

# LEARN ITALIAN... AT THE MOVIES!

BY KYLIE CAFIERO

Italian Americans with basic knowledge of Italian often want to speak and write better in their heritage language. Now an exciting, new approach to learning the language, which includes popular songs and movies, has been developed by **Jean Farinelli**, an Italian American businesswoman and founder of **Edizioni Farinelli**, a publishing house dedicated to creating Italian language materials for high schools, universities and private study.

It all began with 9/11. That fateful morning, Farinelli raced down 33 flights to escape from the World Financial Center, the building connected to the World Trade Center. "I saw it all, including people jumping," says Farinelli. "The experience left me mentally paralyzed for three months with an attention span of 10 seconds."

Her solution to re-balancing her life was to study Italian. "My father emigrated from Abruzzo. I always wanted to learn Italian but my parents never spoke it at home because they wanted to Americanize their children. When I attended university it wasn't offered. Following my September 11 experience, it occurred to me that if I went to school to learn Italian it would require me to study for a short period every day, which I hoped would help me reacquire my mental discipline."

It worked. After three months of study Farinelli began writing simple, short pieces in Italian. She kept at it and after six months had written a collection of 50 brief stories. "Some were about my family. One was about my first car,

another my childhood cat and even one riding a camel in Australia," she says. With her teacher's encouragement, Jean published them as *Diario della studentessa Jean*, a 40-page Italian reader for advanced beginner students, now in its second edition.



**Jean Farinelli, founder and president of Edizioni Farinelli, received an award for the promotion of Italian from the Association of Italian American Educators' Long Island chapter in April.**

"When 2,000 books arrived from the printer, I decided I needed to get serious about selling them," she says. Farinelli had spent two decades in international marketing and public relations. Initially, she built a database of thousands of Italian teachers and schools in the U.S. offering Italian.

Subsequently, she went to Italy to examine what was being published for export to the U.S. "I saw material that was created for students who are surrounded by Italian 24/7, not ex-

posed to it only two or three hours a week as they are in American schools. I realized that the approach to teaching and learning the language as reflected in Italy-produced texts is different than what is needed here," she says. She launched Edizioni Farinelli in 2004 with the mission of creating materials for English speakers learning Italian as a second language.

Since then she has published 19 texts written and edited by professors who are native speakers of Italian. The titles include AP (Advanced Placement) preparatory workbooks; listening and comprehension programs using contemporary Italian film and music; books on idioms and expressions; read-



**Another new approach to learning Italian is through the romantic songs of the popular singer Laura Pausini.**

ers; and culture including the award-winning *Non soltanto un baule*, which tells the personal stories of Italians who emigrated to the U.S., Canada, Australia and Argentina.

"We were the only publisher willing to take a risk in developing an AP Italian prep book before the first Italian AP exam was given in May 2005," she says. "Our goal was to give teachers and students a comprehensive tool to prepare systematically for the test," she adds. And, according to Farinelli, schools across the U.S. have adopted *Ace the AP Italian Exam*. "We've received correspondence from teachers and students telling us how much the book helped them," she says, adding "We now offer an AP Italian series."

Edizioni Farinelli has six books currently in development and ideas for many more in coming years. "Our talented writers and editors are passionate about the Italian language and committed to creating innovative material to help students learn to read, write and speak Italian well," Farinelli says. For more information, see [www.edizionifarinelli.com](http://www.edizionifarinelli.com)



**Edizioni Farinelli makes it possible to learn Italian through classic Italian movies like Cinema Paradiso**

## Edizioni Farinelli Titles



**NON SOLTANTO UN BAULE** (\$18.95) - An award-winning anthology of Italian emigration stories to the U.S., Canada, Argentina and Australia.

**UFFA!** (\$26.95) - A reader that introduces hundreds of idioms and expressions through 19 dialogues that explore issues foremost among young people. Exercises included in the text.

**CHIAVI: UFFA!** (\$6.00) - Answer key for exercises in UFFA.

**JEAN E ROSCOE VANNO A PERUGIA** (\$19.95) - A reader that recounts the month-long adventure of two students studying Italian in Perugia, Italy while learning to cope with the Italian way of life.

**CHIAVI: JEAN E ROSCOE** (\$4.00) - Answer key for exercises in the JEAN E ROSCOE text.

**DIARIO DELLA STUDENTESSA JEAN** (\$9.95) - Easily readable, brief stories ranging from memories of childhood to events of daily life.

**ESERCIZIARIO PER DIARIO** (\$10.95) - A workbook of exercises to accompany the DIARIO reader.

**CHIAVI: ESERCIZIARIO** (\$4.00) - Answer key for exercises in ESERCIZIARIO.

**EF MUSIC STUDY PROGRAM: E RITORNIA DA TE (THE BEST OF LAURA PAUSINI) W/CD** (\$49.95) - An exercise book with comprehension, grammar and vocabulary to use while listening to the Pausini CD to help build listening and comprehension of Italian.

**EF FILM STUDY PROGRAM SERIES** - View Italian films; then use the accompanying exercise book to work on comprehension, grammar and vocabulary and read short cultural items about different aspects of Italy. The series includes:

- CINEMA PARADISO STUDY PROGRAM W/DVD (\$59.90)
- PANE E TULIPANI W/DVD [Bread & Tulips] (\$59.90)
- IO NON HO PAURA W/DVD [I'm Not Scared] (\$49.90)
- LA MEGLIO GIOVENTÙ W/DVD [The Best of Youth] (\$59.90)
- CIAO, PROFESSORE! W/DVD (\$39.90)
- L'ULTIMO BACIO W/DVD [The Last Kiss] (\$39.90)

**EF ACE THE AP EXAM SERIES** - A four-part series of preparatory workbooks, each with a CD, to build listening, reading, writing, speaking and cultural knowledge to aid students preparing to take the AP Italian exam. The series includes:

- ACE THE AP ITALIAN EXAM W/CD (\$26.95)
- AP ITALIAN TRACK - LEVEL 3 (\$26.95)
- AP ITALIAN TRACK - LEVEL 2 (\$26.95)
- AP ITALIAN TRACK - LEVEL 1 (\$26.95)

[NOTE: ALL OF EDIZIONI FARINELLI TEXTS ARE IN ITALIAN. THEY VARY IN DIFFICULTY BUT OVERALL DO REQUIRE SOME KNOWLEDGE OF THE LANGUAGE.]