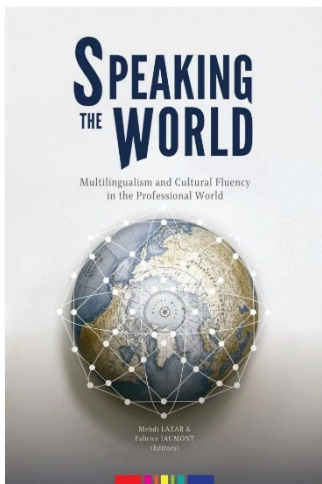




**FOR IMMEDIATE RELEASE**

**New Book *Speaking the World* to Pre-Launch at the 2024 Bilingual Education Fair in New York**

New York, NY — October 25, 2024 — CALEC is thrilled to announce the forthcoming release of *Speaking the World: Multilingualism and Cultural Fluency in the Professional World*, a thought-provoking new book that explores how multilingualism and cultural fluency are reshaping the global workforce. Edited by experts in bilingual education, Mehdi Lazar and Fabrice Jaumont, this timely work will be unveiled during the 2024 Bilingual Education Fair at Villa Albertine in New York. The official release is slated for January 1, 2025, with pre-orders available now.



**A Vital Resource for an Interconnected World**

As globalization continues to transform industries and professions, the ability to navigate multiple languages and cultures has become a key differentiator for success in fields like international business, education, and diplomacy. *Speaking the World* gathers insights from 30 experts across diverse sectors, offering practical guidance on how multilingualism and cultural intelligence can drive innovation, foster collaboration, and

create new professional opportunities.

The book delves into a wide range of global contexts, from Silicon Valley's tech sector to multinational corporations in Africa and international schools around the world. Contributors also tackle urgent issues, such as the shortage of French-language teachers in Canada and the implications of AI in multilingual communication,

providing readers with actionable insights for thriving in today's interconnected global environment.

### Advance Review Copy



### Praises

The authors present a cogent argument for reevaluating our approach to education, multiculturalism, and the intricate interplay of language and culture in daily life. – *John William Bray, Director of Learning, iArticulate*

A rich and timely exploration of the profound impact of language and cultural navigation on professional life, diplomacy, education, and beyond. – *Dr. Darla K. Deardorff, Chairholder, UNESCO Chair of Intercultural Competences, Stellenbosch University*

This volume unravels how multilingualism extends beyond mere communication while unlocking diverse cultural perspectives and fostering international collaboration. – *Professor Teboho Moja, New York University and University of South Africa*

An invaluable resource for understanding the multifaceted role of language and culture in our interconnected world. – *Dr. Jane Flatau Ross, Author of Two Centuries of French Education in New York*

Multilingualism and cultural competencies are no longer luxuries for the well-traveled; they are essential for our survival as a species. – *Dr. Noumane Rahouti, Sultan Qaboos University*

The book's critical and richly-referenced exploration of global competencies and bilingual education offers essential guidance for educators (and parents), preparing young people to become global leaders and professionals. – *Shelley Paul, Founder & Lead Consultant of Second Circle.*

A revolutionary guide for entrepreneurs and professionals to develop critical assets of multilingual communication. – *Dr. Ashish Jaiswal, Educationist and Author of Visionary Thinking*

### **Pre-Launch Events for *Speaking the World***

#### **November 2, 2024 - Bilingual Education Fair @ Villa Albertine, New York**

Join us for an exclusive pre-launch event at the Bilingual Education Fair, where attendees will have the unique opportunity to explore the key themes of *Speaking the World: Multilingualism and Cultural Fluency in the Professional World*. Engage with some of the book's contributors and participate in discussions on the critical role of multilingualism in today's global workforce. As the largest gathering of bilingual education advocates in the U.S., this event is the ideal platform to celebrate linguistic diversity and promote cross-cultural understanding.

