

Copyright © 1985 Michael M. Gruneberg – Linkword text Copyright © 2002 Michael M. Gruneberg – Audio files used on the course

All rights reserved. No part of this ebook may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without permission in writing from the copyright owner. All enquiries should be made to the publisher.

Although the author and publisher have made every effort to ensure that the information in this ebook was correct at press time, the author and publisher do not assume and hereby disclaim any liability to any party for any loss, damage, or disruption caused by errors or omissions, whether such errors or omissions result from negligence, accident, or any other cause.

ISBN 978-83-938776-7-6

First ebook edition: February 2023

Language consultant – Gabriel Jacobs Cover art by Kaja Depta-Kleśta Series Editor, 3 x Faster language courses ebooks – Krzysztof Potyrała

GoodMemory.pl Krzysztof Potyrała ul. Kruszcowa 25 70-730 Szczecin Poland

# 3 x Faster French 1

with LinkWord.

Dr Michael Gruneberg

Kup ksi k

### Test yourself with 3 x Faster Frech 1 with LinkWord

You will be amazed how many words you will learn in less than 3 minutes.

*Imagine each picture* below in your mind's eye as vividly as you can for about *ten seconds* before moving on to the next word.

The French for **rabbit** is LAPIN [LAPAHn]. Imagine a **rabbit** LAPPING at a bowl of water.

The French for **cat** is CHAT [SHA]. Imagine a **cat** SHATtering a glass.

The French for **goat** is CHEVRE [SHEVR]. Imagine you watch a **goat** SHIVER.

The French for **horse** is CHEVAL [SHeVAL]. Imagine poking a **horse** with a SHOVEL.

The French for **animal** is ANIMAL [ANEEMAL]. Imagine **animals** looking out from *the Eiffel Tower*.

The French for **hedgehog** is HERISSON [AYREESON]. Imagine your HAIRY SON looking like a **hedgehog**.

The French for **cow** is VACHE [VASH]. Imagine trying to WASH a **cow**.

The French for **dog** is CHIEN [SHEE AHn]. Imagine a **dog** with a SHINE on its coat.

The French for **deer** is CERF [SER]. Imagine SERving a **deer** on a plate.

The French for **goose** is OIE [WA]. Imagine a **goose** hanging from a WIRE in a butcher's shop. Now translate the words below into English:

OIE –	
CERF –	_
CHIEN –	
VACHE –	
HERISSON –	
ANIMAL –	
CHEVAL –	
CHEVRE –	
СНАТ –	_
LAPIN –	

Now test yourself on the next page to see how many you remember.

If this works for you, you will like the whole ebook!

The Linkword course also teaches you grammar in a really fast and easy way. After 10-12 hours you will have learned hundreds of words and be able to communicate in many situations.

# Table of contents

Test yourself with 3 x Faster Frech 1 with LinkWord	4
Will I really learn 3 x faster?	9
Who is the ebook for?	10
How does the ebook work?	10
Useful hints	11
Some important notes	12
About the Author	12
Section 1	13
1. Some animals	13
Elementary grammar	16
2. More animals	18
3. Some useful words	22
Elementary grammar	25
Words taught in Section 1	28
Section 2	29
1. Furniture and fittings	29
2. Some more house words	33
3. Colours	37
Elementary grammar	40
4. Some useful words for making sentences	43
Elementary grammar	46
Words taught in Section 2	49
Section 3	50
1. Clothes	50
Elementary grammar	54
2. Family	57
3. A few useful words	60
Elementary grammar	63
Words taught in Section 3	66
Section 4	67
1. In the garden	67
Elementary grammar	71
2. Time	74

Elementary grammar: Plurals	78
3. Numbers	
Words taught in Section 4	86
Section 5	
1. At the restaurant	
Elementary grammar	91
2. Some more restaurant words	
Elementary grammar	
3. More numbers	
4. Telling the time	
Words taught in Section 5	
Section 6	
1. Food and drink	
Elementary grammar	
2. More food and drink words	
3. Some more useful words	
Elementary grammar: was and were	
Words taught in Section 6	
Section 7	
1. Business words	
2. Some more useful words	
Elementary grammar	
3. More business words	
4. Adjectives	
Elementary grammar	147
5. Some useful verbs	
Words taught in Section 7	
Section 8	
1. Travelling and arriving at your destination	
2. Some more useful words	
Elementary grammar	
3. Some more travelling words	
Elementary grammar	
4. Days of the week	
Elementary grammar	

4. Some more verbs	177
Words taught in Section 8	
Section 9	
1. On the beach and leisure	
2. More leisure words	
Elementary grammar	
3. Some more useful words	
Elementary grammar	
Elementary grammar	
Elementary grammar	
Words taught in Section 9	
Section 10	
1. At the doctor's	
2. Emergency and useful words	
3. Useful words	
Elementary grammar	
4. Another group of useful words	
5. Some more useful words	
Elementary grammar	
6. Months of the year	
Words taught in Section 10	
This is the end of 3 x Faster French 1 with LinkWord	
Other ebooks from the publisher	
The LinkWord story	
Appendix	
French Level 1 Glossary (in alphabetical order)	
French Level 1 Glossary (in order of course appearance)	

## Will I really learn 3 x faster?

Welcome to the 3 x Faster French 1 with LinkWord ebook. This ebook will give you a working vocabulary and basic grammar faster than you ever imagined possible. To see just how much LinkWord is appreciated by users, just read some of our many positive customer reviews who find LinkWord courses not only highly effective but highly enjoyable.

