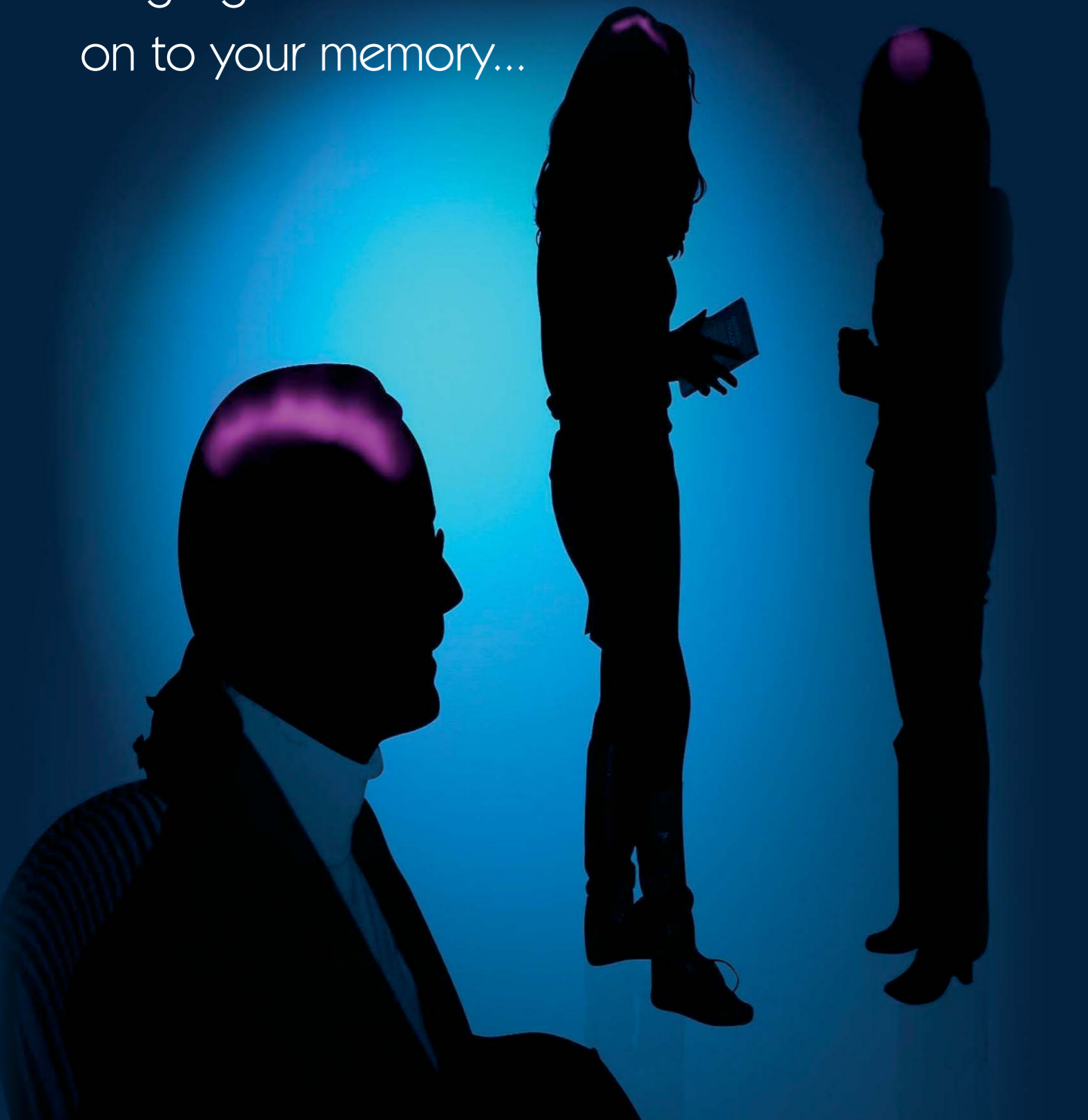


Languages burned
on to your memory...



earworms – the language pill



Learning languages is often associated with hard work, trying to learn many unfamiliar looking and sounding verbs, nouns and phrases. But what if you could take a course of pills, after which you could speak French, Spanish or the language of your choice? It's an appealing idea isn't it?

'earworms Rapid', the new series of language courses from earworms Musical Brain Trainer®, is not served in

pill form – instead you get an audio CD, but the effect is similar according to Marlon Lodge, course author, language coach and founder member. "The idea is as old as it is simple", explains Lodge, "using melody as a memory hook. For example 'Voulez-vous coucher avec moi?' and 'Frère Jacques', these songs are locked in your memory for ever, even if you don't speak the language."

