herzegovina

4. Germany

5. Turkey

6. Hungary

7. Afghanistan

8. Syria

9. Slovenia

10. Russia

11. Kosovo

12, Serbia

13. Italy

14. Nigeria

15. Bulgaria



Source: City of Graz





<u>Results</u> - Location (continued I) Most widely spoken migrant languages

1. BCS	9. Albanian
2. Hungarian	10. Kurdish
3. Slovene	11. Romani
4. Romanian	12. English
5. Arabic	13. Dari/Farsi
6. Russian	14. Pashto
7. Turkish	15. Chechnyan
8. Italian	

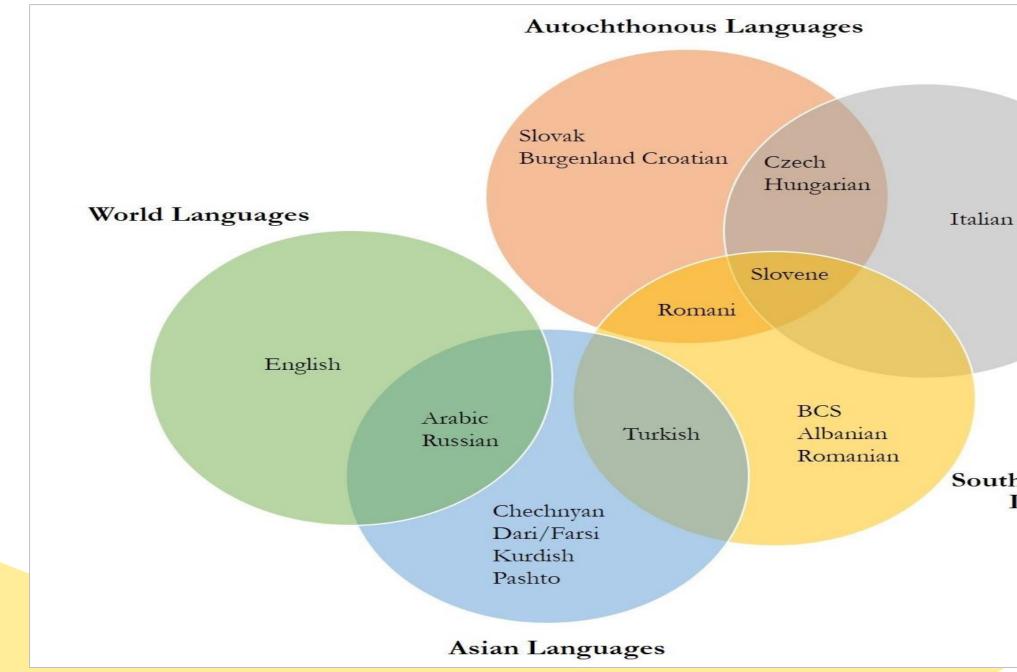


<u>Results</u> - Location (continued II) Most important languages for location

Autochthonous	Allochthonous	Int. students
Burgenland Croatian	BCS	BCS
Slovene	Slovene	Slovene
Hungarian	Hungarian	Hungarian
Romani	Romani	
Slovak		
Czech		
	Italian	Italian
	Russian	Russian
	Romanian, Arabic	
	Turkish, Albanian,	
	Kurdish	



<u>**Results</u> - Location (continued III)**</u> Most important languages for location





European University Alliance

Neighbouring Languages

Southeast European Languages

Methodology - Economy Indicators

- Primary sources: official statistics on most important countries for (export) trade and (inward) tourism; growth rates, foreign direct investments, export market shares.
- •Secondary sources: survey results on language needs of businesses.

 Trade priorities and projections; emerging economies; government strategies, expert studies.



Results - Economy Austria's most important export trade partners 2018

	-
1.	Germany
2.	USA
3.	Italy
4.	Switzerland
5.	France
6.	Czech Republic
7.	Hungary
8.	Poland
9.	UK
10.	China

GERMA **Pexels** – Anthony Beck

Source: Statistic Austria

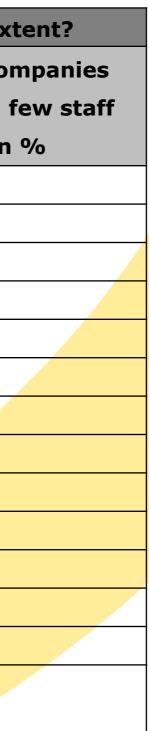




<u>Results</u> – Economy (continued I)

Survey results among 2,000 company representatives 2005 about the needs of their company for foreign languages (cf. Archan/Dornmayr 2006)

	What languages are needed by your company and to which ex		
	Languages	Percentage of companies requiring it from the majority	Percentage of co requiring it from
		of staff in %	members in
1	English	45	36
2.	Italian	4	26
3.	French	3	23
4.	Hungarian	1	9
5.	Spanish	1	9
6.	Slovene	1	8
7.	Russian	1	8
8.	BCS	1	8
9.	Czech		9
10.	Slovak		8
11.	Turkish		4
12.	Chinese		4
13.	Portuguese		3
14.	Other languages		3





<u>Results</u> – Economy (continued II) Most important languages for the economy

1. English 7. Chinese 2. Italian 8. Russian 3. French 9. Slovene 4. Czech/Slovak **10. Spanish 11. BCS** 5. Hungarian 6. Polish 12. Dutch/ Flemish/Afrikaans



- 13. Turkish
- 14. Hindi and other
- Indian languages
- **15. Portuguese**
- 16. Arabic
- 17. Korean
- 18. Malay/Bahasa

Conclusions

- Strong regional ties: Central and Eastern Europe
- Overwhelming match of 9 languages in all three categories: Arabic, BCS, Czech, English, Hungarian, Italian, Russian, Slovene and Turkish.
- 7 additional important languages for the economy are offered: Chinese, Dutch, French, Korean, Polish, Portuguese, and **Spanish**, and one important one for the location: Persian.
- Making use of the potential!



Publication

Forschende Fachdidaktik III Prozessveränderungen in der universitären Sprachenlehre

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Ačiū! Thank you!

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