

# Linguistic Prejudice

Look at these three websites for language schools in Japan.

1. How do these sites show linguistic prejudice?
2. Why is this type of linguistic prejudice in Japan?
3. Are Japanese more likely to interact with L1 or L2 speakers of English in business or when they travel?



The advertisement for Gaba kids features a black and white photograph of a woman and a young girl sitting at a desk, smiling and looking at each other. To the right of the photo, the text reads: **Gaba kids**  
いま好きになったら、ずっと好きになる。  
夢のサイズも、きっと変わる。  
▶ Gaba kidsの想い



The Berlitz advertisement includes a navigation menu with links: HOME | ヘルリッツとは | レッスン詳細 | 受講生の声 | レッスン料金 | 教室一覧. The main headline reads: **自由は、  
厳しいレッスンの  
先にある。** Below the headline, there is a promotional banner: **秋のキャンペーン 入学金 半額 + 授業料 5%OFF 9/1(火)~10/31(土)**. The background of the banner shows three people in professional attire.