"Having tried a number of language learning courses I always found it almost impossible to retain the information. Then I stumbled upon LinkWord Languages and found its word association methods an absolute deal breaker for my limited retention abilities." *Dave Linly, uk.trustpilot.com/review/linkwordcourses.video* 

"It took 12 hours to teach a regime that normally takes 40 hours." *Financial Times interview with of training manager of Thomson holidays* 

"I'm astonished at the amount of new words I am learning so easily and absolutely love the fact that within a week I was already constructing sentences." Willow May, uk.trustpilot.com/review/linkwordcourses.video

"With LinkWord you can learn 200-300 words a day without too much." Tim Ferriss, Author of the New York Times No 1 best seller 'The 4-Hour Workweek'

"I have mild dyslexia and learning a language in class was difficult. The LinkWord method as an alternative works very well for me." Dreeko Dreeks, uk.trustpilot.com/review/linkwordcourses.video

"Learners find the keyword technique (*LinkWord*) an enjoyable activity and can achieve large amounts of learning with it, with some learners learning 400 words in 12 contact hours and 600 in four days."

"The overwhelming evidence is strongly in favour of the keyword technique for both immediate recall and for use with a variety of languages." *Professor Paul Nation, 2022, Learning Vocabulary in Another Language, Cambridge University Press* 

"In the end of term result, the average mark with a conventional approach was 23.75%. This rose to 69% using the Linkword course."

Vernon Thomas, Head of Languages, Bishop Vaughan School Swansea, Western Mail, Wales

### Who is the ebook for?

LinkWord will work for almost anyone. This course is ideal as a supplement to school work, for anyone who needs to gain a working knowledge of a language for business or travel, no matter how good or bad you were at languages at school. Unlike other language courses, LinkWord has also been shown to greatly help learners who are dyslexic.

In 10-12 hours you will be able to communicate in sentences with a vocabulary of hundreds of useful words. This is up to 3x normal learning speed!

A large number of scientific studies have shown how effective the LinkWord method is, and over 750,000 people worldwide have used LinkWord courses.

#### How does the ebook work?

This is how the course works.

1. You will be presented with words like this:

The French for **tablecloth** is NAPPE [pronounced NAP]. Imagine taking a NAP on a **tablecloth**.

What you do is to imagine <u>every picture below in</u> your mind's eye as vividly as you can for about <u>ten seconds</u> before moving on to the next word.

If you do not spend enough time picturing the image in your mind's eye, it will not stick in your memory as well as it should.

2. When you are given a new word to learn, it will be spelt correctly in French. However, to help you with pronunciation the <u>approximate way to pronounce the word</u> will be given next to the word <u>in brackets</u>. The approximate pronunciation will help you to be understood.

3. At the end of every section, you will be able to listen to <u>a native speaker pronounce the</u> <u>French words</u> you have just learned. You will have a chance to listen and repeat the words you have learnt.

4. Sometimes, the words in English and French are <u>the same or very similar</u>. In such cases, you will be asked to associate the word in some way with <u>the Eiffel tower</u>.

For example, the French for TAXI is TAXI. Try to imagine a TAXI driving under <u>the Eiffel tower</u>. Whenever the Eiffel tower comes to mind, therefore, you will know the word is the same in both languages.

5. There is a <u>list of words</u> learned in each section at the end of every section and at the end of the course. You will see that you have learned a large number of useful words and enough grammar to communicate effectively in many situations.

#### PLEASE NOTE

In this course you will often hear the sounds "LE", "LA" or "L'" coming just before a word you are trying to learn for the first time. Just ignore the words "LE", "LA" and "L'" until later in the course, when you will be taught how to use them.

#### Useful hints

When using the LinkWord system, it is useful to bear in mind the following tips:

Firstly, it is usually best to go through the course as quickly as possible. Many people can get through most of the course in a weekend, especially if they start on Friday evening. If you are learning in a school setting, it is best to spend at least two sessions a week on the course.

Take a break of about ten minutes between each section, and always stop if you are tired.

Do not worry about forgetting a few words, and do not go back to relearn words you think you have forgotten. Just think of how much you are learning, and you will pick up the forgotten words when it comes to revising.

Again you should not worry about spelling to begin with. Count yourself correct if you have remembered the sound of the word. Once you have completed the course then you should pay more attention to spelling.

The course should be revised after Sections 1, 6 and 10. Then revise the whole course one week later, then one month after that.

Do not worry about losing a few words or bits of grammar after a time. Relearning is extremely fast, all it normally takes is just a few hours to be back to where you were. The course will not give you conversational fluency. You can't expect this until you start using the language actively by reading, listening or speaking or better still, going to Spain to talk to native speakers.

