

The chart in Figure 1 illustrates the pattern of reading when presented by the whole-word method. Note the arrows indicating the shuttling of information as it enters the right side (which has no language), is transferred to the left side where the word is translated into language, and back to the right side again where it is stored as a concept.

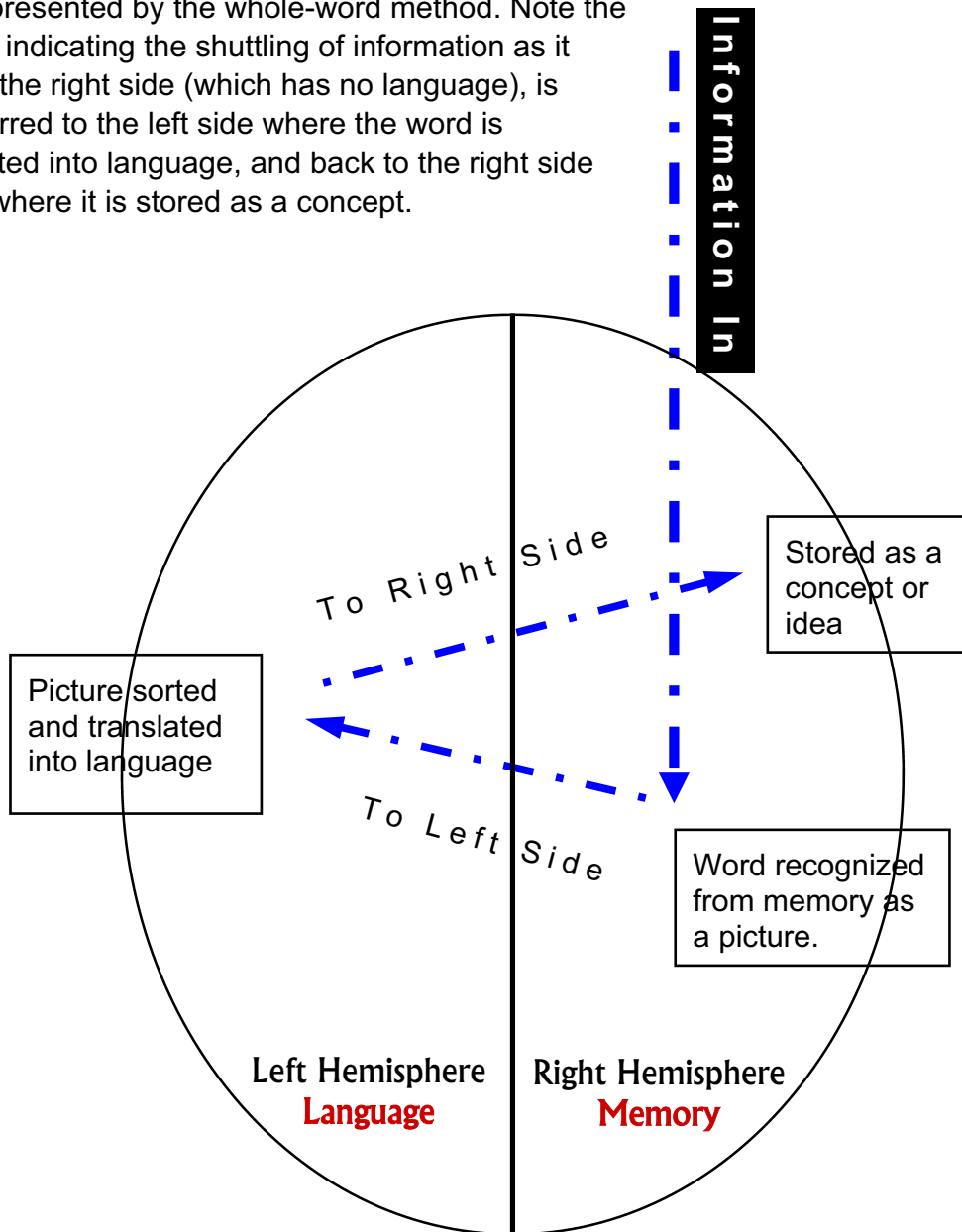


Figure 1. How the brain processes reading in a person who has been taught to read by sight-reading or an eclectic method. The confusion that results may be caused by the constant shuttling of data that takes place within the brain.

