

The Appeal of French – Leveraging the Soft Power of French Language and Francophone Culture Globally and Locally in the Classroom and Beyond

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Abstract

This article examines the significance of French language and Francophone culture in the world and in the United States through the lens of its worldwide appeal. It discusses ways in which its unique role and presence can be leveraged in French language learning, use, and advocacy. Within this framework, the soft power, or influence, of France throughout the world and the importance of both Francophones and Francophiles are discussed, as are the topics of French language advocacy, *Francoresponsabilité*, and *Franco-activisme*. The support of French language and Francophone culture through cultural diplomacy, the worldwide campaign for French, and a variety of local organizations and initiatives is also discussed. The role of French language skills and cultural knowledge is also discussed in terms of self-transformation and global citizenship within the context of multilingualism and bilingualism. The future of French both locally and globally, along with the importance of French language and Francophone culture in appealing to learners, heritage language speakers, and other French language stakeholders and in supporting sustainable motivation to learn and use the language and to live the culture.

Keywords: French, Francophone, Francophile, *francoresponsabilité*, soft power, multilingualism

1. Introduction

From Bastille Day observances across the US, to “new wave” films and “Emily in Paris,” from croissants to camembert, and from Marseille to Manhattan, French is everywhere. French is in the news, in our families and communities, and in our history, culture, and identity. From “When the World Spoke French” to “The French Language Is Doing Just Fine, Thank You”, French is in the air (Fumaroli, 2011; Mataillet, 2022). But why, now and always, has French occupied our thoughts and dreams to such an extent? There are even special words, *Francophone* and *Francophile*, to describe those who speak French and those who love French language and Francophone culture.

While not the most widely spoken language in the world in terms of the number of mother tongue speakers, French is the second most widely studied language in the world and in the US (OIF, 2022; American Council, 2017). A clear demonstration of the appeal of the language and culture is the fact that France is among the most frequently visited destination in international tourism, with over 90M visitors expected in 2023 (O’Brien, 2023; France Diplomacy, 2019). French is the “5th most widely spoken language in the world; an official language of 32 States and governments; has 321 million speakers, 61.8% of which live in Africa (North Africa, Near East, and Sub-Saharan Africa); has 132 million learners of and in French; and is the 4th most used language on the internet” (France Diplomacy, 2022).

Aspects of French language and Francophone lifestyle and culture that are often mentioned in terms of their global appeal are *cuisine* and *joie de vivre*, as well as literature, the fine and performing arts, media, French history and history of ideas, and more. In addition, France and the Francophone world are leaders in business and finance, as well as in science, technology, healthcare, and – perhaps most importantly – in influence and soft power.

This article, a reflective essay, is framed by and grounded in the tradition of qualitative research and is intended to make connections between the demand for and supply of foreign language skills from both values- and data-driven perspectives. It is important to consider French language and Francophone culture in terms of their importance within the French-speaking communities around the world, their importance historically throughout the world, and also in terms of the importance of multilingualism – of language skills and cultural knowledge – as a global competency, a cornerstone of global citizenship, and as a means to work toward a better world both globally and locally,

The challenge is to use our knowledge of French language and understanding of Francophone culture to empower and inspire French language learners, communities, and enthusiasts, and to determine how best to operationalize our knowledge and understanding to maximize opportunity for French language heritage speakers and for French language learners to use their language skills and cultural knowledge in their daily lives. The good news is that there are individuals, institutions, and organizations around the world and in the US that are working to encourage the learning and use of the French language along with an understanding and appreciation of French and Francophone culture.

In order to determine how best to support and to advocate for French language learning and use, it is necessary to examine and to analyze both the phenomenon of the appeal of French language and Francophone culture through the centuries and around the world and methods to leverage this appeal in the classroom and the community, Methods of advocacy and support will be grounded in a partnership including French language educators, parents and communities, and French language stakeholders and enthusiasts.

