



How to reach a young audience in the Member States?

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My role as a Language Affairs Officer

Objectives

- Promoting multilingualism in the Member State
- Based at the European Commission's Representation in Ireland
- Promoting translation as a career
- Promoting EU careers in general, including at careers fairs

Context

- The Irish language – status, our future translators, interpreters, etc.
- The English language – Brexit
- Other languages

What did we realise?

- The reality of the linguistic context
- Third-level activities – tailoring workshops to levels appropriate to specific courses; one size fits all doesn't work
- Second-level activities – different school years = different approaches
- Even primary level
- Joining forces, rather than tripping over each other - the different linguistic profiles; and institutions, organisations working at national level, organisations work at European level, etc.

Trying it for themselves

- Workshops and games
- What would you do with this sentence?
- Reading aloud in front of peers
- Whispering game
- Competitions



Messages that can help

- The EU's translators collaborate
- Where there is action at EU level, you will find the interpreters
- All of the EU's linguists started in the classrooms you are sitting in now
- The EU institutions provide mentorship for newcomers
- Learning languages is a never-ending, life-long journey
- In a nutshell, these careers need to be brought to life and the only way to do that, is to introduce people to the 'humans behind the curtain' and show them that they come from the very same classrooms!

My main messages

- Every young person counts and every school is worth a visit
- We're all 'fishing in the same pond' & we need to work together to avoid tripping over one another
- We need to ensure that communication about multilingualism is front and centre in all outreach activities - virtual visits to EU institutions, the 'back to school' project, activities in the Member States, etc.



Mockrát děkujeme!
Σας ευχαριστούμε πολύ!
Muito obrigado! Go raibh maith agaibh!
Vielen Dank! **Multumesc!**
Nuoširdžiai dėkojame! **Thank you!** Köszönjük szépen!
Благодаря! **Grazie mille!**
Merci beaucoup ! **Najlepša hvala!** Hartelijk dank!
Ďakujeme vám veľmi pekne! **Liels paldies!** **Nirringrazzjawk ħafna!**
suur tänu! **Muchas gracias!**
Tack så mycket! Hvala lijepa! Kiitos!
Dziękujemy za uwagę!
Mange tak!