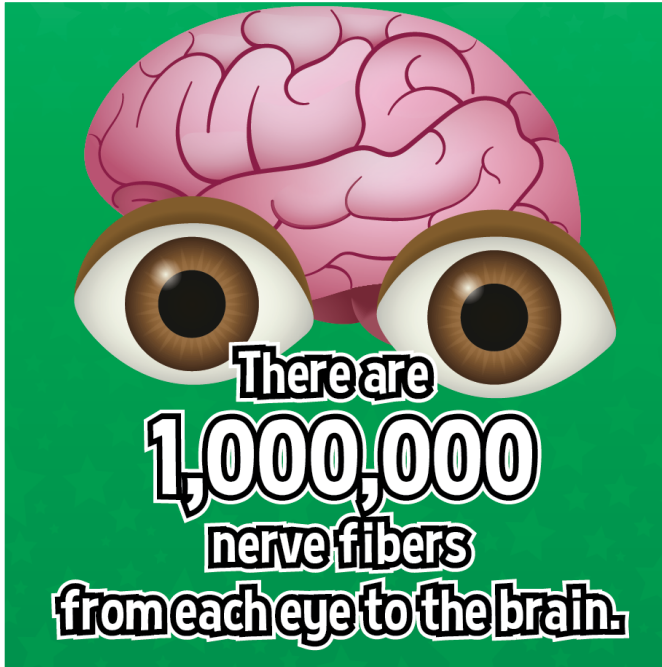




The Power of Visual Vocabulary





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Visuals play a crucial role in building vocabulary understanding by providing context, association, engagement, and reinforcement. Here's how:

Contextualization: Visuals help place words in context, showing how they relate to objects, actions, or concepts in the real world. When learners see a picture or illustration alongside a word, they can better understand its meaning and usage in a specific context.

Association: Visuals create associations between words and their meanings, making it easier for learners to remember vocabulary. When learners see an image associated with a word, their brains establish connections between the visual representation and the word's meaning, reinforcing memory retention.

Engagement: Visuals make learning more engaging and memorable. Instead of just reading or hearing a word, learners can visually engage with it, which can lead to deeper understanding and retention. Visuals capture attention and make the learning process more enjoyable, motivating learners to actively participate in building their vocabulary.

Clarification of Abstract Concepts: Visuals can clarify abstract or complex concepts that may be difficult to grasp through words alone. Visual help break down complex ideas into digestible components, making it easier for learners to understand and remember vocabulary associated with those concepts.

Incorporating visuals into vocabulary learning activities can significantly enhance vocabulary acquisition and retention. By leveraging the power of visuals, educators can create dynamic and effective learning experiences that support language development and foster deeper understanding of vocabulary.





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Brain-based Learning Facts:

Studies demonstrate the powerful effect that visual representations have on learning and memory.

- The brain can see images that last for just 13 milliseconds.
- Images go directly to long-term memory.
- Our eyes can register 36,000 visual messages per hour.
- We can get the sense of a visual scene in less than 1/10 of a second.
- 90% of information transmitted to the brain is visual.
- Visuals are processed 60,000 times faster in the brain than text.
- 40 percent of nerve fibers are linked to the retina.

What you **GET** is what you **SEE**!