#### **November 19, 2024 – International School of Boston**

The second pre-launch event will be held at the International School of Boston, offering another chance to delve into the insights of *Speaking the World*. Educators, students, and professionals will have the opportunity to discuss the book's exploration of how multilingualism and cultural intelligence are shaping international education and global business. This event provides a meaningful space to highlight the relevance of multilingualism in preparing future generations for success in a globalized world.

# SPEAKING THE WORLD

Multilingualism and Cultural Fluency  
in the Professional World



Mehdi LAZAR &  
Fabrice JAUMONT  
(Editors)



## Publication Details and Pre-Orders

The official publication date for *Speaking the World* is set for **January 1, 2025**. The book is available for **pre-order** now at <https://tbr-books.org/product/speaking-the-world>. Early buyers will have the chance to secure their copies before the broader release, ensuring they are among the first to benefit from the insights provided by the book.

## About the Editors

Mehdi Lazar is a social scientist and educator specializing in multilingual and intercultural education. Fabrice Jaumont is an award-winning author and advocate for bilingual education. Together, they have co-edited "Speaking the World: Multilingualism and Cultural Fluency in the Professional World," a book exploring how language skills and cross-cultural understanding are essential for success in today's global workforce.

## About the Authors & Chapters

Featuring insights from 30 expert contributors, *Speaking the World* offers a comprehensive exploration of multilingualism and cultural fluency across diverse fields, making it an essential resource for educators, professionals, and policymakers alike. Key chapters include:

**Chapter 1** – *Cultural Intelligence in the Professional World* by Armineh Petrossian

**Chapter 2** – *Multilingualism: What History Tells Us* by Victorien Coquery

**Chapter 3** – *Navigating Global Competencies: Insights from the OECD* by Eric Hertzler

**Chapter 4** – *The Multilingual Advantage in the Global Contemporary Workplace* by Mehdi Lazar

**Chapter 5** – *Are U.S. College Graduates Culturally Ready to Work Abroad? A Survey Study* by Sergio Adrada-Rafael

**Chapter 6** – *Revitalizing for Relevancy and Representation: The Revisioning of a Multilingual and Multicultural Teacher Education Program* by Joanna Greer Koch

- Chapter 7** – *Educational Projects of the Mission Laïque Française: Interview with Jean-Marc Merriaux* by Gaspard Belhadj and Mehdi Lazar
- Chapter 8** – *Multilingualism and Neurodiversity in the Contemporary World* by Laurence Champomier
- Chapter 9** – *Dual-Language Programs in Southern Florida: A Model for Potential Reforms to Instruction for English Language Learners in Arizona* by Michele Gerring
- Chapter 10** – *Navigating the Benefits and Challenges of Multilingualism and Cultural Fluency in Silicon Valley: Myths and Reality* by Isabelle Finger
- Chapter 11** – *The Four Dimensions of Global Leadership* by Mehdi Lazar
- Chapter 12** – *Could International Schools Be the Incubators for Culturally Competent Organizations?* by Françoise Bougaeff
- Chapter 13** – *Multilingualism and Cultural Fluency within Multinational Corporations Operating in Francophone Africa* by Steven J. Sacco and Megan Diercks
- Chapter 14** – *Prospects and Challenges of Incorporating Multilingualism and Multiculturalism into the Higher Education System in Bangladesh: A Case Study* by Md. Zubair K. Khan
- Chapter 15** – *Understanding the Shortage of French-Language Teachers in Canada* by H el ene Leone
- Chapter 16** – *Multilingualism in the Age of Artificial Intelligence* by Pascal Vallet
- Chapter 17** – *Empowering Youth to Shape the Digital Narrative of the African Continent: WikiAfrica Education’s Experience* by Dina Rosa Agyemang, Fatou Alhya Diagne, Elena Korzhenevich, Tochi Precious, and Marta Sachy
- Chapter 18** – *Multilingualism for All: From Dream to Reality in Public Policy* by Gabrielle Durana
- Chapter 19** – *Multilingualism in Lebanon* by Lama Fakih
- Chapter 20** – *The Missing Link between Global Competence Education and Chinese Laborers’ Life Abroad* by Xiaojin Niu

