

Emirates celebrates linguistic diversity onboard



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To celebrate International Mother Language Day, the UNESCO day that honours the importance of cultural and linguistic diversity for sustainable societies, Emirates is highlighting linguistic diversity onboard. The airline celebrates a multicultural cabin crew, a vast library of in-language content available onboard and a website that has been translated into 28 languages.

On board every flight with Emirates, cabin crew can speak an array of languages. Emirates proactively hires cabin crew who are multilingual, as communicating with passengers in their own language is considered a core part of Emirates signature hospitality, a February 16 release said. Emirates cabin crew are recruited from more than 130 countries and together speak more than 70 languages.

On Emirates award-winning *ice*, content is available in over 40 languages, from movies to TV series to music, poetry, and podcasts. The library of over 1900 movies includes titles available in English, Arabic, Hindi, French, Spanish, Italian, Japanese, Korean, German, Punjabi, Urdu, Bengali, Russian, Mandarin, Cantonese and more. More than 500 episodes of Arabic TV and 29 channels of TV shows from India and Pakistan are also available. Many English-language comedy and drama series are available in dubbed languages, including Italian, Spanish, Japanese, German, French and more.

When it comes to music, 40,000 hit songs across genres including K-Pop (Korean), Afrobeat (Yoruba, 1

isiZulu and more), P-Pop (Tagalog), Reggaeton (Spanish), C-Pop (Mandarin, Cantonese) and Opera (French, Italian and more) are available on *ice*. Passengers can also listen to Polish, Russian, Urdu, Punjabi, Hindi, Sinhala, Tamil, Malay, Thai, and Turkish tunes amongst many others.

For those who wish to brush up on their language skills before they reach their destination, *ice* offers access to uTalk Language Learning on ice TV — a module that helps passengers learn essential phrases in a new language while they fly. The service is available in Arabic, Spanish, Russian, Japanese, German, and French.

Emirates app for iOS and Android is available in 19 different languages.