

# earworms

## Japanese 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](mailto:info@earwormslearning.com). We look forward to hearing from you.

Yours creatively,

the earworms team.

English	Japanese Sound	Memory Hook
I would like...	...(w)o kudasai	<b>Oh, could I say</b> , I'd like.....
to order	chuman	First order, then we can <b>chew man!</b>
tea	cha	A nice <b>cup of cha</b>
beer	bilu	<b>Bill Oooh</b> , you drinking <b>beer</b> again?
rice	gohan	<b>Go on</b> , let's have some <b>rice</b> .
Have you got.....?	...aremas <u>u</u> ka?	Think of (H)arry who's lost his mask. Have you got <b>(H)arry's mask ah?</b>
the bill	Okanjo	<b>Oh can Joe</b> get the <b>bill?</b>
Here you go. Here you are.	Hai	<b>Hi</b> , here you go.
1`	Ichi	Itchy
2	Ni	Knee
3	San	Think of <b>three</b> tiny grains of <b>sand</b> in the palm of your hand.
4	Yon	Imagine <b>four</b> yellow yachts in the distance – <b>four</b> yellow yachts <b>yonder</b>
5	Go	Think of the start of a race. One, two, three, four, <b>go! Go</b> on number <b>five!</b>
10	Ju	<b>D'you (Ju)</b> want <b>Ten</b> tiny <b>jewels?</b>
20	Ni Ju	Literally, <b>two ten</b>
What time?	Nan ji?	<b>Nan, gee</b> what time is it?
In the evening	Go go	Think of <b>go-go</b> dancers dancing in the <b>evening</b> .
Is it far?	Toides <u>u</u> ka?	You can see a <b>toy desk</b> in the distance. That <b>toy desk</b> , is it far?
to book	yoyaku	Imagine a yak in the hotel reception – <b>"Yo yak, book</b> that room!"
a room	heyawo	Imagine an enormous room. <b>HeyaWoah!</b> What <b>a room!!!!</b>
How many?	Nan?	<b>How many Nans</b> have you got?
wallet	o saifu	A <b>wallet</b> is where you keep your money <b>safe</b> .
doctor	isha	Think of a man fainting and someone shouting " Help! <b>Isha</b> there a <b>doctor?</b> "
English	Ei go	An English tourist is at the end of her trip –" I'm <b>English. I go</b> home now."