

For immediate release

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### **Rosetta Stone UK shares passion for foreign language books**

Rosetta Stone<sup>®</sup>, the premium language learning software provider, has been engaging with its social media fans around the subject of foreign language books, with impressive results.

The company has been posting updates on its Facebook page & Twitter account encouraging fans to nominate their favourite foreign language books. Content posted by Rosetta Stone has included a photo gallery of images from its own library that represent a selection of the best foreign language literature. Titles have included classics such as *Anna Karenina* and *Don Quixote*, as well as more contemporary titles such as Henning Mankell's *Wallander* series.

The campaign has also recognised books that have been translated into many languages, such as Paulo Coelho's *The Alchemist*, translated into more than 70 languages.

Others have been significantly altered and in some cases improved by their translation, such as the *Asterix* series written by René Goscinny and illustrated by Albert Uderzo - the French-language stories were officially translated into English by Anthea Bell and Derek Hockridge, who had particular fun with the character names - the bard Assurancetourix became Cacophonix, old man Agecanonix became Geriatrix, and the druid Panoramix became Getafix.

Another book featured, *Snow* by Nobel Prizewinner Orhan Pamuk, tells the story of Ka, a poet & journalist commissioned by an Istanbul newspaper to investigate a series of suicides. *Snow*, *kar* in Turkish, falls incessantly on the remote and dilapidated city of Kars as he goes about his task. So *kar* falls on Ka in Kars.

The campaign has been a hit with Rosetta Stone's 22,000 UK Facebook fans and 3,700 UK Twitter followers, with Facebook post views up 218%, and post feedback up 226% since the start of the campaign. A question posted asking Facebook fans to post the word for 'snow' in the language they are learning elicited over 30 comments in just a few hours.

Gustaf Nordbäck, Country Manager UK, Rosetta Stone said: "Reading a book in a foreign language can be a great way to supplement your language learning, and is just one of many reasons that our customers learn with us. They have told us that reading a book in the author's native language can often lead to a better appreciation of their writing."

-ENDS-

#### **Notes to Editor**

##### About Rosetta Stone

Rosetta Stone is changing the way the world learns languages. Rosetta Stone provides interactive solutions that are acclaimed for the power to unlock the natural language-learning ability in everyone. Available in more than 30 languages, Rosetta Stone language-learning solutions are used by schools, organisations and millions of individuals in over 150 countries throughout the world. The company was founded in 1992 on the core beliefs that learning a language should be natural and instinctive and that interactive technology can replicate and activate the immersion method powerfully for learners of any age.



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