What this course will give you is a very rapid ability to survive in a large number of situations you meet abroad or online as well as help you greatly with school work. Once you have this framework you will find it much easier to pick up more words and grammar. The course is, therefore, the ideal complement to school work and travel.

#### Some important notes

The first section of this course can be regarded as a training section designed to get you into the LinkWord method quickly and easily.

This section will take about 30-45 minutes, after which you will have the confidence to translate sentences and have a thirty-word vocabulary.

Animal words are used in this section as they are a large group of "easy to imagine" words. Many animal words are also useful as they are often met abroad, dog and cat, for example.

Above all, relax and have fun.

#### About the Author

Michael Gruneberg, PhD, the author of the LinkWord courses, is widely acknowledged as an international expert on memory improvement. He is a former senior lecturer in Psychology at Swansea University as well as a former President of the International Learned Society for Applied Research in Memory and Cognition, and gave the opening invited address to the conference on New Approaches to Memory Improvement, held in New York state in 1992 and Published by Springer USA. Dr Gruneberg has published numerous books and articles in scientific journals on applied memory research. These include studies showing exactly how effective LinkWord is in increasing speed and enjoyment of language learning, unlike any other available language courses. He has also published LinkWord language courses with sales of over 750,000 copies so far.

You can explore Dr Michael Gruneberg's courses at <u>www.LinkWordLanguages.com</u> and <u>www.GoodMemory.pl</u>

## Section 1

#### 1. Some animals

*Imagine every picture* below in your mind's eye as vividly as you can for about *ten seconds* before moving on to the next word.

The French for **rabbit** is LAPIN [LAPAHn]. Imagine a **rabbit** LAPPING at a bowl of water.

The French for **cat** is CHAT [SHA]. Imagine a **cat** SHATtering a glass.

The French for **goat** is CHEVRE [SHEVR]. Imagine you watch a **goat** SHIVER.

The French for **horse** is CHEVAL [SHeVAL]. Imagine poking a **horse** with a SHOVEL.

The French for **animal** is ANIMAL [ANEEMAL]. Imagine **animals** looking out from *the Eiffel Tower*.

The French for **hedgehog** is HERISSON [AYREESON]. Imagine your HAIRY SON looking like a **hedgehog**.

The French for **cow** is VACHE [VASH]. Imagine trying to WASH a **cow**.

The French for **dog** is CHIEN [SHEE AHn]. Imagine a **dog** with a SHINE on its coat.

The French for **deer** is CERF [SER]. Imagine SERving a **deer** on a plate.

The French for **goose** is OIE [WA]. Imagine a **goose** hanging from a WIRE in a butcher's shop. Now translate the words below into English:

OIE –	
CERF –	
CHIEN –	
VACHE –	
HERISSON –	
ANIMAL –	_
CHEVAL –	
CHEVRE –	-
СНАТ –	
LAPIN –	

Check your answers on the previous page.

Translate the words into French:

goose –	
deer –	_
dog –	
cow –	-
hedgehog –	
animal –	
horse –	
goat –	_
cat –	
rabbit –	

Check your answers on the previous page.

#### Elementary grammar

All nouns in French are either MASCULINE or FEMININE, even though they may never have been alive. Because you cannot tell whether a word is masculine or feminine just by listening to it, you will now be shown how to remember the gender of words in French.

If the word is MASCULINE, always associate it in your mind's eye with a *boxer*.

For example, **rabbit** is masculine in French:

Imagine a *boxer* punching a **rabbit**.

Every time you see a word with a *boxer*, you will know that it is masculine.

If the word is FEMININE, always imagine the word interacting with a *bottle of French perfume*.

For example, **cow** is feminine in French:

Imagine a **cow** with *a bottle of perfume* dangling from her neck.

When you see *a bottle of perfume* in your mind's eye interacting with a word, you will know the word is feminine in French.

#### MASCULINE NOUNS

The French for **the**, when the noun is masculine, is LE [Le - the "e" is pronounced like the "u" in *curl*]. A small letter "e" in the pronunciation means this sound in the rest of this course. For example, THE DOG is LE CHIEN THE CAT is LE CHAT

FEMININE NOUNS The French for **the**, when the noun is feminine, is LA [LA]. For example, THE COW is LA VACHE THE GOAT is LA CHEVRE

Imagine thinking, "Ooh! La! La! What a beautiful cow."

PLURALS If the French word is plural, then the word for THE is always LES [LAY].

Finally, if a word starts with a vowel (like ANIMAL) then the word for THE is always L' (for example, L'ANIMAL or L'OIE) no matter what the gender.

Now you will learn the gender of the above French nouns. **Imagine every picture** below in your mind's eye as vividly as you can for about **ten seconds** before moving on to the next word.

The gender of **rabbit** is masculine – LE LAPIN. Imagine a *boxer* punching a **rabbit**.

The gender of **cat** is masculine – LE CHAT. Imagine a *boxer* with a **cat** on his knee.

The gender of **goat** is feminine – LA CHEVRE. Imagine pouring a *bottle of perfume* over a **goat** to stop the smell.

The gender of **horse** is masculine – LE CHEVAL. Imagine a *boxer* riding to the ring on a **horse**.