2. *L'Attractivité* –The Appeal of French Globally and Locally

The most important aspect of the appeal of French language and Francophone culture is its impact – past, present, and future - on individuals and societies around the world. The global appeal of French is clearly demonstrated in the number of those who speak French as a mother tongue, or second or additional language. However, it is just as certainly demonstrated in the numbers of international tourists who visit France and Paris each year, the position of France as a leader in global “soft power,” or influence, and the importance of French in literature, the arts, business, the media, entertainment, culture, lifestyle, and even New York City’s Central Park (Handley, 2022; Gray, 2017; De Jean, 2005; Nadeau & Barlow, 2006; Ives, 2018). In addition, the significance of French extends beyond our daily lives and includes the role of French as a language of diplomacy and ideas, including those that framed the American Revolution and the importance of the visits to Versailles of several of the Founding Fathers (Fumaroli, 2011; Schachtman, 2017; Kisluk-Grosheide & Rondot, 2018). At the international and global level, French has been central to the development of the *Organisation internationale de la Francophonie* (OIF), whose mission includes support of not only the French language, but also of French humanistic values (OIF, n.d.). Closer to home, it is essential to recognize that French is part of the personal cultural identity and family story of millions of Americans, an American language since the earliest years of European exploration, and is one of the official languages of Canada, our neighbor and a major trading partner (Sorman, 2023; Govt of Canada, 2023).

In speaking about the French language, President Macron has said that its appeal no longer belonged only to France (Le Figaro, 2017). French is a global language, spoken around the world by 321M while the population of France is just under 70M, indicating the global appeal of French language and French culture and lifestyle. The majority of those who speak French and use it on a regular basis are in Africa. French is an official language of the United Nations, the European Union, the International Olympic Committee, the International Red Cross, and many other international organizations and initiatives (UN, n.d.). French is among the most useful languages for international business and in the US workplace (ACTFL, 2019; NAE, 2017; English, Chinese, French, n.d.).

French is one of the most powerful languages in the world, second only to English and Mandarin (Chan, 2016). French has served as a language of diplomacy, a language of ideas, and language of business, fashion, and more. Today Francophones and Francophiles around the world use French in their personal and professional lives, in their education, and in their access to information. French is the second most widely studied language in the world, with 132M studying French around the world.

French books, films, and media are readily available around the world (France Alumni USA, n.d.). French cinema has become even more popular internationally, and French publishing has the highest revenue in Europe (IbisWorld, 2021; Keslassy, 2022). French books are widely translated, and a French television series is among the top series on Netflix (Scott, 2021). Writers like Samuel Beckett and Julian Green have written in French, their second, adopted, language. French books, films, and media are readily available in the US, with 1.5M subscribers to TV5 Monde in the US alone (TV5Monde, 2022). As in many countries, “Lupin” has been the most popular TV series on Netflix. Marc Levy, the most widely sold French author, makes his home in the US (McCarthy, 2017).

French is one of the top languages in demand in the US workplace. France is one of the most important trading partners of the US, and the US is the leading foreign direct investor in France (Bloomberg News, 2023; ITA, 2023). French is the second most widely studied language in the US, but on the other hand, French programs are experiencing a decline in enrollment, especially at the college and university level, a challenge that can be addressed in part by linking learner goals, purposes, and interests to relevant aspects of French language and Francophone culture (Johnson, 2019).

French is also a local language, spoken in what is now the US since the earliest years of European exploration, official language of Canada, our neighbor and major trading partner, and home to the forebears of many in the US. It is also spoken in the Caribbean and in South America. In the Americas, 33M speak French, and 12M speak French in the US

(Nadeau, 2021; Thiery, 2022). In the US, 10M are of French ancestry, 80K Francophones reside in New York City, and nearly 150K French nationals reside in the US. (Census, 2020; Sicot, n.d). Maine, New Hampshire, Vermont, Rhode Island, and Vermont are among the states that have the highest percentage of the population with French ancestry,

Beyond the numbers of Francophones, or French speakers, in the world, it is perhaps even more interesting to consider the appeal of French language and Francophone culture to people of all ages and backgrounds worldwide, often referred to as Francophiles, who love the country and the culture, but may speak French to varying degrees or not at all. The fact that Paris and France consistently welcome among the largest numbers of international tourists, that French luxury products are among the most highly sought after around the world, and French authors are among the most translated in the world are just a few of the many demonstrations of its soft power, its appeal and influence. It is not surprising that the concept of *joie de vivre* is among the many French terms describing lifestyle and the quality of life that have found their way into English (Arbor & Whiteside, 2003).

