Promoting Italian inside and outside the classroom – a whole of school approach

SAATI 2019

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Bringing sexy back: using promotion and marketing to get Italian out of the classroom and into the school (and back again)

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Bringing sexy back

- Apologies: to anyone how is already doing any or all of what I am about to suggest (but good to share all the same)
- The Power of Humour and Tongue in Cheek
- General issue: So how do we make languages sexy (again)?
- Million ideas – here are only a few for Italian:

Promotion and marketing are important

- Billions spent on P&M each year in Australia
- Why? Because it works

- So why shouldn't we use P&M?

The big challenge: language is not just a classroom activity. How do we get it throughout the school so it can thrive back in the classroom and beyond? We need to create a virtuous cycle.

An important key: good marketing and promotion

First things first: a little reminder

- Italian is a marketer's dream:

  - Identify what's fantastic about it.

  - food culture
  - music
  - popular culture
  - history, style and design
  - fantastic language and learning medium

Identify your stakeholders and target audience

- (1) Students doing your language
- (2) Students not doing your language – peer influence. Desired outcome: 'You're lucky. I wish I was doing language X'
- (3) Other Language Teachers
- (4) Other Teachers
- (5) the Principal
- (6) Parents
- (7) Yourself – where and how do you fit in? what would you like to achieve?

- How can I engage with each in the best possible way? Tailor your approach to each.

Really? Yes but – how?

- But I think we might have forgotten that just a little
- Time to review, revise in order to revitalize

- In order to plan, strategize and effect (and evaluate) in order to bring sexy back and making Italian visible in our schools

- Successful promotion and marketing requires FULLY INTEGRATED APPROACH
- In and outside the classroom
- With clear objectives and purpose and PLAN!

Identify the learning/teaching challenges at your school

- Where are languages at my school? Where would I like them to be?
- Primary or secondary or both?
- Time in class – how much and how is it used?
- Enrolments into Upper levels (retention/attrition)
- Boys
- Competition from other learning areas
- Language support and awareness outside the classroom
- The Principal…
- And think: what won't/might/will work in my context?

Lots of objectives

- There are many but the big ones:

- How to get everybody on board – to understand and value Italian language education?
- How to increase DESIRE? If you get that right, the rest can follow

So how do we get there? The Importance of Planning and Strategy

- Plan carefully – take a rational and realistic approach
- Start small: plan a week > a term > a year
- **Evidence-based approach:** monitor & evaluate closely – did it work? Can it be improved? How can I do it better next week?
- Ask for feedback/input
- Positive message at all time plus persistence
- Absolute confidence in what you're doing and knowing why

Make Italian visible and aim high

- Signage throughout the school
- Pictures – touristy, glamour/stars, design
- Visible at every event, assemblies, etc…
- Awards
- Competitions

- SPEAK TO POWER

- Target principal: (I'm still waiting for that TV show

- Principal is key – what can you do to get them onside? POSITIVE POSITIVE POSITIVE.
- Offer solutions to problems, e.g. crowded curriculum, NAPLAN results, etc…

FOOD – our not-so-secret weapon!

- The 95% rule – the one thing all Australians agree on
- Cook, eat, share together – students, fellow teachers, principal…. Get children/parents to cook and eat at home. Post pictures, etc… on walls and intranet

- Mix it up: not just pizza and gelato….
- Connect with your science teacher: Cicerchia (banned in Spain since 1967) *Lathyrus Sativus* (look up 'Grass Pea Soup')

- Slow Food – Politics, health and science

LANGUAGE THROUGH CULTURE

- Use traditional and popular culture!
- Music, film, books…. New, old, recycled….
- Be on top of it – and get it out, e.g. talent shows (The X factor, Italia's Got Talent, etc…)
- Be up to date and make it audible and visible, e.g. over school PA, school camp, start of lessons, etc… Get kids to find stuff.

Using Italian pop culture: break down the snobbery

Recycle Anglo culture

- We respond to what we know already in our own language when it's in another
- The importance of our own pop culture

- And it works!

- Link to Anglo culture in unexpected ways, e.g.

- Books
- Music
- Film

The amazing power of the cover song

https://www.youtube.com/watch?v=hbblwX1xUyk

Need to address concerns around learning, literacy and numeracy

- Crowded curriculum: Italian can be combined with different learning areas (CLIL)
- Literacy/numeracy + NAPLAN: literacy + numeracy skills are transferrable and can be achieved in other languages and aligned with expected outcomes in English
- Research: Murphy et al (2015) L1 English early learners exposed to Italian do better on a range of literacy measures in English

Good news

The Sydney Morning Herald

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NAPLAN: non-English language background students in year 7 come out tops in NSW

December 13, 2013

Josephine Tovey

Reporter

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This is a fact –
but how do you get the message across in a way that is indisputable and irresistible?

I love Lucy

The challenge of literacy in English: how other languages help to make things clear

But remember:

In the end it’s all about DESIRE

And EFFECTIVE PROMOTION!

How to generate real desire for Italian in under a minute (it really works)

https://www.youtube.com/watch?v=ZcmyNvrsoL4