The gender of **animal** is masculine – LE ANIMAL. Imagine a *boxer* in a ring surrounded by **animals**.

The gender of **hedgehog** is masculine – LE HERISSON. Imagine a *boxer* sitting on a **hedgehog**.

The gender of **cow** is feminine – LA VACHE. Imagine a **cow** with a *bottle of perfume* dangling from her neck instead of a bell.

The gender of **dog** is masculine – LE CHIEN. Imagine a boxer **dog** with a *boxer*.

The gender of **deer** is masculine – LE CERF. Imagine a *boxer* with a **deer** slung over his shoulder.

The gender of **goose** is masculine – LE OIE. Imagine a **goose** pecking at a *bottle of perfume*.

#### 2. More animals

Imagine **every picture** below in your mind's eye as vividly as you can for about **ten seconds** before moving on to the next word.

The French for **fish** is POISSON [PWASOHn]. Imagine that somebody POISONs your pet **fish**.

The French for **trout** is TRUITE [TRWEET]. Imagine eating a beautiful **trout** - a TRUE EAT.

The French for **lobster** is HOMARD [OMAR]. Imagine saying to your mother, "OH, MA, I do like eating a huge **lobster**."

The French for **sheep** is MOUTON [MOOTOHn]. Imagine somebody getting MUTTON from a live **sheep**.

The French for **mouse** is SOURIS [SOOREE]. Imagine a **mouse** running through a SEWER.

The French for **oyster** is HUITRE [WEETR]. Imagine throwing an **oyster** into a WHEAT field.

The French for **wasp** is GUEPE [GEP]. Imagine a **wasp** flying through a GAP in a wall.

The French for **elephant** is ELEPHANT [AYLAYFOn]. Imagine an **elephant** climbing up *the Eiffel Tower*.

The French for **hen** is POULE [POOL]. Imagine a **hen** (chicken) in a POOL of water.

The French for **duck** is CANARD [KANAR]. Imagine someone who cans ducks - a **duck** CANNER. Now translate the words below into English:

CANARD –	
POULE –	
ELEPHANT –	_
GUEPE –	
HUITRE –	
SOURIS –	
MOUTON –	
HOMARD –	
TRUITE –	
POISSON –	

Check your answers on the previous page.

*Translate the words into French:* 

duck –	
hen –	
elephant –	
wasp –	
oyster –	
mouse –	
sheep –	
lobster –	
trout –	
fish –	

Check your answers on the previous page.

Now you will learn the gender of the above French nouns. **Imagine every picture** below in your mind's eye as vividly as you can for about **ten seconds** before moving on to the next word.

The gender of **fish** is masculine – LE POISSON. Imagine a *boxer* fishing for **fish**.

The gender of **trout** is feminine – LA TRUITE. Imagine a **trout** cooked in a *perfumed* sauce.

The gender of **lobster** is masculine – LE HOMARD. Imagine a *boxer* tucking into a delicious meal of **lobster**.

The gender of **sheep** is masculine – LE MOUTON. Imagine a *boxer* bringing his pet **sheep** into the ring.

The gender of **mouse** is feminine – LA SOURIS. Imagine a little **mouse** swimming in a *bottle of perfume*.

The gender of **oyster** is feminine – LA HUITRE. Imagine **oysters** dipped in *perfume* before being swallowed.

The gender of **wasp** is feminine – LA GUEPE. Imagine **wasps** swarming around a *bottle of perfume*.

The gender of **elephant** is masculine – LE ELEPHANT. Imagine a *boxer* riding on an **elephant** into the ring.

The gender of **hen** is feminine – LA POULE. Imagine a **hen** pecking at a *bottle of perfume*.

The gender of **duck** is masculine – LE CANARD. Imagine a *boxer* shooing **ducks** out of the boxing ring.

#### 3. Some useful words

The next part will deal with some useful words which do not have any genders for you to remember.

Imagine every picture below in your mind's eye as vividly as you can for about ten seconds before moving on to the next word.

The French for **tired** is FATIGUE [FATEEGAY]. Imagine being **tired** and FATIGUED.

The French for **quick** is RAPIDE [RAPEED]. Imagine being **quick** and RAPID.

The French for **quiet** is TRANQUILLE [TROnKEEL]. Imagine everything being **quiet** and TRANQUIL.

The French for **big** is GRAND [GROn]. Imagine something being **big** and GRAND.

The French for **small** is PETIT [PeTEE]. Imagine a PETITE **little** girl.

The French for **heavy** is LOURD [LOOR]. Imagine you LURE a **heavy** man to his doom.

The French for **thin** is MINCE [MAHnS]. Imagine having a roMANCE with a **thin** partner.

The French for **dirty** is SALE [SAL]. Imagine eating a very **dirty** SALAD. Translate the words into English:

SALE –	
MINCE –	-
LOURD –	_
PETIT –	
GRAND –	
TRANQUILLE –	
RAPIDE –	_
FATIGUE –	

Check your answers on the previous page.

*Translate the words into French:* 

dirty –	
thin –	
heavy –	
small –	
big –	
quiet –	
quick –	
tired –	

Check your answers on the previous page.