The term “Francophile” has often been used to describe those around the world who admire French ideas, culture, cuisine, and lifestyle. The French presence in all aspects of life from the perspective of a Francophile has been highlighted as follows: “The *croissants au beurre* are very good and many French women very elegant. France invites reverie through its beauty, its superb wines, and its association with love. It’s not for nothing that Bogart’s ‘We’ll always have Paris’ to Ingrid Bergman is the most famous line in cinema” (Sorman, 2021). Famous US Francophiles include Benjamin Franklin, Thomas Jefferson, and many more (Rickman, 2021). It is often said that the American Revolution was based on the French ideas of the Enlightenment, and that – without the aid of France – might well have had a different outcome (Schachtman, 2017).

Other examples of the centrality of France to the global conversation include the fact that in 2022, France was the most attractive in terms of foreign direct investment, and France is scheduled to host the 2024 Olympic Games in Paris (Choose France, n.d., Choose France, 2023; EY, 2022; Fournier & Bouchez, 2022).

In 2017, France launched a worldwide campaign for the French language, leveraging the global appeal of French with the pillars of education, communication, and creativity (France Diplomacy, n.d.; France-Diplomatie, n.d.). Inspired by both its global presence and appeal, as well as by the pillars of the worldwide campaign for the French language, the campaign for French in the US is framed by the presence of French language and Francophone culture throughout what is now the United States since the earliest years of the European era, as well as the pillars of education, communication, and creativity.

Framed by appeal and presence, and supported through French language learning, and the use of French in communication and in creativity, the campaign for French in the US is driven by *francoresponsabilité* – the use of French as often as possible and in as many settings as possible, and *franco-activisme* – ongoing intentional advocacy for French through a broad coalition or partnership of French language stakeholders, including educators, parents and communities, heritage language speakers, and business, government, and other organizations in need of French language skills (France-Amérique, 2019).

French language and Francophone culture mean so much for so many – of varying age and interests worldwide. French innovation and creativity have brought the idea of style and fashion, of cuisine, cafes, and coffee, and so much more to the world. We owe to the French streetlights and garbage collection, mirrors and ballet, and impressionism, etc. (De Jean, 2005). Modern life as we know it might well not exist but for the French. From the stethoscope to etch-a-sketch, French inventions have made life better for all of us (McFadden, 2020, 2023).

In conclusion, the story of everything the French have contributed to every aspect of life is inspirational and fascinating, and – beyond the historical details, interesting though they may be – this story of contributing to so many of the things that we enjoy can be a way of drawing French language learners and those interested in French and Francophone culture further into the process. As always, the keys to effective advocacy lie in matching the specific language and cultural stories most likely to resonate with French language learners, heritage speakers, and the local Francophone community.

3. French Soft Power and Cultural Diplomacy

Soft power, a term introduced by Joseph Nye, is based three pillars: “political values, culture, and foreign policy”, and is seen in many areas including business, international relations, education, societal values like democracy, in addition to culture in the general sense (Soft Power 30, n.d). France is consistently among the top-ranking nations and was ranked number one in 2017, propelled in part by the election of a new charismatic leader (Wintour, 2017). As we have seen, this soft power or appeal of France and French culture is demonstrated in many ways – from tourism, food, and fashion to language learning, study abroad with France among the top four destinations for US students, and more (IIE, 2022).

It is important to remember that soft power has both cultural and economic benefits (MacDonald, 2017). Countries admired for their culture and influential through their soft power “tend to sell more on the global marketplace” (Tom,

2017). US trade with France is an example of this, with French imports to the US of over \$50B exceeding exports of \$30B to France (BIS, 2021). However, the reach of soft power extends yet further, and France has played a leadership role in global health governance (CPD, 2018), re-affirming soft power as a “force for good” (British Council, 2021).

The origins of French power can most easily be traced to the reign of Louis XIV and the work of his Minister of Finance, Jean-Baptiste Colbert, and cultural diplomacy is one of the means of supporting and strengthening French soft power in the world today (De Jean, 2005; France Diplomacy, 2021). In addition to embassies and consulates, cultural initiatives and exchanges, etc. are used and can be wonderful opportunities for those interested in French to become even more engaged (France-Diplomatie, 2023).

