**24.3 GERMAN**

**Some good reasons to learn German;**

**German is easy to acquire.**

* German and English share the same Germanic root. Consequently, there are many thousands of words which are closely related known as “cognates”. e.g. the English Chin is *Kinn* in German. Water becomes *Wasser* and Father turns into *Vater.* Not so hard.

**German is the language of inventors and innovators**

* Over one hundred Noble Prizes have gone to brilliant Germans for accomplishments in physics, medicine, chemistry, literature, and so many other areas. Many of the recipients from other nations received their training at German universities.
* In the English speaking world, German is the most taught language

**German is an important language in academia**

* German is very important in the academic community. In fact it ranks second as the most commonly used scientific language.
* German book-market is the third largest in the world, right after the Chinese and English publishing industries.
* Percentage of these books translated into other languages in fairly limited, only knowledge of German language will give you access to them.

**German is the gateway to a world-class higher education**

* German universities have an excellent international reputation. It is a popular destination for students from abroad with more than a quarter million foreigners are being enrolled in German schools.
* German system for higher education boasts a number of universities with a very low or non-existent tuition fee.

**Germany is an economic powerhouse**

* Germany is the biggest economy within the European Union and the fourth largest worldwide.
* With knowledge of German language, there exist chances of professional relationship.

**German companies are global market leaders**

* Germany is home to a large number of economic global players. Siemens, Volkswagen, Adidas, and Lufthansa are globally recognized brands and corporations.
* Berlin is turning into a hub for innovative startups. It is being referred as the ‘silicon valley’ of Europe. As a consequence, knowing German has the potential to greatly enhance your career opportunities.

**German is the most widely spoken native language in Europe**

* English, French and German are the three official working languages of the European Union.
* German is the second most spoken language of Continent Europe.
* In the English-speaking world, German is the most taught language.

**German has a big online presence**

* German websites make up a huge part of the internet.
* Germany’s ***.de*** is the most popular top level domain out there.
* In terms of absolute numbers ***.de*** takes second place to ***.com*** which is way ahead of everything else.

**Germans are everywhere**

* German citizens are some of the world’s most voracious travelers.
* Those who are in tourist industry can tap into this market with German-speaking guides and staff.

**German culture is part of the world heritage**

* Learning German gives you the opportunity to appreciate the master pieces of some of the great artists in their original form.
* It lets you tap into parts of the world’s cultural heritage in a direct and unfiltered manner