## Elementary grammar

The French for **is** is EST [EH].

To say THE DOG IS QUICK you simply say LE CHIEN EST RAPIDE

PLEASE NOTE:

EST is pronounced [ET] when it comes before a vowel.

#### Translate the sentences into English.

- 1. LA CHEVRE EST MINCE.
- 2. L'HUITRE EST RAPIDE.
- 3. LE MOUTON EST PETIT.
- 4. L'ELEPHANT EST GRAND.
- 5. LE CANARD EST SALE.
- \*

#

\*

Answers:

- 1. The goat is thin.
- 2. The oyster is quick.
- 3. The sheep is small.
- 4. The elephant is big.
- 5. The duck is dirty.

Translate the sentences into French.

- 1. The hedgehog is small.
- 2. The deer is tired.
- 3. The horse is big.
- 4. The lobster is dirty.
- 5. The cat is heavy.
- \*

#

\*

Answers:

- 1. LE HERISSON EST PETIT.
- 2. LE CERF EST FATIGUE.
- 3. LE CHEVAL EST GRAND.
- 4. LE HOMARD EST SALE.
- 5. LE CHAT EST LOURD.

Important note:

Some of the sentences in this course might strike you as being a bit odd! However, they have been carefully constructed to make you think much more about what you are translating. This helps the memory process and gets away from the idea of learning useful phrases "parrot fashion."

But of course, having learned with the help of these seemingly odd sentences you can easily construct your own sentences to suit your particular needs.

Listen to how the words are pronounced by a native speaker. Go to <u>www.audio.goodmemory.pl</u> and click on French 1, Section 1.

## This is the end of 3 x Faster French 1 with LinkWord

We hope you enjoyed the course and that you will use it when you visit France or a Frenchspeaking country. Of course, you will not remember everything you have learned forever, but if you go through the course again a day or two before you need to use it, you will find that you get back to where you were very quickly indeed.

When you go abroad, do make the effort to speak. Your host will appreciate the effort even if you do make mistakes, and the more you make the effort, the more you will learn.

Go back to Section 1 and revise the whole course as soon as you can. Then revise again after a month, and after a year. Also, revise again a few days before you are going to use it e.g. on holiday.

If you enjoyed level 1, 3 x Faster French 2 with LinkWord is the ideal follow-up course for you.

## Other ebooks from the publisher

The following courses are available:

- Spanish EU (levels 1, 2, 3, 4),
- Spanish Latin American (levels 1, 2, 3, 4),
- French (levels 1, 2, 3, 4),
- German (levels 1, 2, 3, 4),
- Italian (levels 1, 2, 3, 4),
- Portuguese EU (levels 1, 2, 3),
- Portuguese Brazilian (levels 1, 2, 3),
- Greek (levels 1, 2),
- Russian (levels 1, 2),
- Dutch (levels 1, 2),
- Welsh (levels 1, 2),
- Polish (level 1),
- Hebrew (level 1),
- Japanese (level 1),
- Mandarin (level 1).

You can explore Dr Michael Gruneberg's courses at <u>www.LinkWordLanguages.com</u> and <u>www.GoodMemory.pl</u>

# The LinkWord story

Hello, I am Michael Gruneberg, the author of the Linkword language courses. I thought you might be interested in how the courses came about and the thinking that went into their construction.

First, I am not a linguist but an academic psychologist specialising in memory research. After publishing studies on theoretical aspects of memory and a number of books on memory, I was acutely aware that all our understanding of the way memory worked did not lead too much in the way of helping the man or woman in the street with their memory problems, so in 1978, with two colleagues, I convened the first international conference on practical aspects of memory. Over 100 people came to the conference and the proceedings were published by academic press. It is regarded by leading memory researchers as having launched the everyday memory movement. It also meant that I became aware of research on methods of vastly increasing memory for learning foreign languages. It is called the KEYWORD method. One study by Raugh and Atkinson found that Russian vocabulary learned by the keyword method was THREE times more likely to be recalled than learning by normal methods.

Based on such findings I did some of my own research and soon found that learners could remember up to 200 Spanish words over a weekend. But there was a problem – some of the people we studied reported that towards the end it was getting boring just to remember words. They wanted to use sentences to speak to people. That was what led me to construct courses that taught grammar as well as vocabulary, so that very quickly learners could use the vocabulary taught to communicate and understand sentences.

So I looked up a few standard texts and 2 things stood out in all of them. First, there was no real help for the reader in how to remember the vocabulary and secondly, the grammar had far too little redundancy. In other words, for too much grammar was taught at one time without any real attempt to consolidate the learning. So I decided on a completely different approach.

First, I constructed a 350-400 word vocabulary where I tested out the keyword (Linkword) images on large numbers of students, discarding any that didn't work well and replacing them with images that did work. In the beginning, I thought any old image would do, but that was not the case. In fact, in the last study I conducted, it was found that poor images lead to WORSE recall than rote learning. For me, it was trial and error to begin with as to what made a good image. But what was also really important was to provide the learner with good images rather than get the learner to make up his/her own. This may sound counterintuitive, but there are three reasons for this. First, it takes time to make up images that could be used to learn more vocabulary. Secondly, many people are not all that good at making up imagery. Thirdly, it is essential that after a maximum of 10 words, these words are systematically tested in an optimal way. Studies have shown that if this is not done then using images gives less long-term retention than rote learning. However, if vocabulary is tested immediately after a set of words is learned, keyword (Linkword) learning gives vastly better short and long-term retention.

