

WHY WE NEED TO TALK ABOUT WORDS

Why do words matter?

Vocabulary is a strong predictor of future academic success. That's because unfamiliar words are one of the biggest barriers to text comprehension. The more words children know, the further they'll go. But most importantly - words are good for your health! Vocabulary knowledge contributes to emotional intelligence and wellbeing.

Why do we need to talk about them?

Children don't pick up enough new words from reading alone. By using words in context and talking about meanings, new vocabulary sticks. According to research, learning a small number of words thoroughly, on a regular basis, is proven to be more effective than learning a large chunk all in one go. What's more, discussing words with children is key to fostering word consciousness - an awareness of and interest in language that sticks with them for life. So just make words part of your family's day.

The importance of high-quality illustrations

They're hilarious, obviously. But there is science behind our obsession with illustrations too. Illustrations boost motivation and lead to a deeper understanding of the meaning of new words. Children today are bombarded with more visuals than ever. To get their attention (and hold onto it!), we need to provide them with high-quality content that can't be ignored.

Words shape the way we think

The words we know and use make us who we are. We teach vocabulary that nurtures modern values like diversity, tolerance, self-respect, and honesty, to prepare children for life as well-rounded wordsmiths.