## Notes to Distributors, Booksellers, and Librarians:

- Events Date:
  - **November 2, 2024**, Bilingual Education Fair, Villa Albertine, New York
  - **November 19, 2024**, International School of Boston
- Publication Date: **January 1, 2025**
- **Pre-order Date : November 2, 2024**
- Pre-order Link: <https://tbr-books.org/product/speaking-the-world>

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### Distribution

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### Publisher

The Center for the Advancement of Languages, Education and Communities is a not-for-profit organization chartered in New York and Paris. We publish authors, researchers, and practitioners who seek to engage diverse communities on topics related to education, languages, cultural history, and social initiatives. We translate our books in a variety of languages to further expand our impact.

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**Interview with Mehdi Lazar and Fabrice Jaumont, Co-Editors of *Speaking the World: Multilingualism and Cultural Fluency in the Professional World***

**Interviewer:** To start, could you tell us what inspired the creation of *Speaking the World*?

**Mehdi Lazar:** The inspiration came from observing the growing need for multilingualism and cultural fluency in today's globalized world. In every sector—whether it's business, education, or diplomacy—the ability to navigate different languages and cultural contexts is becoming increasingly important. But we realized that much of the conversation around these skills often stays limited to language learning alone. We wanted to go beyond that and explore how these abilities, when combined with cultural fluency, create a powerful toolset for personal and professional growth. The book was born out of the idea that multilingualism and cultural fluency are critical for understanding and thriving in our interconnected world.

**Fabrice Jaumont:** Exactly. In our work, especially with educators and international organizations, we've seen firsthand how these skills not only benefit individuals but also transform entire industries. Cultural fluency—understanding the values, traditions, and social norms that shape how people communicate—is just as essential as speaking the language. We wanted to emphasize how this combination drives success in global contexts. *Speaking the World* brings together experts from various fields to illustrate the real-world impact of these skills across multiple sectors, from education to tech, showing their relevance in our current era, especially as AI reshapes communication.

**Interviewer:** What can readers expect from the content of *Speaking the World*?

**Mehdi Lazar:** *Speaking the World* is a comprehensive exploration of how multilingualism and cultural fluency are shaping the global professional landscape. We've brought together insights from 30 contributors, each with unique expertise in fields like education, business, and international relations. The book covers pressing topics like the role of multilingualism in fostering global competencies, the global shortage of language teachers, and how artificial intelligence impacts multilingual communication.



**Fabrice Jaumont:** Yes, the book highlights that multilingualism isn't just about learning new languages—it's about engaging with different cultures in a meaningful way. We include case studies from various regions of the world, like Silicon Valley tech companies, international schools in Africa, and healthcare systems, all showing how these skills lead to more effective communication and collaboration. We also explore challenges such as the role of AI in language translation and its limitations in capturing cultural nuances.

**Interviewer:** Could you tell us more about the authors who contributed to the book and the topics they covered?

**Mehdi Lazar:** Certainly. We have a diverse group of contributors. Armineh Petrossian discusses cultural intelligence and its role in global leadership, while Laurence Champomier writes about the intersection of multilingualism and neurodiversity. Victorien Coquery explores the historical dimensions of multilingualism, reflecting on lessons from history, such as the Roman Empire's approach to language. Each author provides unique insights into the ways multilingualism and cultural fluency can drive innovation and collaboration in today's world.

**Fabrice Jaumont:** We also have professionals like Michele Gerring, who examines dual-language programs in Florida, and Isabelle Finger, who offers insights on how these skills are used in Silicon Valley's tech industry. These contributors give readers a broad view of how multilingualism is relevant across different sectors, making the book accessible to a wide audience of educators, business professionals, and policy makers.

**Interviewer:** Cultural fluency is clearly a central theme. How does it complement multilingualism, and why is it so relevant today, particularly in the era of AI?

