

Why study French?

What foreign language is the most useful? French, according to *Intelligent Life* magazine and *The Economist* (April 2012). Besides English, "If you want another truly global language (...) French is unquestionably at the top of the list. It can enhance your enjoyment of art, history, literature, food, while giving you an important tool in business and in diplomacy. French has native speakers in every region on earth (...) and France attracts more tourists than any other country" (83 million in 2013 vs. 67 million in the US, the distant second –Source: INSEE). Today French is one of the most widely spoken languages in the world, with 110 million native speakers and 190 million secondary speakers worldwide. There are fifty-six countries with a French-speaking heritage. French is spoken not only in France, Québec, Belgium, Switzerland, the Caribbean, and Africa, but also by many educated people worldwide, from Morocco to Vietnam. It is an official language of all United Nations agencies and of a large number of international organizations, including NATO, the International Olympic Committee, the International Red Cross, Doctors without Borders, the Council of Europe, and the International Court of Justice. Great American icons from Benjamin Franklin to Ernest Hemingway to Jacqueline Kennedy & John Kerry have been speakers of French and enthusiasts of French culture. The French have won sixteen Nobel Prizes in literature alone, not to mention dozens in other disciplines such as medicine. France is the fourth largest foreign investor in the Tampa Bay area with approximately fifty French companies working here. In addition, the two largest companies based in the Tampa Bay area have very successful operations in France. **Bloomberg Rankings puts French on top for business, after English and Chinese:** <http://bloom.bg/n8B7YC>.

Why study French at USF?

The French section of the Department of World Languages offers a wide range of opportunities for the study of French. For beginning students, our courses are taught immersion-style (the most effective method and the most fun) complete with video supplements, online exercises, and lots of authentic human interaction. If beginning students cannot come to campus for our classes, we also offer the most up-to-date learning via our online courses. For our upper-level and graduate students, we offer an unusually large variety of courses: business French; culture and civilization; literature across genres, centuries, and geographical regions; conversation; pronunciation; linguistics; composition and advanced grammar; translation; and the very influential French literary criticism. We also offer specialty courses such as our popular exit courses (French Masterpieces, French Civilization and Great French Love Stories) or African and Caribbean Literatures, and Quebec Literature, for both our majors and students from other areas. Students from a variety of disciplines such as English, Anthropology, Women's Studies, and Africana Studies will be pleased to find that we have numerous cross-listed courses such as French Women Writers, African Francophone Film and Francophone World. We have flexibility in our programs, with both a literature and culture track and a business track for the BA and major/minor splits for the MA, allowing for personalized programs.

Students have a number of enriching activities available to them in order to help them expand their knowledge and abilities: an active education abroad program (in places like Montpellier, Paris, Tours, Nice, Canada, among others), a French Club as well as various other related clubs such as the Club Creole, an annual department-wide research colloquium, and an annual creative writing event.

Our faculty is attentive and our students are close-knit. Our professors include a good mix of French and American scholars: a University distinguished professor and award-winning creative writer specializing in 20th and 21st century literature, culture and theory; a researcher in 18th and 19th century literature and culture; a widely-recognized Renaissance and 17th century researcher; an award-winning medievalist; and a literature and visual arts specialist. The department is especially strong in Francophone studies, with a professor well-known in Quebec's literary scene, both as a writer and as a critic; another professor who has worked in Francophone African film; a professor from Haiti working in the diaspora in the Caribbean; and all are well versed in translation. Two are decorated Chevaliers dans l'Ordre des Palmes Académiques.

The placement record for our students includes an impressive number of graduates who have gone on to obtain advanced degrees. Others have elected to concentrate on teaching in both private and public schools, including in IB programs, or even abroad in institutions such as the prestigious École Normale Supérieure in France. Our former French students have also applied their knowledge to international law, to business, to politics, to federal government jobs and to writing novels recognized by *The New York Times*.

French is the language that appears on people's regret lists later in life. Don't let it appear on yours. Come discover the French world that awaits you at USF!