In many ways, much more challenging in constructing Linkword courses was how to deal with grammar. The very first course I constructed was a German course as I had taken German at school. What I wanted to do was to make grammar much easier to understand by giving it in small doses. I also wanted to present it in such a way that learners could rapidly use it to translate sentences. So the first thing I wanted to do was as quickly as possible get learners to gain a vocabulary of about 30 words including nouns and adjectives and to be able to translate simple sentences at the end of 20 or so minutes. The general advice is that learners gain a vocabulary normally at the rate of 5-6 words an hour.

So what I did was explain how to use the word "is" as the first grammar point. This meant they could translate simple sentences really quickly.

I then used the same approach to supply the learner with 350-400 words spread over 10 sessions with a series of simple grammar points to increase the complexity of what he could communicate.

Having finished the course I tested it out on a group of my students over about 12 hours. They were all delighted and learning vocab was in the region of 90 %. Of course, this was not a course fit for publishing. It was meant for proof of concept. To publish courses, I needed to work with highly qualified linguists to make sure both grammar and vocabulary were correct. The first course I designed was Spanish where I used a lecturer in the languages department, Professor Gab Jacobs. Like the German course, the Spanish course consisted of about 400 words taught using the imagery method together with grammar points and sentence translations.

The critical point in the development of Linkword was testing out the course with a group of managers at Thomson holidays. 6 managers were taught the Spanish Linkword course over 12 contact hours. They were then tested by a consultant from Berlitz, brought in by Thomson holidays.

The Financial Times carried an article reporting the results of the testing by the consultant.

"It took 12 hours to teach them about 400 words and basic grammar, a regime that would normally take about 40 hours using traditional techniques. The managers made no mistakes in finding the English equivalents for Spanish words In translating from English to Spanish they made four minor mistakes."

In 1988, a programme was made for the BBC called *The Magic of Memory* which I scripted and which illustrated the many ways in which memory strategies improved recall. It ended with a demonstration of Linkword Spanish. The programme can be seen on youtube.

This then led to publications in software, book and audio versions in a number of languages both in the UK and USA, and altogether over 750,000 courses have been sold.

It also led to extending courses in French, German, Spanish and Italian to 1200 words and other languages such as Portuguese to 1000+ words, as well as versions for Russian, Greek, Dutch, Welsh, Japanese, Mandarin, Hebrew and Polish to between 400-800 words, all of course with grammar.

A number of people have questioned some aspects of the courses.

1. Why does the course start with animal names?

Animals are a group of easy-to-picture words and it is important to get people to start with easy-to-image pictures to get learners into the way the course works

2. Why are the sentences to translate so odd?

It is very important that words and grammar are used as soon as possible in sentences. Because when you start you have so few words to work with, it means sentences are odd.

But we soon found that learners enjoyed translating these sentences and were aware that if you could translate these peculiar sentences and they know an extended vocabulary, they can make sentences that meet their needs.

3. Which is better: text versions, i.e. ebook, software, or audiobook versions?

Our research has shown all work equally well.

4. Do people not just remember the keyword and then confuse it with the proper word?

Research shows this does not happen. The keyword acts as a prompt to remember the foreign word.

5. Is pronunciation not affected by the keyword interfering with the foreign word?

The correct pronunciation of a foreign word by a native speaker is given for the vocabulary on the course. Our research shows that pronunciation is NOT adversely affected as a result of this.

For further information on the research on LinkWord and on the author go to www.linkwordlanguages.com/evidence-it-works/

## Appendix

French Level 1 Glossary (in alphabetical order)

12 midday – midi 12 midnight – minuit a (an) (feminine) – une a (an) (masculine) – un accountant - le comptable am – suis ambulance - l'ambulance(f) and – et angry – fâché animal – l'animal(m) apple – la pomme April – avril are (they) – sont arm – le bras armchair - le fauteuil at – à August – août back – le dos baker's shop – la boulangerie bank – la banque beach – la plage bean – le haricot because – parce que bed – le lit beer – la bière big – grand bill – l'addition(f) black – noir blood – le sang blue – bleu boat – le bateau book – le livre boss – le patron boy – le garçon bread – le pain bridge – le pont brother – le frère but – mais butcher's shop – la boucherie butter – le beurre cabbage – le chou camera – l'appareil (m)

camera film – la pellicule car – l'auto(f) carpet – le tapis cash till – la caisse cat – le chat ceiling - le plafond chair - la chaise cheese – le fromage chemist's shop - la pharmacie cheque – le chèque cinema – le cinéma clean – propre clock – la pendule closed – fermé clothes - les vêtements(m) coffee – le café cold – froid contract – le contrat countryside – la campagne cow – la vache cup – la tasse cupboard – le placard curtain – le rideau customs – la douane cutlery - le couvert danger – le danger daughter – la fille day – le jour December – décembre deep – profond deer – le cerf dentist – le dentiste difficult – difficile dinner – le dîner dirty – sale doctor – le médecin dog – le chien door – la porte dress – la robe drink – la boisson dry – sec (sèche) duck - le canard easy - facile eat (I) - mange eat (you) – mangez eats – mange egg – l'œuf (m)