French cultural diplomacy is based on two pillars – “strengthening France’s intellectual and cultural outreach, and increasingly promoting and structuring sectors from cultural and creative industries (CCIs) (France Diplomatie, 2023). Since 2017, the French government has actively promoted the appeal of France and of the French language through a worldwide campaign for French, of which the most visible symbols globally are the *Cite internationale de la Langue francaise* in the historic chateau in Villers-Cotterets and the *Dictionnaire des Francophones* (Ouest-France, 2023; France Diplomatie, n.d.; France Diplomatie, 2023; Elysee, 2023; Chrisafis, 2018; Ahearne, 2022; Dictionnaire des Francophones, n.d.). The *Institut Français* and the *Alliance Française* promote French culture overseas, with the *Institut Français*, created in 2011, having “sole responsibility for France’s cultural diplomacy, driving new ambitions for France’s projection of soft power, helping to enhance France’s influence abroad through greater dialogue with other cultures”. (France-Diplomatie, 2015; Bazin, 2023).

4. The Appeal of French as a Heritage Language – Canada, the Caribbean, Africa, and Beyond

Heritage languages have been defined as “languages other than the dominant language (or languages) in a given social context,” and French is one of many languages that can be considered a heritage language in the US (Kelleher, 2010, 1). In addition to the obvious advantages of language maintenance in terms of family and community, heritage languages can be an important tool in building language capacity in the US. French is an especially interesting example “because French heritage language speakers represent several distinct geographic populations and different historical circumstances, from recent immigrants to settlements dating back several centuries” (Jaumont, 2016).

In terms of French language and Francophone culture, it is important to remember that 10M in the US are of French ancestry and that 2M speak French in the home, many others having partially or entirely lost the language due to the language loss and assimilation that have characterized US history. It is important that French language educators and those who lead community and cultural initiatives include French language and Francophone culture in their educational programming, cultural initiatives and events, and in their media and any content produced, in order to promote the learning and use of French and all the benefits associated with increased language skills and cultural knowledge. In the US, those of French ancestry include not only French nationals and the descendants of early French settlers and explorers, but also French Canadians, Francophone Caribbeans, Africans, and others from around the world.

The possibilities for encouraging the use of French in communication, creativity, and daily life are endless, in the classroom and beyond, and include expanding opportunity for French learning through traditional, immersion, and heritage programs, and for French language use by creating opportunities for French language use locally, through online and social media, in the arts, and through creating career pathways both locally and globally.

5. Leveraging and Maximizing the Appeal of French in the Classroom and Beyond

The question of increasing awareness of the appeal of language learning in general and French language learning among current and prospective students, parents and communities, and institutional decision-makers, as well as among the general public has long been a topic of interest and discussion among language educators (Sammartino, 1942; Kettelkamp, 1940). While earlier accounts focused on newspapers, movies, and museums, etc., distance and online learning, online educational resources (OERs), and online and social media are now part of the conversation. As always, family and community support are key to success.

It is important to consider the role and significance of motivation in beginning language study and of the sustainable motivation needed in order to persevere to proficiency and fluency (Dornyci, 2005; Gardner & Lambert, 1972). In terms of French language motivation, the soft power of France and the many cultural diplomacy initiatives that exist facilitate the task. It is up to the language educator or advocate to pair specific linguistic and cultural materials and opportunities to the goals and purposes of the individual learner or heritage language speaker.

As educators and advocates, we all need to have talking points based on our knowledge of French language and Francophone culture in the world and in the US ready for any planned or chance encounter with prospective students, parents of students and prospective students, institutional decision-makers, and members of our local community. These talking points need to be flexible in order to effectively reach different stakeholder groups.

Beyond the talking points however, it is essential to have methods and materials ready to deploy in a wide variety of settings, including classroom and independent learning, onsite and online learning, and community-based learning.

It is equally, if not more, important to develop career and professional pathways to empower those proficient and fluent in French to leverage their linguistic skills and cultural knowledge in the workplace and in their careers.

Beyond the classroom and the workplace, it is essential to make French language and Francophone culture part of every aspect of our lives, including media and the arts, entertainment and recreation, and everyday communication and services. The list of possible themes, topics, and activities is virtually endless, depending on the audience. The degree to which French is used depends on the language skills of the participants, with the view of sustaining language learning motivation through the use of the stories, events, and activities that resonate most with the learner (s) and speaker(s). Language learning can also be multidisciplinary, occurring in a variety of settings, either in person or virtual. Multidisciplinary collaborations and joint programs have been effective, especially at the college and university level (MLA, 2019).

In order to do this, it is necessary to embrace both traditional and experiential learning. Beyond classroom learning, whether onsite or online, a pathway to professional and societal use of French needs to be developed in order to re-affirm the importance of French and to demonstrate to learners and speakers the usefulness of French in daily life.