The earworms concept draws on the latest research into accelerated learning and memory enhancement and takes advantage of the scientifically proven capacity of the mind to memorize words far better in melodic patterns. The author also points out that a lot of work has gone into breaking the language down into optimal bite-sized chunks, which combined with music, anchors the target language firmly into your long-term memory. As they say in the song "The music is the key".

Marlon has been teaching business English to foreign students for over 20 years and developed this technique over several years as a result of his own frustration with trying to get his students to remember the new vocabulary. He emphasises that success in learning depends very much on motivation – and what better motivator than swinging along to a groovy melody, knowing that you're learning at the same time?

The advantages of this system are obvious. The target language is spoken by professional native speakers, so you automatically pick up the correct accent and intonation. You can learn almost any time, anywhere: in a traffic jam, at the gym, while cooking, on a plane or while jogging (playing the course on your MP3 player or i-pod). Progress is much quicker than with other conventional courses, acquiring a basic command of the language within hours rather than months or even years.

Andrew Lodge, brother, partner and the man controlling the operation from behind-the-scenes explains: "In the fast pace of modern life, earworms fits into the routines of professionals and students alike. You not only save time, but the music actually makes the learning experience a pleasant one. So you are motivated to continue, unlike most other language courses, which tend to be very dry and off-putting. We recently teamed up with a fantastic young composer/musician, James Berry, who, blind from birth, was a musical child prodigy. Berry's music is relaxing but not monotonous and is just the right complement for the rhythmically spoken words and phrases, which after few listenings really do 'worm' their way into your mind." Lodge is learning Greek himself with earworms: "Sometimes I wake up in the morning with a Greek word or phrase repeating itself melodically in my mind like a catchy tune that you can't get out of your head. It's amazing."

Berry sees earworms as an ideal method of teaching blind people too, and is busy working on further material for up-and-coming projects as well as on his own dance albums.

The 'Rapid' series (volume 1) is available for Spanish, French, Italian, Greek and German and deals with the essentials for your holiday or business trip, focussing on typical situations like taking a taxi, at the hotel, at a restaurant, shopping, polite phrases, finding your way, numbers, dealing with problems and so on. Many other courses are in the pipeline. Volume 2 will have you talking about yourself and others, past, present and future, likes and dislikes and general conversational items, even flirting!

Volume 3, 'Rap it' School Tools, will be a

fun learning experience for kids. After listening to these cool raps a few times they will be able to impress their language teachers with their new found knowledge of irregular verbs in tenses – present, past and future, prepositions and other essentials of the language course curriculum. Other useful 'School Tools', like historical dates, facts and figures, are also in the pipeline.



Musical language learning has revolutionized the way Marlon Lodge teaches English to his foreign students: "My students often have to learn very dry and boring technical language. It is the perfect tool for learning this material by heart, and results in tests have been phenomenal.

Whereas in the past 50 % was a good result, now 95 % or even 100 % is not unusual. These days I don't give my students homework, I just say: Listen to song number four!"

The company's team of experts in education and music are the key to its success going forward, and plans for the future are not limited to languages, explains Andrew Lodge: "This learning technique also lends itself to vocational courses, where memorisation of facts and figures, formulae and definitions are a must. These include NVQs, Health & Safety, Engineering & IT courses, and we are working closely with local and national training organisations with a view to extending the scope of earworms courses. Apart from these courses which focus on English speakers going abroad, the Norfolk based company is looking to the European and Asian markets for business English training. Especially as China is now a member of the WTO, the company sees the demand for its innovative, effective language training as potentially huge.

The CD's are available in bookshops and on the Internet, or to get a taste of this interesting new learning concept, listen to the Demos on the website at: www.earwormslearning.com.

The Audio CD's come in a practical DVD box and include a supporting phrase booklet – retailing at £14.99.

The Advantages

- ♦ 200+ Essential phrases for your holiday or business trip
- ♦ Effortless, enjoyable, fast and effective language learning
- ♦ Words anchored deep into your memory by gentle repetition to music
- ♦ Stimulating and self-motivating through real rapid progress
- ♦ Developed, tried and tested by language teaching experts
- ♦ Target language spoken by native speaking language experts
- ♦ Pronunciation and intonation automatically acquired
- ♦ Listen and learn, any time any where; in the car, jogging, doing the dishes....