eight – huit eleven – onze empty – vide engaged – occupé entrance - l'entrée(f) exit – la sortie expensive - cher factory – l'usine(f) father – le père February – février fire! – au feu! firm – la compagnie fish – le poisson five - cinq floor – le plancher flower - la fleur fly – la mouche food – la nourriture forest – la forêt fork – la fourchette four – quatre Friday – vendredi fruit – le fruit full – plein garage – le garage garden – le jardin garlic – l'ail (m) girl – la jeune fille glass – le verre go (I) – vais goat – la chèvre gold(en) – doré good – bon goose – l'oie (f) grass – l'herbe (f) green – vert grey – gris half (of time) – demie hand – la main hard – dur has – a hat - le chapeau have (I) – ai have (you) – avez he – il heavy - lourd hedgehog - le hérisson help! – au secours! hen – la poule her – son/sa/ses here – ici high – haut holidays – les vacances (f) horse – le cheval hospital – l'hôpital (m) hot – chaud hotel – l'hôtel(m) hour – l'heure(f) house – la maison how – comment husband – le mari i – je ice – la glace ice cream – la glace illness – la maladie in – dans inn – l'auberge (f) insect – l'insecte (m) is – est its (feminine) - sa its (masculine) - son its (plural) – ses jack – le cric jacket – la veste January – janvier July – juillet June – juin key – la clef kitchen – la cuisine knife – le couteau left – la gauche leg – la jambe letter – la lettre lettuce – la salade like (I) – aime lobster – le homard lunch – le déjeuner manager – le directeur march – mars market – le marché may – mai meat - la viande menu – la carte midday – midi
midnight – minuit milk – le lait minute – la minute mistake – l'erreur(f) Monday – lundi money – l'argent(m) money exchange – le change month – le mois morning – le matin mother – la mère mountain – la montagne mouse – la souris mouth – la bouche mushroom – le champignon my (feminine) - ma my (masculine) - mon my (plural) – mes narrow – étroit newspaper - le journal night – la nuit nine – neuf no – non not – pas November – novembre October – octobre of the (masculine) – du of the (plural) – des office – le bureau oil – l'huile (f) on – sur one – un or – ou orange – orange our – notre our (plural) - nos oyster – l'huître (f) pain – la douleur passport – le passeport peach – la pêche pear – la poire pedestrian – le piéton pen – le stylo petrol – l'essence (f) piano – le piano picnic – le pique-nique pink – rose plate - l'assiette (f)

please – s'il vous plaît police – la police postage stamp – le timbre potato – la pomme de terre pretty – joli price - le prix prize – le prix pullover – le pullover quarter (of time) – (le) quart quick - rapide quiet - tranquille quite – assez rabbit – le lapin rain – la pluie receipt – le reçu red – rouge restaurant – le restaurant rib – la côte right – la droite river – la rivière road – la route roof – le toit room – la pièce salary - le salaire salesman – le vendeur sand – le sable Saturday – samedi sea – la mer second – la seconde secretary – la secrétaire see (I) – vois see (you) – voyez sees – voit sell (I) – vends September – septembre seven – sept she – elle sheep – le mouton shoe – la chaussure shop – le magasin short – court sister – la sœur six – six skirt – la jupe slow – lent small – petit snail – l'escargot (m)

snow – la neige sock – la chaussette son – le fils soon – bientôt spanner – la clef speak (I) – parle spoon – la cuiller staircase – l'escalier (m) station - la gare striker – le gréviste stupid – stupide suitcase – la valise sun – le soleil Sunday – dimanche table – la table tablecloth – la nappe telephone – le téléphone ten – dix thank you – merci the (feminine) – la the (masculine) – le the (plural) – les theatre – le théâtre there – là thief – le voleur thin – mince three - trois throat – la gorge Thursday - jeudi ticket - le billet time – le temps tip – le pourboire tired – fatigué to – à toilet – la toilette tomato – la tomate tongue – la langue towel – la serviette town – la ville tree – l'abre (m) trousers – le pantalon trout – la truite Tuesday – mardi twenty - vingt twenty-five - vingt-cinq two – deux tyre (tire) - le pneu

ugly – laid under – sous underpants – le slip vegetable – le légume very – très waiter – le garçon waitress – la serveuse wall – le mur want (I) – veux want (you) - voulez wants – veut wardrobe – l'armoire (f) was (he, she, it) – était was (I) – étais wasp – la guêpe water – l'eau (f) Wednesday – mercredi week – la semaine were (they) – étaient wet – mouillé what – quelle what time is it? - quelle heure est-il? when – quand where – où white – blanc (blanche) why – pourquoi wide – large wife – la femme window – la fenêtre wine – le vin with – avec worker – l'ouvrier(m) year – l'an(m) yellow – jaune yes – oui you – vous young – jeune your – votre your (plural) – vos zero – zéro