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How The Brain Processes Reading

Figure 2 illustrates the process of reading taught by phonics. Note the arrows indicating a smooth, efficient, one-way flow of data into the appropriate sectors of the brain.

The Academic Associates Reading Method achieves this by never using flash cards, objects that represent sounds or pictures. Instead, students are given phonetic tools that unlock words.

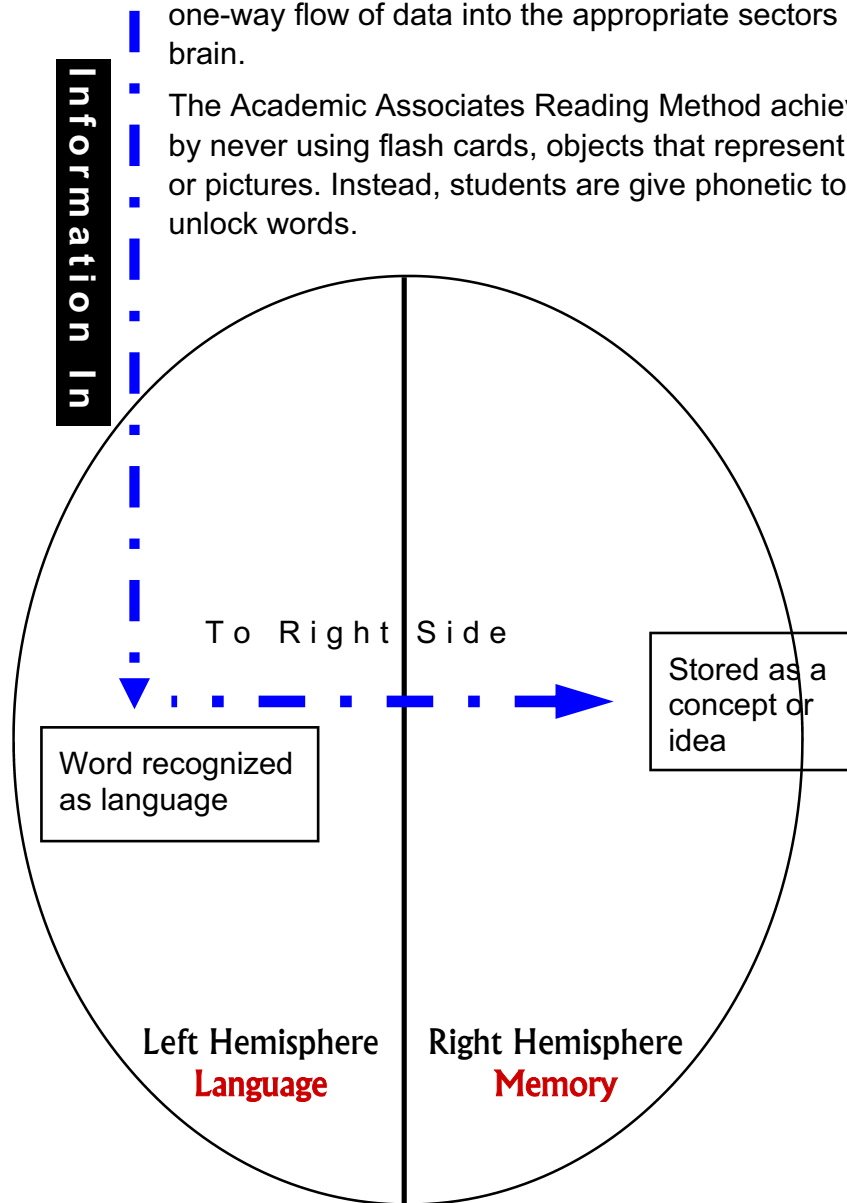


Figure 2. How the brain processes reading in a person who has been taught to read by phonics. There is a smooth, one-way flow of data to both hemispheres of the brain.

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How The Brain Processes Reading