

POST OFFICE NOW OFFERS NEW SIMPLE WAY TO ACQUIRE LANGUGES
Music makes language learning catchy even for Brits!

It won't just be Europop that is stuck in your brain after the summer, if the Post Office can help it. As part of its initiative to make overseas travel easier it is inviting customers to 'pick up a language' along with their foreign currency and travel insurance.

Many Post Offices will be offering the Earworms Musical Brain Trainer, a new approach to language learning utilising the same part of the brain that causes us to repeat 'catchy tunes' or 'earworms' over and over. Even those of us that were hopeless at languages at school (including yours truly) find that the upbeat mix of words, phrases and music help plant the foreign words they need into their memory, ready for instant recall.

XXX from the Post Office explains: "Many people don't try to pick up a language before travelling abroad because they regard it as difficult or time-consuming. We liked the instant appeal of Earworms. After just a few plays at home or in your car on your way to work, you can order food and drinks, ask for directions or go shopping using these phrases, which are melodically anchored into your memory. This makes the trip abroad an even more enjoyable experience".

The potential of using music to aid learning was identified by Marlon Lodge, the Earworms course author and language tutor: "In order to help my students remember all the difficult stuff they had to learn for tests, I added it to music tracks and was amazed by how easy they found it. In an instant learning had changed from a chore to a pleasure."

The secret of the system is that the language is broken down into optimal bite-sized chunks, and repeated (the English word then the foreign word) to music. After several repetitions the foreign phrase is indelibly anchored in to your brain, and as it is spoken by a native speaker, you have the correct accent ringing in your ears.

The powerful effect music can have on memory has been used by advertisers for years in the form of annoyingly memorable jingles and sound bites. There is also a scientific basis for the phenomena - the brain finds melodic patterns easier to store and access.

Marlon comments: "I see Earworms as the language equivalent of a pre - holiday vaccination – just take it a couple of times and you will have the words forever!"

Earworms courses currently available include: Spanish, French, Italian, Chinese, Japanese, German, Greek, Russian and. Portuguese. Available from high street Post Offices price £14.99 (CD and 20 page booklet).

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