

earworms

Italian Memory Hooks

A large part of language learning, especially in the first stages has to do with memorising words and phrases and the sounds of those words and phrases. Of course, there is a lot more to learning than just memorising, and earworms introduces the learner to the so-called lexical approach to language learning, i.e. decoding the language (breaking down the language into its component parts and comparing the word order with English), practising them, and then reconstructing them into sentences. Nonetheless, memorising is a prerequisite for learning.

The earworms basic approach to this is rhythmic repetition, which has been proven time and time again to be extremely effective. After listening several times, these words and phrases are rhythmically burned into your long-term memory. More importantly, you have the correct original pronunciation ringing in your ears, and it doesn't take much to jog your memory.

To complement and support this, you might want to try some of the techniques used by the memory masters, associating the sounds of the words with other familiar words and visual images. Of course, you have to have listened to the songs beforehand.

There are no hard and fast rules about the kind of associations to make, as long as they help you to remember – sometimes the weirder, the better! And they don't need to sound exactly like the word or term you are trying to remember, maybe they just rhyme or the first few letters are the same, putting your memory on the right track. For example, I recall the Greek for 'excuse me' with 'messy oil heater' because it sounds something like 'me-see-oreeter'.

The hook links in to your auditory cortex which will call up the sounds of the words stored there by listening to the earworms songs.

Here, for each language we have provided you with a starter pack of memory hooks, but as each individual thinks differently, it is probably better to make up and use your own – indeed using your imagination in this way enhances the learning process. It is also a bit of fun!

If you would like to share your own personal memory hooks with other earworms learners, please send them to info@earwormslearning.com. We look forward to hearing from you.

Yours creatively,

the earworms team.

English

Italian & sound

Memory hook

I would like...	Vorrei... 4 A	I would like 'four A's in the test.
please	per favour pair favoreh	Do me a pair of favours, please .
with milk	con latte con la-teh	They said it was with milk but it wasn't. What a con !
good	bene benneh	Benny is good .
very	molto molto	Very many is a multitude . Multi is like molto .
something	qualcosa kwalcosa	Something 'quite cosy'.
to eat	da mangiare dam angiareh	To eat dam anchovies fresh from the dam.
to order	ordinare ordinareh	Order the ordinary food not the special.
drinks	da bere dah bearreh	Drinks made of dah berries (the berries).
white (wine)	bianco bi anko	Bianca is drinking white wine and is dressed in white .
house	casa cassa	My house is my castle .
some olives	delle olive delli oliveh	Oliver says: „Where can I get some olives ?” “From the ‘ deli Oliver ’!
a salad	un' insalata oon insalata	Una is covered 'in salad '. Tasty!
a mixed salad	un' insalata mista oon insalata mister	Where is Una ? “ Una in salad mister ”.