



Knowledge Is Power



Knowing The Tricks To Learning A Language

(NAPSA)—You may be able to learn a new language quicker than you think.

A better knowledge of the way people actually learn languages has helped create more effective and efficient programs that teach languages to adults. Pioneered by world-renowned linguist Dr. Paul Pimsleur, it is based on studies of how we all learned to speak our native languages as children.

Dr. Pimsleur discovered that people need a comparatively limited number of words to be able to communicate effectively in any language. The Pimsleur Method centers on teaching, in the shortest time possible, functional mastery in understanding and speaking a language, including this core vocabulary.

His research also proved that a key factor in learning languages is the principle of anticipation. This principle requires that in conversation you “anticipate” a correct answer. What this means for the learning process is that you must retrieve that correct answer from your own memory.

Before Dr. Pimsleur created his teaching method, language courses were based on the principle of repetition. However, neurophysiologists found that simple and unchallenging repetition has a hypnotic, even dulling effect on



Learn a language on the run.

the learning process.

Eventually, the words being repeated lose their meaning. Dr. Pimsleur discovered that learning accelerates when there is interaction, when students receive information and are asked to retrieve it and use it.

No aspect of learning a foreign language is more important than memory, yet before Dr. Pimsleur’s work, no one had explored effective ways for building language memory.

Dr. Pimsleur researched how long students remembered new information and at what intervals they needed to be reminded for optimum retention.

If reminded either too soon or too late, they failed to retain the information. The system that he created capitalizes on the ability to retain language information when presented at proper intervals. Dr. Pimsleur called the principle behind this system Graduated Interval Recall.

The Principles of Anticipation and Graduated Interval Recall are the foundation of the Pimsleur Method, but there are other important components, such as his theory of a core vocabulary.

Dr. Pimsleur created audio-only



language programs because students—like children—learn to speak with their ears, not their eyes (not by reading a book or dictionary).

His audio system enables listeners to learn grammar, vocabulary, and pronunciation all together. Listeners are part of realistic conversations and learn at their own pace and convenience—while they’re driving, working at home, gardening or exercising.

Dr. Pimsleur’s method is available in all major languages, and in various programs that range from a “Quick & Simple” edition to a 30-lesson “Comprehensive” program.

For more information, call 1-800-831-5497.