6. Institutions, Organizations, and Initiatives

Promotion and advocacy take place at the global and international, the national, regional, and local levels, and through a variety of institutions, organizations, and initiatives. At the international level, the *Organisation internationale de la Francophonie* (OIF), *Centre de la Francophonie des Ameriques* (CFA), and others advocate for French language and Francophone culture. In education, the *Association des universites francophones* (AUF), the *Alliance Francaise* (AF), and many others support and provide French language and education throughout the world. In the US, the American Association of Teachers of French (AATF), the Council on the Development of French in Louisiana (CODOFIL), the French Heritage program, and many others advocate for French language learning and use.

In addition, many community-based organizations, including the Franco-American Center (FAC) and the Nous Foundation bring French language and Francophone culture to communities, events like the NH PoutineFest and social media initiatives like the French Maine USA Facebook page, the French-Canadian Legacy Podcast, and the *Moderne Francos* blog make French language and Francophone culture part of daily life for many.

However, knowledge of the existence of these groups and initiatives is only the first step. Bringing relevant programs and opportunities to the attention of French language learners and speakers is essential. In addition, it is essential to actively support them and to develop collaborations as appropriate. Operationalizing this knowledge in conversations in the classroom and beyond is key to leveraging the intrinsic appeal of French language and Francophone culture to encourage language learning and use.

7. The Rewards of Multilingualism – Making a Better World and Self-Transformation

More than half the world population is bilingual, using more than one language on a regular basis, as opposed to the US, where only one in four Americans can hold a conversation in a language other than English (Grosjean, 2010.2020; McComb, 2005). On the individual level, language skills and the development of an understanding and appreciation of other cultures can empower us to make a better world and to become better people (AMACAD, 2020; Thompson, 2016; WEF, 2016). In addition to the career and professional benefits of bilingualism, it is important to look at language skills and cultural knowledge from an interdisciplinary and global perspective, as they can “positively transform a child, a family, a community, and even a nation” (Jaumont, 2017). They can also encourage the development of an international and global citizenship mindset. Multilingualism has even been referred to as a “superpower” by Secretary of Education Cardona (AFT, 2022; Cardona, 2023). Languages make us more tolerant, more able to cope effectively with international and global crises through international organizations like the UN, the International Red Cross, and many more.

While it is true that all languages are important both to those who speak them and to our cultural heritage and identity, French has played an exceptional role in France, in Europe, in the world, and here in the US. Although French is not at the top of the list in terms of mother tongue speakers, it is one of the world’s most influential languages and is spoken today by more people than ever before. Paradoxically, and despite its influence in the world, in the US, home to more than 10M of French ancestry, to 12M French speakers, and to 2M who speak French in the home, French programs, especially at the college and university level, have declined in enrollment in recent years.

French language and Francophone culture are highly regarded around the world and in the US, and French is widely spoken in the Americas in the US. French is the most studied language around the world and in the US, but French programs are experiencing a decline in enrollment, especially at the college and university level.

8. Current Trends and Future Direction: Challenges, Advocacy, and Next Steps

While this intrinsic appeal of both the French language and Francophone culture is an asset to the language educator, advocate, or stakeholder, the primary challenge to language learning and use is the lack of opportunity to learn an additional language. In the US, fewer than 20% of K-12 students study another language and only 7.5% study a language other than English at the college and postsecondary level; and only 15% of public elementary schools even offer a foreign language program (AMACAD, 2017; MLA, 2019; American Councils, 2017).

In addition, the cost of learning a language may include tuition and fees, as well as textbooks and other learning materials, not to mention the cost of study abroad. Responses to this include supporting foreign languages in your institution and community, advocating for new and expanded programs, including immersion and heritage language programs, and participating in initiatives to develop OERs (online educational resources) highlighting Francophone culture and the appeal of French and in increasing funding and support for language learning. The French government has actively supported French language and immersion education through the dual-language fund and the French for All Initiative.

Advocacy is a broad umbrella with room for many voices, with the shared purpose of increasing the learning and use of French in our society. Language advocacy includes a broad coalition of educators, families and communities, and language stakeholders, including external partners. Methods vary, are inspired by the specific situation and the goals and skills of local language advocates, and include methods based on theory and best practice in marketing, public relations, etc.

