

What Does It Cost to Learn a New Language?



The quest to become culturally intelligent is under a larger spotlight than ever. And while the need to become quickly versed in a new language was once the domain of the savvy jet-setter, grasping a new language makes a lot of sense for many professionals.

For the beginner, there are numerous options for getting the language side of your cultural training down to a science, and even if learning a new language requires absorbing a new alphabet or logography, pricing is generally flat across all languages.

From audio and books to dynamic software programs, workplace learning professionals on the go have a growing number of suites from which to choose. Here are a few pricing breakdowns.

Audio>>

Audio CDs in many cases are accompanied by books to help illustrate written language skills and other concepts.

Features include

- audio programs divided into short sections (30 minutes or less)
- vocabulary guides and dictionaries
- written and spoken vignettes of dialogue
- worksheets
- reviews to chart progress
- common phrases and questions.

\$9.95–\$172.50

Video>>

Because they are more expensive to produce, DVD or VHS learning suites are the most expensive self-teaching options.

Features include

- video programs divided into short sections (30 minutes or less)
- common phrases and questions
- soap-opera-style short films
- vignettes that demonstrate cultural practices
- subtitles.

\$32.75–\$318

Software>>

Software suites are more expensive than audio, but usually boast more learning tools.

Features include

- downloadable version for immediate use
- MPEG vignettes of dialogue
- voice recording functions to track and correct your pronunciation
- quizzes and games
- vignettes demonstrating cultural practices
- modular learning components for customized lessons
- illustrated dictionaries
- interactive films that allow users to “become” a character
- animation to demonstrate writing
- virtual vocabulary flash cards.

\$16–\$338



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