

LESSON TRANSCRIPT

Introduction to Italian #1

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Hi!

Welcome to Introduction to Italian.

My name is Alisha and I'm joined by...

Hi everyone.

I'm Marika!

In this series, you'll learn everything you need to know to get started learning Italian.

That's right!

And we're here to help guide you through your journey.

In this lesson, you'll learn the reasons why you should start learning Italian, and how to get started.

Why learn a new language?

There are countless reasons, but perhaps the biggest one of all, is that it could actually change your life! Learning a new language unlocks new pathways that are off limits to you now.

There are certain things that you simply cannot do without having the technical or cultural skills that come from learning a new language.

Like working or living in another country!

Knowing another language provides you with greater job opportunities. You have the freedom to move to another country halfway around the world and be able to earn a living, or even better yet, build a career from it – instead of just being stuck in one place.

Language allows you to visit or live in places that you may never even have considered going, simply because that wasn't a possibility for you. Knowing another

language simply gives you more options to choose from.

And learning a new language also helps you to be more open-minded and see the world from a new perspective.

Language and culture go hand in hand. The world is a big place, and by broadening your understanding of other cultures, it allows you to be more empathetic and understanding of the many different ways that people live their lives. With language, you're able to see and experience more, which helps you to grow as a person.

Learning a new language also improves your memory.

Several studies have consistently shown that those who study another language have improved memory as opposed to those who didn't learn another language. Learning another language also keeps your brain healthy by significantly delaying the onset of Alzheimer's and dementia. This difference can be as much as 4 to 5 more years of quality life!

And those are just some of the reasons you should learn another language. The list just goes on and on.

Now you know the benefits of studying another language, but why should you learn Italian in particular?

Why learn Italian?

Italy has a lot to offer: landscapes, cities, ancient monuments, stunning coastlines. You'll need plenty time to see them all! And if you learn Italian, your experience will be much more rewarding.

Italy has 51 World Heritage sites. That's more than any other country in the world. Tourism is one of Italy's most profitable industries. Despite this, English is not widely spoken outside the main tourist centers. Now Rome, Venice, Florence and other big cities are a must-visit, but if you speak Italian, your experience will be that much more authentic, and you'll be able to take trips to lesser-known cities and cultural sites.

A city like Urbino isn't a crowded tourist destination, but it's definitively unique. It's a

walled city perched on a hill in the Marche region. It was an important Renaissance center, and the Ducal Palace is definitely worth a visit! Italian people are generally friendly, and making an effort to learn the language will significantly improve your chances of making friends.

Italy's long history is evident in the architectural styles of many buildings, churches, castles, and its art. Not to mention it's the birthplace of the Renaissance, of opera, of Leonardo da Vinci, Michelangelo, Dante, and more.

Let's not forget the food! Have you ever heard of pizza? Pasta? Or spaghetti? Well, they're all Italian foods!

Italian cuisine is one of the most popular cuisines in the world. It's extremely rich and varies from region to region. If you know the language, you can easily read the menu and enjoy different types of Italian dishes. There's much more to discover than just pizza and pasta!

Of course, it's not all just about food. What about business opportunities?

Italy is a highly developed country with a dynamic economy. It's the world's second largest wine producer, and the fourth largest manufacturing country. Italian production is renowned all around the world for its high-quality creative goods.

Major Italian industries include fashion, cars, jewelry, and of course, food. Ferrari, Prada, Gucci, and Armani are just some examples of well-known Italian brands. And Milan Fashion Week is one of the four leading fashion events internationally.

Thousands of companies all over the world do business with Italy. So learning Italian will open up many opportunities for you.

Opens up business opportunities

Okay, so there are clearly many reasons why you should learn Italian. Now we've talked about why you should start learning a language, and why you should start learning Italian, but how should the viewers get started?

How to get started.

Getting started is actually very simple. Just start by learning your first word in Italian

and build up from there!

The good news though, is that you already know some Italian!

cappuccino, gelato, maestro...

These are all English words of Italian origin. The reverse also applies. Nowadays, Italian speakers use a lot of English words in everyday conversation.

babysitter, gossip, meeting...

Many English and Italian words are derived from Latin. This means that there will be many words you'll be able to easily recognize.

originale, turista, televisione

See? They're very similar!

original, tourist and television

Now, let's teach you something useful.

Grazie

This means "thank you" in Italian.

That's a very versatile phrase. It could be used in all types of situations, both formal and informal.

Grazie

A very common mistake many learners make when pronouncing this word, is that they don't pronounce the final "E" clearly. Listen closely to how I pronounce this word.

Grazie

Grazie

Another aspect that can be difficult for beginners is learning how to roll the "R."

Grazie

In the next lesson we'll give you an in-depth explanation on Italian pronunciation, so that you can perfect this simple, but useful phrase.

Grazie

Well done. Now you know how to say "thank you" in Italian.

We've covered a lot of things already, so why don't we wrap up the first lesson and recap on what we've learned.

In this lesson, you learned that studying another language has many benefits such as providing new job and business opportunities.

Italy has a colorful history, with many things for you to see and learn.

And to say "thank you" in Italian, it's...

Grazie

In the next lesson, we're going to take a look at the sounds of Italian and Italian pronunciation, so be sure to watch the next video.

See you in the next lesson. Bye!

Bye!