**Mehdi Lazar:** Cultural fluency goes beyond language—it's about understanding the broader social and cultural context in which communication happens. With the rise of AI, the ability to interpret cultural cues becomes even more important. AI can translate words, but it often misses the context, idiomatic expressions, or emotional subtleties. Cultural fluency helps bridge that gap, ensuring that communication is not only accurate but also meaningful.

**Fabrice Jaumont:** Exactly. AI is making great strides in translation, but it has clear limitations when it comes to understanding the deeper layers of communication, especially in cross-cultural contexts. In professional settings, AI can help with literal translations, but humans are still needed to interpret the cultural nuances. That's why cultural fluency remains essential—it enables professionals to build trust, collaborate effectively, and avoid misunderstandings that AI alone can't mitigate.

**Interviewer:** Given these advancements in AI, do you believe multilingualism and cultural fluency are becoming even more critical?

**Fabrice Jaumont:** Absolutely. As AI takes over more routine communication tasks, human skills like cultural fluency, empathy, and emotional intelligence will become increasingly valuable. Multilingualism and cultural understanding are the skills that will set professionals apart, especially in a world where global collaboration is the norm. These abilities allow individuals to navigate complex social and cultural dynamics that machines simply can't handle.

**Mehdi Lazar:** AI can automate language processing, but it can't replace the human touch when it comes to building relationships or understanding cultural contexts. That's why these skills are becoming more, not less, critical. In fact, *Speaking the World* emphasizes that as AI advances, the ability to connect across languages and cultures will be the key to success in the global workforce.

**Interviewer:** How does your book connect with ongoing discussions in the U.S. education sector, particularly regarding equity and inclusion?

**Mehdi Lazar:** Multilingualism and cultural fluency are directly connected to equity and inclusion efforts. In the U.S., there's increasing awareness that bilingual programs can bridge educational gaps, especially for immigrant and heritage language students. The book showcases examples of how multilingual education promotes inclusivity and empowers students from diverse backgrounds. At a time when equity is a major focus, *Speaking the World* highlights how these skills can foster a more inclusive, diverse educational environment.

**Fabrice Jaumont:** Our goal is to show that multilingualism benefits all students, not just those from immigrant communities. Bilingual and dual-language programs help develop cognitive flexibility, improve problem-solving skills, and prepare students to thrive in a globalized world. The book addresses challenges like the shortage of qualified language teachers and the need for policy support to expand multilingual education, which are critical issues in the U.S. education system today.

**Interviewer:** At the end of *Speaking the World*, you include a guide for educators and parents. What was the purpose of this section?

**Mehdi Lazar:** We wanted to provide practical tools for those who are in a position to foster multilingualism and cultural fluency in young people. The guide offers concrete strategies for teachers and parents to help children become curious about languages and cultures. It's not just about teaching grammar—it's about cultivating a global mindset from an early age.

**Fabrice Jaumont:** The guide is meant to be a hands-on resource. We included activities, discussion prompts, and suggestions for creating immersive language environments at home or in school. The idea is to help educators and parents create spaces where children can engage with different languages and cultures in meaningful ways, preparing them to be not only multilingual but also culturally competent.

**Interviewer:** What do you hope the broader impact of *Speaking the World* will be?

**Mehdi Lazar:** We hope the book sparks discussions on the growing importance of multilingualism and cultural fluency, both in education and in the professional world. These are not just “nice-to-have” skills—they are essential for navigating the complexities of our global society. By highlighting case studies, offering insights from various sectors, and providing practical advice, we aim to equip readers with the knowledge and tools they need to promote these competencies.

**Fabrice Jaumont:** Our goal is to inspire a shift in how we approach language education and cultural understanding. Whether you're a parent, a teacher, or a business leader, we hope *Speaking the World*

offers valuable insights on how multilingualism and cultural fluency can enrich lives and drive innovation. Ultimately, these skills are not just about professional success—they're about building a more connected and empathetic world.