

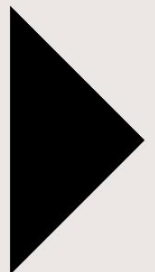
**Dr Michael Gruneberg**

**3X**

# **FASTER FRENCH**

**with LinkWord**

**1**



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ISBN 978-83-938776-7-6

First ebook edition: February 2023

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# 3 x Faster French 1

with LinkWord.

Dr Michael Gruneberg

## Test yourself with 3 x Faster French 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 – \_\_\_\_\_

CHAT – \_\_\_\_\_

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.

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## 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.”

*Dreko 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 every picture below in your mind's eye as vividly as you can for about ten seconds 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 approximate way to pronounce the word will be given next to the word in brackets. The approximate pronunciation will help you to be understood.

3. At the end of every section, you will be able to listen to a native speaker pronounce the French words 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 the same or very similar. In such cases, you will be asked to associate the word in some way with the Eiffel tower.

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

5. There is a list of words 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 [www.LinkWordLanguages.com](http://www.LinkWordLanguages.com) and [www.GoodMemory.pl](http://www.GoodMemory.pl)

# 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 – \_\_\_\_\_

CHAT – \_\_\_\_\_

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 [www.audio.goodmemory.pl](http://www.audio.goodmemory.pl) 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 French-speaking 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 [www.LinkWordLanguages.com](http://www.LinkWordLanguages.com) and [www.GoodMemory.pl](http://www.GoodMemory.pl)

## 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/](http://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 pulllover  
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'arbre (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 – pêche  
coffee – café  
cheese – fromage  
mushroom – champignon  
garlic – ail  
snail – escargot  
very – très  
soon – bientôt  
here – ici  
there – là  
quite – assez  
easy – facile  
difficult – difficile  
high – haut  
angry – fâché  
good – bon  
worker – ouvrier  
company – compagnie  
factory – usine  
manager – directeur  
boss – patron  
office – bureau  
shop – magasin  
price – prix  
cheque – cheque  
salary – salaire  
where – où  
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  
I 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 – forêt  
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