Why **Japanese** is

su go i
すごい！
(awesome)

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

ni hon
日本
(Japan)

In 2013, the British Council identified Japanese as one of the ***"most vital"*** languages to the UK over the next 20 years.

de e bi ddo
デービッド
kya me ro n
キャメロン
(David Cameron)

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

Prime Minister David Cameron in statement issued April 2012

Photo: World Economic Forum

i gi ri su
イギリス
(The UK)

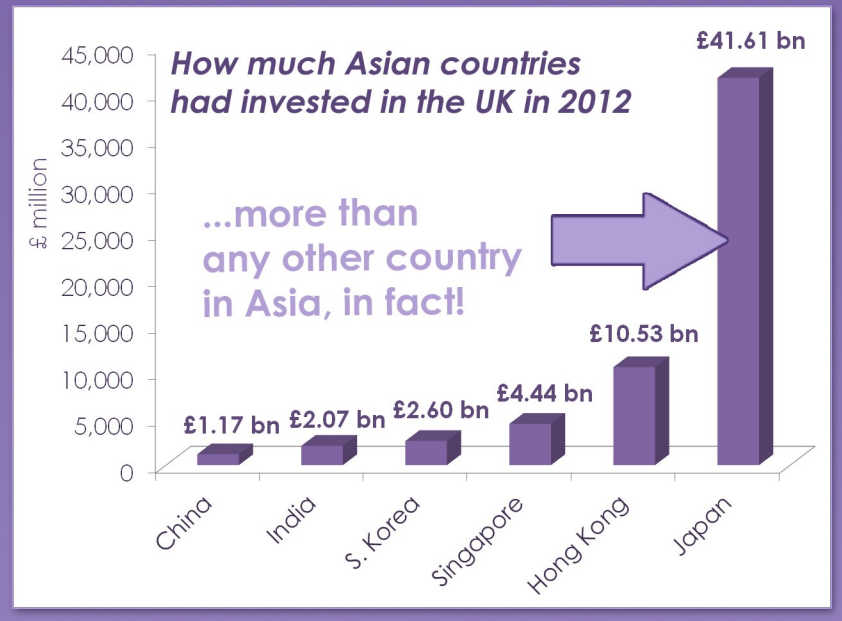
a me ri ka
アメリカ
(The USA)

chuu goku
中国
(China)

日本

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

gaku sei
学生
(student)

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

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.

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

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

JAPANFOUNDATION

Want to know more about learning Japanese? Visit **www.jpf.org.uk** or follow us:
Facebook JapanFoundationLondon **Twitter** @jpflondon