## French Level 1 Glossary (in order of course appearance)

rabbit – lapin cat – chat goat – chèvre horse – cheval animal – animal hedgehog – hérisson cow – vache dog – chien deer – cerf goose - oie fish – poisson trout – truite lobster – homard sheep – mouton mouse – souris oyster - huitre wasp – guêpe elephant – éléphant hen – poule duck – canard tired – fatigue quick - rapide quiet – tranquille big – grand small – petit heavy - lourd thin - mince dirty – sale table – table chair – chaise cupboard – placard wardrobe - armoire clock – pendule bed – lit piano – piano curtain – rideau armchair – fauteuil carpet – tapis door – porte window – fenêtre garden – jardin roof – toit ceiling – plafond staircase – escalier

floor – plancher wall – mur kitchen – cuisine room – pièce black – noir white – blanc red – rouge yellow – jaune green – vert blue – bleu pink – rose orange – orange gold – dore grey – gris eats - mange has – a wants - veut sees – voit clothes – vêtements underpants - slip trousers - pantalon skirt – jupe sock – chaussette jacket - veste dress – robe pullover – pullover shoe – chaussure hat – chapeau father – père mother – mère brother – frère sister – sœur husband – mari wife – femme son – fils daughter – fille boy – garçon girl – jeune fille empty - vide deep – profond ugly – laid expensive – cher cold – froid hot – chaud pretty – joli grass – herbe flower - fleur

tree – arbre fruit – fruit fly – mouche insect – insecte time – temps second – seconde minute – minute hour – heure day – jour week - semaine month – mois year – an morning – matin night – nuit one – un two – deux three – trois four – quatre five – cinq six – six seven – sept eight – huit nine – neuf zero – zéro restaurant - restaurant knife – couteau fork – fourchette spoon – cuiller menu – carte bill – addition waiter – garçon waitress – serveuse cup – tasse plate – assiette cutlery - couvert tablecloth – nappe glass – verre drink – boisson food – nourriture lunch – déjeuner dinner – diner meat – viande vegetable – légume tip – pourboire ten – dix eleven – onze midday – midi

midnight – minuit quarter – quart half – demie twenty – vingt twenty five – vingt cinq cabbage – chou lettuce – salade bean – haricot potato – pomme de terre tomato – tomate egg – œuf butter – beurre bread – pain milk – lait water – eau beer – bière wine – vin apple – pomme pear – poire peach – pèche coffee – café cheese – fromage mushroom – champignon garlic – ail snail – escargot very – très soon – bientôt here – ici there – la quite – assez easy – facile difficult – difficile high – haut angry – fâche good – bon worker – ouvrier company – compagnie factory - usine manager – directeur boss – patron office - bureau shop – magasin price – prix cheque – cheque salary - salaire where - ou why – pourquoi

how – comment when – quand because – parce que receipt – reçu mistake – erreur holidays – vacances cash till - caisse goods - marchandise accountant - comptable contract – contrat striker – gréviste salesman - vendeur secretary – secrétaire young – jeune clean – propre hard – dur full – plein dry – sec wide – large narrow – étroit short - court stupid – stupide I am – je suis I see – je vois I want – je veux I eat – je mange I have – j'ai you are – vous êtes you see – vous voyez you want - vous voulez you have – vous avez you eat – vous mangez passport – passeport customs - douane toilet – toilette entrance – entrée exit – sortie suitcase – valise ticket – billet money exchange - change money – argent pedestrian – piéton on – sur under – sous with – avec in – dans to or at – a

garage – garage road – route bridge – pont car – auto boat – bateau oil – huile petrol – essence jack – cric tyre – pneu spanner – clef Sunday – dimanche Monday – lundi Tuesday – mardi Wednesday – mercredi Thursday – jeudi Friday – vendredi Saturday – samedi I speak – je parle l go – je vais I sell – je vends I like – j'aime beach – plage sea – mer sun – soleil sand – sable towel - serviette picnic – pique-nique river – rivière forest – foret countryside – campagne mountain – montagne book – livre letter – lettre postage stamp – timbre newspaper – journal camera – appareil camera film – pellicule theatre – théâtre cinema – cinéma (a) walk – promenade pen – stylo house – maison police – police chemist's shop - pharmacie bank – banque hotel – hôtel inn – auberge

market – marche baker's shop – boulangerie butcher's shop – boucherie station – gare pain – douleur illness – maladie mouth - bouche arm – bras leg – jambe throat – gorge back – dos hand – main rib – cote tongue – langue danger – danger blood – sang ambulance – ambulance hospital – hôpital thief - voleur telephone – téléphone doctor – médecin dentist – dentiste fire! – au feu! help! – au secours! left – gauche right – droite town – ville rain – pluie snow – neige ice – glace slow – lent wet – mouille engaged – occupe closed - ferme please – s'il vous plait thank you – merci January – janvier February – février March – mars April – avril May – mai June – juin July – juillet August – aout September – septembre October – octobre November – novembre

December – décembre