

# ispeakfootball.eu

## Learn a Language 2008

football-radio08  
Lingua 1 Project





# I SPEAK FOOTBALL

LEARN A LANGUAGE 2008



**GOAL!**

**PENALTY!**

**FOUL!**

**RED CARD!**

**WHAT A SAVE!**

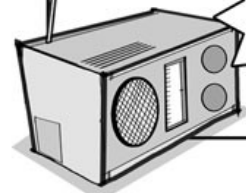
**OFFSIDE!**

**GOAL!**

**SHOOT!**

**GOAL!**

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# I SPEAK FOOTBALL

LEARN A LANGUAGE 2008



**TOR!**

**ELFMETER!**

**FOUL!**

**ROTE KARTE!**

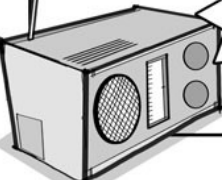
**TOLLE PARADE!**

**ABSEITS!**

**TOR!**

**TOR!**

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# Background

- ⊙ In 2008 the European Football Championship will take place in Austria and Switzerland.
- ⊙ It will be the most important event in the world of sport after the World Championship 2006 in Germany

# Objectives

- ① To encourage football fans to learn languages
- ① To make as many mainly young people who are interested in football realise the diversity of languages in Europe
- ① To convince them of the advantages of multilingualism and make them aware of concrete possibilities of learning languages



A vertical decorative bar on the left side of the slide, composed of various colored segments (blue, green, black, grey, cyan, dark blue) stacked vertically.

# Activities

- © Production of a substantial audio package and its broadcasting before and during the European Championship via local non-commercial, non-commercial and public radio stations

# Target Groups

- © Football fans in Europe as well as the audience of the Football Championships 2008.

# Main Activities

- ⊙ Research phase
- ⊙ Conceptual design phase
- ⊙ Editorial phase
- ⊙ Production phase (Oct. 2007)
- ⊙ Distribution phase
- ⊙ High profile phase during the EURO 2008
- ⊙ An expansion of the project for the European Football Championships for Women in 2009 is considered



# Project Partners

- **Radiofabrik, Austria:** Community Radio Station in Salzburg, project co-ordinator
- **CORALI, France:** is the coordinating organisation of more than 283 independent and non-commercial radio stations which commit themselves to fighting racism, xenophobia and sexism.
- **University of Salzburg – Language Centre, Austria:** In 1999 this central institution named Language Centre was established with the aim of providing ,a continuing and extensive offer of linguistic further education
- **Bradford Community Radio, England:** Bradford Community Broadcasting, BCB96.7FM is a Community Radio Station in Britain. Many programmes are broadcast in Community languages, reflecting both the diversity in the city and the changing needs of the new communities arriving in the city. BCB has a strong focus on local sport, carrying both commentary and analysis on the local football, rugby league and cricket teams
- **Radio MARS, Slovenia:** Radio MARS is a non-profit regional student radio station in Maribor, Slovenia. It offers education and training in the field of ,radio' and is a radio station connecting culture and education.
- **European Sports Linguistics Academy, England:** The European Sports Linguistics Academy is a company which promotes language learning to young people using the theme of sports. ESLA ran the successful Socrates project Soccerlingua (LINGUA 1 2003). The company has since established Soccerlingua as a commercial operation and is currently marketing and selling the Soccerlingua DVD and book in six countries in Europe. During the Soccerlingua project ESLA developed a wide range of contacts in the football community in Europe, as well as experience in project management, dissemination strategies and technical production of the DVD, book and website. Soccerlingua will also be promoting languages during the World Cup 2006 in Germany.

# Output & Products

- ⊙ **Promotional-Radiospot:** the spots are produced multilingual and broadcast via various radio stations all over Europe. We are planning the production of spots in every official language within the European Union (except Maltese), with the important aspect that a spot which is broadcast, for example, via a French radio station also contains elements of languages other than French.
- ⊙ **Radio spots with multilingual football stars:** multilingual European football stars will be featured. Both male and female football stars will have their say. For example Ruud van Nistelrooy speaks Dutch, English, German and Spanish. This campaign is produced by the partners in England, France, Slovenia and Austria and will be broadcast Europe-wide.
- ⊙ **Info-Spots:** these spots should draw attention to concrete possibilities of language acquisition in local/regional areas. The info-spots are produced by the involved partners.
- ⊙ **Broadcasts:** Radio programmes about languages and football.
- ⊙ **Website:** on the website the audio productions are offered for download as mp3 and Podcast. It aims at making the distribution easier but also to increase the sustainability of the project. After the project is finished radio stations and other language campaigns should still have the possibility to download the audio material.

# Dissemination

- ⊙ Broadcast of the spots during the EURO 2008 at local football games, young teams...
- ⊙ the radio spots will be available in mp3-format on a special website (Podcast)
- ⊙ Spots will be distributed and offered to community radio stations Europe-wide (approx. 500 radio stations)



# Further aspects

- ⊙ Gender Mainstreaming: a well-balanced rate of sexes regarding the choice of producers and announcers / speakers
- ⊙ Language acquisition leads to a better understanding of other cultures
- ⊙ Reduction of xenophobia and racism (co-operation with FARE - Football Against Racism in Europe)

# Contact

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Education and Culture

**Socrates**

