

French and Digital Skills: A New Frontier for Employability

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Abstract

In a technological oriented global economy, language skills are no longer limited to writing and communicating purposes. French, as a language of the whole world, holds a very important purpose when integrated with digital literacy. This paper assesses the requiring role of French for Specific Purposes (FSP), particularly in improving employability through digital skills acquisition. It involves curriculum design, teaching methods, and the combination of French in technical and digital contexts, reasoning for a method shift that suits language learning with technological advancement and labour market needs.

Keywords: French for Specific Purposes (FSP), Employability, Digital Skills, Language Policy, Curriculum Development, 21st Century Skills.

Review Article

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1. Introduction

The movement of the digital age has redesigned the global workforce, laying emphasis on the need for being able to speak more than two languages - multilinguals, with technological enlightenment. Moreover, it is understood that English language is being spoken globally and dominated the digital sphere, then French, being spoken in five continents—is increasingly significant in international organizations, digital diplomacy, software localization, and online business. This paper studies how repositioning French Language Education to support digital skills can improve employability, more importantly in Francophone and bilingual contexts.

2. Literature Review

2.1 French for Employability

French for employability is a need also a purpose that can refer to as French for specific purpose, this because the purpose for learning French

is to be attractive at the labour market. According to Van der Yeught, 2018, French for Specific Purposes (FSP) is an aspect of language education meant to educate professional or vocational for specific needs. FSP in the digital era should now include professional terminologies, software interface literacy, and language functions in online teamwork.

2.2 Language and Employability

It has been verified and approved that speaking two or more languages, more especially the international languages like French, speeds up access to labour markets, (Grin, 2017; British Council, 2020). Combining French language with technological proficiency enhances job readiness, particularly in international NGOs, tech start-ups, tourism, translation, cybersecurity, and content creation.

2.3 Digital Skills as Employability Catalysts

Digital literacy—defined by Chatgpt 2025 as understanding and using technological tools like

computer, internet, and smartphones for work—includes online communication, software usage, content creation, and digital safety. When combined with French language skills, these create well-equipped and seasoned personalities, attractive to employers.

3. THE CASE FOR FRENCH AND DIGITAL INTEGRATION

3.1 Language Needs in the Digital Workplace

Internationally, organizations like UN, - United Nation, AU-African Union and ECOWAS-Economics of West African States, employers are always requested for employees who speak two or more Languages – bilingual, more especially French-English skills, combined with competency in digital tools. Job descriptions always demand competency in using videos, text and images on social media platforms, using online means to advertise goods and services -digital marketing, or customer relationship management (CRM)—all is ability to speak two or more languages -multilingual contexts.

3.2 Examples of Use Cases

Tech Support in French-Speaking Markets

Companies like Google and Amazon recruit multilingual support agents fluent in French for their West African and Canadian operations.

Localization and Translation

With the growth of global SaaS platforms, French translators are needed for UI localization, help articles, and tutorials.

Francophone Digital Journalism

Media houses in Africa and Europe demand reporters who can write, edit, and publish in French using digital tools.

4. CURRICULUM AND PEDAGOGICAL INNOVATIONS

4.1 Curriculum Restructuring

To encourage digital employability through French, language acquisition programs must be

restructured to include:

Technical French Vocabulary

Modules on ICT, internet terminology, and digital tools in French.

Project-Based Learning

Students could develop bilingual websites, translate open-source software, or manage a blog in French.

Certification Paths

Globally, there are lots of French and digital programs that award certificates, for example, one can combine learning of digitals tools like zoom, WhatsApp, Google with Diplomed;Education en Langue Francais-DELF OR Diplome Approfondi de Langue Francais-DALF These programs certify the learners with certificate that can use to gain employment at the labour market 4.2 Technology-Enhanced Language Learning (TELL)

With the knowledge of digital tools and French language, it will be easier to use any of the platforms of our choice, it can be V5MOND-Apprendre Français, RFI Savoir, Alliance Français, or Moodle, LinguaLibre, and others. This will result in to fast development language and tech fluency of the learners. When it is the combination of digital tools like ChatGPT- it can be used to practice writing in French and other documentations

5. POLICY IMPLICATIONS AND RECOMMENDATIONS

Generally, competency in digital tools and French language for employability at labour market is not only the responsibility of the learners, but it is imperative and importance to have the support of the local, state and federal Government at large so that the readiness of the learners will not be jeopardize.

Moreover, the educational institutions and the curriculum planners should include Bilingual Tech Education in the school curriculum as compulsory subject like English language and Mathematics more especially in Francophone Africa.

Encourage Industry Partnerships

With the support of the Government, digital industries should have provision for internship programs for graduates that study French language – this can be within the period of one year or more to enhance their competency in digital tools.

6. CONCLUSION

Globally, French, when it is combined with digital tools, enhances employability at the labour market. But this can only be achieved when the readiness of the learners meets the support of the Government of the nations. When French language education is combined with digital knowledge and with the full support of educational institutions, curriculum planners and the Government, the learners are being prepared to become valuable assets for the future and to participate actively in the knowledge of the nations 'economy. This activity boosts progress in career, cooperation among French –speaking countries and it also encourages inclusive development, especially in an environment where two or more languages are being spoken. - Multilingual contexts.

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