

Samantha Juarez, Chinese and Communications, Class of 2026

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“Study a lot, but make it fun!”

Samantha Juarez is a student from Lexington, KY studying Chinese in the WKU Department of Modern Languages. But she is not only studying Chinese—on the contrary, she has paired her specialization with a degree in communications. She is also a part of the WKU Chinese Flagship program, a federally-funded, intensive Chinese language and culture program designed to bring students to a superior level in Chinese by the end of their senior year. Upon completion of the Chinese Flagship Program, students are able to apply their advanced Chinese skills in a variety of careers.

Juarez plans to work as a real estate business owner nationally. She says, “Spanish and Chinese will help me reach other communities, and help when trying to sell properties.” Juarez sees her language skills as valuable in helping her reach more people in selling properties. Throughout her time at WKU Modern Languages, she also hopes to increase her cultural understanding, as this is just as important as having language skills and necessary for efficient communication.

When asked about advice that she has for students considering learning a second language, Juarez said, “Study a lot, but make it fun!” There are numerous ways to study a language in a fun and natural manner, such as watching movies, listening to music, or chatting with friends in a target language. Juarez’s main advice is to make the learning enjoyable and interesting as this makes the process more memorable overall.

