

Why Japanese is

As of 2014, there are **over 15,000** Japanese language learners in the UK. **But why is Japanese so popular??**

su go i
すごい!
(awesome)

ni hon
日本
(Japan)

de e bi ddo
デービッド
kya me ro n
キャメロン

(David Cameron)

Photo: World Economic Forum



"Japan and the UK are each other's most important partners in Asia and Europe."

Prime Minister David Cameron in statement issued April 2012

i gi ri su
イギリス
(The UK)

One reason for this is that Japan is the **3rd largest economy in the world**, after the USA and China (not bad for a country smaller than the US state of Montana!)



What's more, Japan invests a lot in the UK...



Source: Office for National Statistics



Approximately **1,300** Japanese companies have invested in the UK, creating **130,000** jobs in the process - more than anywhere else in Europe!

Source: The Japan Times August 2013

In other aspects of society and culture, Japan continues to be a world-player....

ka gaku
科学
(science)

Japan is at the forefront of science and technology: Researchers from Japan have won 16 Nobel Prizes in the fields of physics, chemistry and physiology/medicine.

gaku sei
(student) **学生**



It's no wonder then that Japanese was ranked as one of the **top 10 foreign languages** to study in a recent survey of UK employers' preferences. Japanese Studies graduates also earn an average lifetime salary of **£36,437** - that's more than the average law degree graduate!

Source: The Telegraph September 2012

ryo kou
旅行
(travel)



Readers of *The Guardian* voted Japan "the top long-haul destination" in the Readers' Travel Awards 2012.

se kai
世界
(world)



The 2013 BBC global poll ranked Japan as "the world's most positively viewed" foreign country. Japan is also one of the top five donors of official development assistance.

sen sei
先生
(teacher)



As for the Japanese language itself....

Simpler than you think!

- ❖ No genders
- ❖ Simple pronunciation
- ❖ No plurals
- ❖ Consistent grammar
- ❖ Not tonal

Absolutely fascinating!

- ❖ Beautiful ideographic writing system, very different to English
- ❖ Intriguing and elegant "politeness" levels
- ❖ Lets you enjoy *anime* and *manga* in its original language



JAPAN FOUNDATION

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