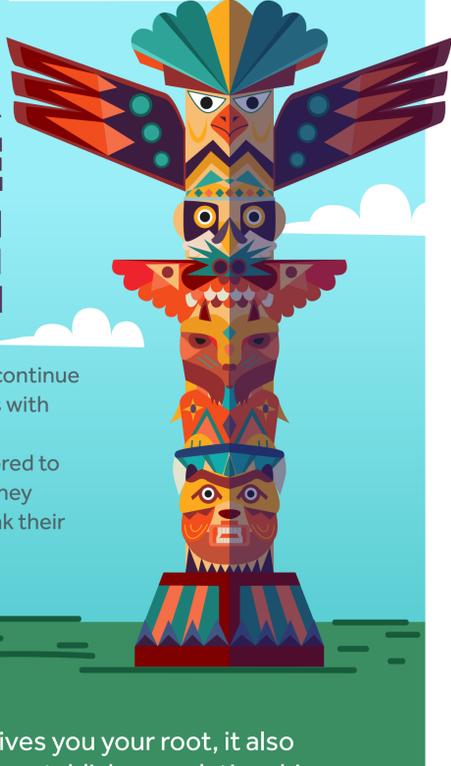


HOW TO KEEP YOUR LANGUAGE ALIVE



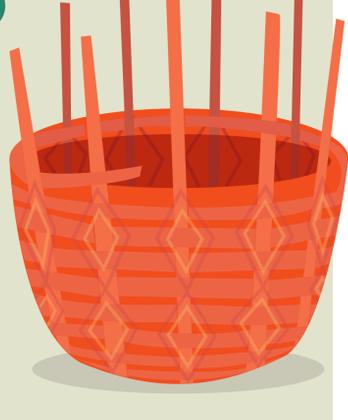
Languages are preserved when they continue to be spoken. If language use declines with each generation, speaking heritage is eventually lost. Rosetta Stone is honored to partner with Native communities as they revitalize, teach, and continue to speak their traditional languages.

“ It gives you your root, it also establishes a relationship with your surroundings, your environment, and especially the spiritual past and that really is like the base, so it’s just a wonderful feeling to be Navajo and speak the language. ”

— **Representative,**
Navajo Language Renaissance

AUTHENTIC CONTENT GETS LEARNERS TALKING

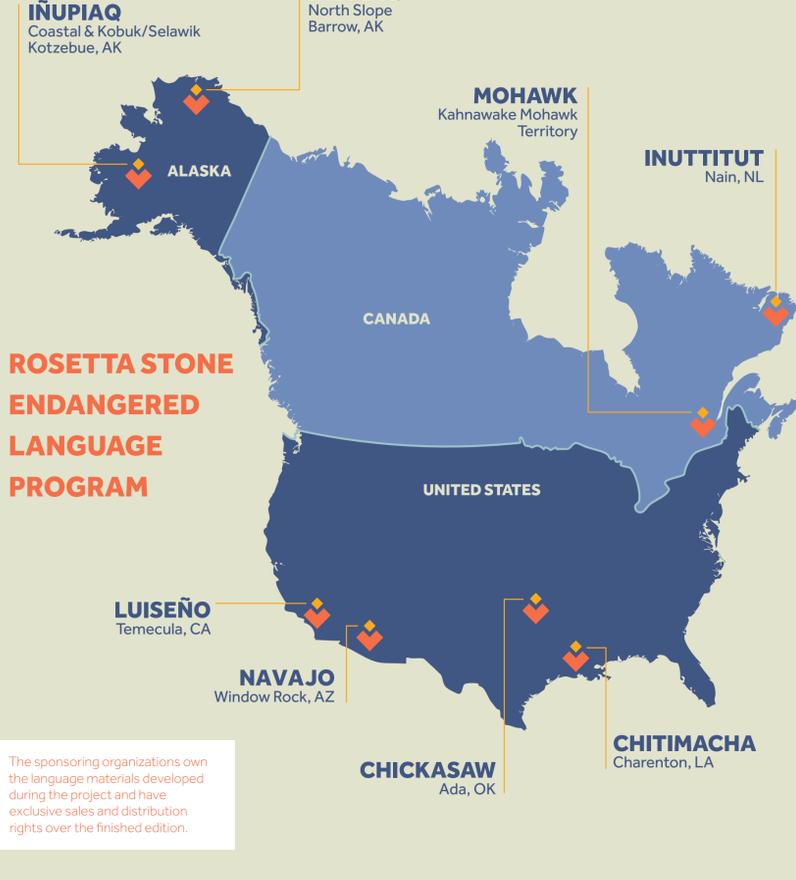
Rosetta Stone preserves more than words. Rich traditions are woven through a language with unique meanings that only can be conveyed within that language. To motivate learners to begin speaking right away, each custom language program:



Reflects community members' input & tradition

Incorporates history as each community wants it told

Shares stories, music, legends & connections to the land



UNIQUE LANGUAGES DESERVE CUSTOM PROGRAMS

Our communicative approach sets the goal of enabling learners to actually speak the language. After all, speaking confidently is what language success sounds like. Rosetta Stone custom language programs encourage learners to begin speaking from the start using language immersion and speech recognition.

WHY COMMUNITIES TURN TO ROSETTA STONE



Immersion

- ◆ Learners advance in their style, at their own pace
- ◆ Language spoken connects with images on screen
- ◆ Only new language spoken in lessons
- ◆ Natural, sequenced method to learning a language
- ◆ Images include community locations & objects

Speech Recognition

- ◆ Improved pronunciation adds speaking confidence
- ◆ Guides learner to accurate pronunciation
- ◆ Patented speech-recognition technology
- ◆ Gives learner instant auditory and visual feedback
- ◆ Compares learner's voice to a native speaker's

THE CHICKASAW NATION: HONORING THEIR HERITAGE

The Chickasaw Nation, headquartered in Ada, Oklahoma, enlisted Rosetta Stone to create a customized program that would revitalize the Chickasaw language. With more than **60,000 citizens**, the Chickasaw Nation is the **12th largest** federally-recognized Native community in the United States.

“ We believe a collaboration between our fluent speakers and Rosetta Stone will be a significant step toward ensuring our language is documented and accessible for future generations. ”

— **Bill Anoatubby,**
Governor of
The Chickasaw Nation

CHICKASAW HIGHLIGHTS

FOCUS: Developing communicators and saving culture

WHY: Fewer than **50 native speakers** before program

FOCUS: Language learners honoring their heritage

HOW: Goal was to create **80 lessons** in partnership

FOCUS: Young people gathering and speaking the language

RESULT: **5000+ citizens** enrolled in first year

FOCUS: Goal wasn't to re-create a fluent Chickasaw society

PROMOTE: Communicate benefits of language proficiency

To learn how a Rosetta Stone partnership with your community can help preserve your language heritage, visit:



Corporate.RosettaStone.com/Custom

Source

1. <http://navajorenaisance.org/demo.html>