



# Neuro-development of Words – NOW!<sup>®</sup> NOW! Mental Imagery<sup>™</sup> program

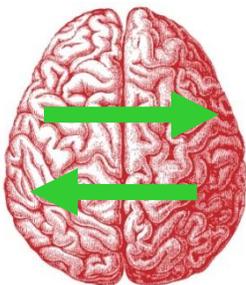
Many individuals experience difficulty with language comprehension (oral and written), language expression, memory and reasoning difficulties. Typically, these individuals are not forming mental images from the words they read and hear. They only grasp limited facts or details from oral and written language, rather than all the facts, the main idea and inferential information. **NOW!<sup>®</sup> Mental Imagery** directly teaches students with L/LD the reciprocity between listening, reading, spelling, and speech, coupled with methods to increase comprehension, memory, and reasoning skills.

**NOW!<sup>®</sup> Mental Imagery** successfully stimulates mental imagery (being able to make movies in your head for verbal or written information). Students become able to create mental movies from words, sentences and paragraphs. These movies are very specific and contain vivid details, such as color, shape, size, number and even movement. When individuals make mental movies they are more likely to comprehend and remember information they hear and read. As a result, memory for critical thinking and the ability to express information, thoughts and ideas in oral and written language is commonly enhanced.

Creating movies from text is a natural process for those who comprehend without difficulty. However, individuals with poor comprehension and memory skills often do not make movies when they read or listen to others. Sometimes it's poor reading skills that interfere with making movies and other times individuals have trouble making movies and instead are trying to verbally remember every word they hear or read – an impossible task.

***This method is particularly effective for students who:***

- Often must re-read to understand
- Have difficulty sequencing information
- Words seem to "go in one ear and out the other"
- Are unable to remember information for quizzes and tests
- Have trouble following multi-step oral or written directions



**NOW!<sup>®</sup> Mental Imagery** engages left-sided language skills with right-sided mental imagery and movie making skills – specifically practicing converting words to movies and converting movies to words.