

STRATEGY GROUP: Memory

STRATEGY SET: Applying images and sounds

STRATEGY: Using keywords

This strategy combines sounds and images so that learners can more easily remember what they read in the new language. The strategy has two steps. First, identify a familiar word in one's own language or another language that sounds like the new word. Second, generate a visual image of the new word and the familiar one interacting in some way.

Jeremy reads a new French word, *grève* (strike), and links it with a familiar English word that sounds similar, *grievance*, picturing a group of strikers taking a list of grievances to their employers.