French language advocacy confronts these challenges through both “everyday” and “emergency” advocacy, offering an opportunity for French language educators, communities, stakeholders, and enthusiasts to advocate through professional engagement, leadership and social movements (Peckham & Stein-Smith, 2021). Advocacy has been defined as “persuading people who matter to care about your issue” (Daly, 2011). This can be achieved through “getting listened to, being at the table, speaking, acting and overcoming resistance”, as well as “speaking and writing in compelling ways” (Daly, 2011). It is important to remember that this offers the opportunity for language advocates to step up and embrace leadership roles, in “a process whereby an individual influences a group to achieve a common goal” (Northouse, 2013). Advocacy can include elements of blue ocean thinking, social marketing, and more. In addition, advocacy can include social movements, “small groups that are loosely connected but united by a shared purpose and have created transformational change” (Satell & Popovic, 2017). Next steps include promoting the learning and use of additional languages through everyday and emergency advocacy, through partnerships with language stakeholders including educators, enthusiasts, and prospective employers.

The lack of opportunity for language learning is a serious issue, with many students not having access to affordable continuous language learning beginning at an early age (AMACAD, 2017). Expansion of language programs at all levels, especially affordable and online programs available to non-traditional learners, can play an important role in effectively addressing this lack of opportunity.

9. Conclusions -- The Future of French, from *Attractivité* to *Francoresponsabilité*

Building on the *attractivité*, or appeal, of the French language and Francophone culture is key to fostering and encouraging the learning and use of French. As French has contributed to our US history and cultural identity ever since the earliest years of the European era, and French is part of the family story of millions of Americans, making this appeal and these linkages more widely known and understood can only increase the appeal of French for many and potential learners, both those in schools and colleges, as well as independent learners of all ages. Once this is achieved, *francoresponsabilité*, or developing the use of French in all aspects of everyday life, is both a logical consequence and a necessary step in ensuring the future of French in the US (France-Amérique, 2019).

The relevant research confirms the value of language skills and cultural knowledge in our personal and professional lives, and in our lives as global citizens. Language educators, advocates, stakeholders, and supporters need to work together to promote and support French language learning and use within the context of multilingualism in a globalized world. This language learning partnership needs to be both values- and data-driven, inspired by our belief in the significance of French in a multilingual world and informed by the data on importance of language skills and cultural knowledge in our personal and professional lives, and in our role as global citizens.

Due to the increasing number of French heritage speakers in the US, heritage and immersion programs, starting at the earliest grade levels all the way through high school, are more and more needed. Building on these linguistic skills and cultural knowledge, the development of career pathways empowering both heritage learners and those who have learned French as an additional language to use their French in a variety of careers. French language job fairs and events are a clear demonstration to learners, parents, communities, and the public of the value of French language skills. In both the

learning and use of French, technology will continue to play an increasingly important role, expanding beyond the current online courses, materials, and media, to include new and emerging technologies such as artificial intelligence (Shadely, Wen, Uosaki, & Song, 2023).

It is essential to link French language skills and knowledge and understanding of French and Francophone culture with specific results in terms of career and professional, or personal goals. In addition, French has played a role throughout our history and is a heritage language for 10M Americans. However, it is the *attractivité* of French and the joy of learning and using the language and appreciating Francophone culture that may motivate the largest number in the US to embrace French language and Francophone culture.

The significance of French language and Francophone culture in the world and in the United States through the lens of its worldwide appeal is undeniable, and there are numerous ways in which its unique role and presence can be leveraged in French language learning, use, and advocacy. Within this framework, the soft power, or influence, of France throughout the world and the importance of both Francophones and Francophiles are discussed, as are the topics of French language advocacy, *Francoresponsabilité*, and *Franco-activisme*. The support of French language and Francophone culture through cultural diplomacy, the worldwide campaign for French, and a variety of local organizations and initiatives is also inspirational. From a global perspective, the role of French language skills and cultural knowledge has also been discussed in terms of self-transformation and global citizenship within the context of a globalized and interconnected world.

The future of French both locally and globally, along with the importance of French language and Francophone culture lies in its appeal to learners, heritage language speakers, and other French language stakeholders and in supporting sustainable motivation to learn and use the language and to live the culture. Framing French language advocacy, learning, and use in the appeal of all that the French language and Francophone culture have to offer and building a society where French is understood as a personal, professional, and global skill as well as a part of our identity is the pathway to a bright future.

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