

Neon Dawn

This sample of work came from a project to create promotional copy for a new kind of dictionary. The content was intended to be placed on the www.amazon.com website as the product description and for use on the dictionary cover.

The Illustrated Dictionary of the Common or High Frequency Words in English is an essential resource, both for native speakers and those teaching and learning English as a foreign language. It is aimed at teachers, students, parents, homeschoolers, TEFL teachers and TEFL students.

This book exists to make the learning of the English language easy, fun and quick. It is based on research which shows that nearly 90% of most English based communications rely on about 1,000 common, or High Frequency, words. These highly important common English words are the vital building blocks upon which the rest of the English language is built. Learn them and the meanings of more complicated words and concepts will follow, as night follows day.

Each of these High Frequency words is defined in simple, easy to understand language and accompanied by clear and recognisable images which illustrate the word's meanings. This is especially effective when it comes to helping students to appreciate the meanings of confusing abstract words, such as 'the', 'their' and 'to'. These images also aid in the building of associations between a word, its meaning and its correct use in everyday speech and writing. Each word is shown in a sentence to reinforce the student's understanding of how it can be used in routine situations, encouraging them to experiment with the material as part of the learning process.

This unique dictionary is clearly laid out and comes with a selection of suggested learning exercises. These exercises enable the teacher to get across the key concepts of the English language to their students without the need for expensive equipment or facilities. The

guidance also gives teachers the tools to create their own learning exercises tailored to the needs of their students. For the student, this book provides an easy to understand guide to the most common English words. Exactly the knowledge they need to progress to the more difficult English words with confidence.

Here are some sample definitions and examples.

Two definitions are given for the word 'there'. Firstly, 'going to a place' is put into context with the example 'We want to go there', and accompanied by an image of the Houses of Parliament in London, UK. The second definition of 'there' is 'used with is or was to show or ask if something or someone exists'. It is then put into context with the phrase 'there is no money', accompanied by an image of a couple handing out food and water, rather than cash, to a homeless person.

The word 'been' is firstly defined as 'something was there in the past', then contextualised with the phrase 'It had been a grand house a long time ago.', and illustrated with an image of a derelict old house. The second definition is 'something that is over; started and ended in the past' with the example 'The shop has been open until now.', and accompanied by an image of a woman putting a closed sign in a shop window and a graphic depicting a clock.

If you want to learn or teach English quickly, painlessly and easily then this book is for you. It concentrates on building the basic understanding of English so that students can go on to explore the richness of the English language with greater confidence and ability