



Thank you for taking an interest in earworms mbt (musical brain trainer), the new accelerated learning method which is extremely effective and enjoyable and fits in with your lifestyle. You can be learning almost anywhere: In the car, doing sport (mp3 player), in the bath or on a plane. With earworms you will feel the learning effect within minutes, and might just be amazed at how easy learning a language can be!

### **earworms accelerated learning in a nutshell:**

#### 1. Teaching approach. How to memorise the target language.

Ever wondered why you just can't get that song out of your head? earworms mbt uses this same brain function to boost the retention of words and phrases when learning a language. It's a well known fact that we use only a fraction of our brain power and traditional book learning is now recognised as not suiting every learner. Course author Marlon Lodge recognised this early on in the context of his teaching and has developed simple techniques which open up and exploit more of the brain's native power. He explains: "Music is an ideal medium for learning. It gets to deeper subconscious levels of your memory, and most people really enjoy it....Although you feel that you are just listening to music, subconsciously you are taking in masses of verbs, nouns and connecting words, and picking up the correct accent all the time!"

The idea is as simple as it is old. Before the age of writing, ancient historical events (e.g. in the Finnish sagas) were recorded in verse and song form for easy memorisation. In his book 'Songlines' Bruce Chatwin describes how the Australian Aborigines were able to navigate their way across hundreds of miles of desert to their ancestral hunting grounds without maps. And how? The extensive lyrics of their traditional songs were exact descriptions of the routes!

Rhythm and words, i.e. song and verse, have always been a very powerful memory aid, and this is supported by recent scientific research\*. The advertising industry knows only too well how powerful music can be in getting the message across with brainwashing-like jingles and sound-bites. earworms puts this potential to a positive educational use.

#### 2. What you learn. How the courses are structured.

earworms adopts the so-called *lexical approach* to language. In essence, this means we look at language in terms of whole meaningful chunks, then break these down into their component bite-sized, easily digestible, easily absorbable parts and then reconstruct them. You not only learn complete, immediately useful phrases, you also intuitively learn something about the structure (the grammar) of the language. These 'chunks' which the learner can 'mix and match', gradually build up to cover whole areas of the language. This may sound logical to the layman, but it is only very recently that this approach (as expounded by Michael Lewis in his book "The Lexical Approach") has been taken up in the classroom.

\*In the March 2005 issue of the journal "Nature" researchers at Dartmouth College in the US reported that they had pinpointed the region of the brain where 'earworms' or catchy tunes reside, the auditory cortex. They found that the sounds and words that have actually been heard can be readily recalled from the auditory cortex where the brain can perceptually hear or reconstruct them. Music, it seems, is the ideal catalyst to memorisation.



**Courses:**

1. Vol 1:

- RAPID ITALIAN VOL. 1
- RAPID FRENCH VOL. 1
- RAPID SPANISH VOL. 1
- RAPID GREEK VOL. 1
- RAPID GERMAN VOL. 1

2. To be launched March 2006:

RAPID CHINESE

3. To be launched Marchh 2006:

S'COOL TOOLS – bringing accelerated learning to the school classroom. Conjugate verbs, the cases, prepositions, memorised with the correct accent and without effort. Amaze the teachers!

RAPID VOL. 2 – all languages. Learn more phrases for everyday conversation. Talk about yourself and family, opinions, preferences, past present and future. Available April 2006

**Available through:**

Website: [www.earwormslearning.com](http://www.earwormslearning.com)

High Street bookshops

[www.amazon.co.uk](http://www.amazon.co.uk)

Price £14.99 (CD+20 page booklet)

Also Available as Mp3 Downloads from:

**[www.audible.co.uk](http://www.audible.co.uk)**  
**[www.audible.com](http://www.audible.com)**  
**[www.iTunes.co.uk](http://www.iTunes.co.uk)**  
**[www.iTunes.com](http://www.iTunes.com)**



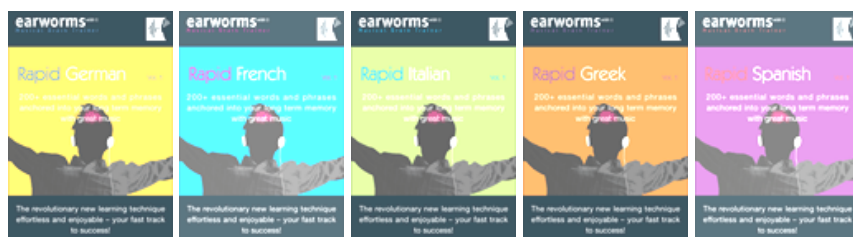
### The Rapid Languages series

**Volume 1** deals with the essentials for your visit abroad, it looks at typical situations like taking a taxi, at the hotel, at the restaurant, requesting, polite phrases, finding your way, numbers, dealing with problems and so on.

**Volume 2** will have you talking about yourself and others, past, present and future, likes and dislikes and general conversational items.

**S'cool tools** For our school pupils, after listening to these cool raps a few times they will be able to impress teachers with their solid knowledge of irregular verbs, tenses, prepositions, declinations and other essentials of the language course curriculum.

The themes of these courses follow closely the Common European Framework (CEF) for language learning level one, a recognised benchmark of simple conversational language proficiency.





### **The UK demand for effective language learning.**

Recent news and developments

The UK government and the business community are insisting that we dramatically improve our language skills. Britain's economic future will be "compromised" unless more students study foreign languages, according to Sir Digby Jones, the director-general of the CBI, and the government is supporting its appeal with structured programmes and financial backing, investing an extra £115 million in promoting language learning in 2005 plus £10 million for each year thereafter.

"Anyone who is serious about doing business in international context needs to wake up to the need for languages," said Hugh Morgan Williams from the CBI. But the take-up of language learning programmes does not match this latent demand.

The reasons have a lot to do with our preconceptions of language learning – that it must be difficult, time consuming and dry, and this pretty much reflects the state of affairs in the UK language learning scene.

### **Learning through music and repetition is especially effective for young learners!**

Given the widespread popularity of pop music especially in Britain, and the fact that music has been scientifically proven to be an excellent memory aid, earworms is a language learning tool 'made in heaven' for UK learners, especially young learners who the government has in its sights at the moment. The system has been extremely successful in classroom tests, and the resonance among teachers and pupils has been more than enthusiastic. A common reaction has been "Why hasn't this been done before?" or "At last a learning approach that really helps you to remember!"

### Why hasn't music been used more in education up to now?

Imagine kids at school getting a CD of hip-hop songs with all the historical dates or all the French verbs they have to learn, or all the countries and capitals of the world! Wouldn't that make their (and teachers') school lives much easier, much more fun, much more successful. Rest assured we are working on it!

Your earworms team