C1 OPEN CLOZE: THE FREQUENCY EFFECT
Fill in the gaps in the text with one word. More than one answer may be possible.

The Frequency Effect

The Frequency Effect is the name denoted _____ (1) a psychological phenomenon in _____ (2) a person seems to recognise something faster based on the frequency with which they are in contact with this said thing. It is _____ (3) apparent in words and language learning as high frequency words change the way the brain encodes information, thus, strengthening module connections. Have you ever had the sensation that you seem to be hearing or viewing a certain word more often than _____ (4) norm? This is an occurrence that comes about _____ (5) to the frequency effect. Our brain convinces us that we is figuratively being chased by this information as every time we happen to hear it, we reinforce our _____ (6) hypothesis. Another side effect of the frequency effect is the complete opposite; information that has been consolidated _____ (7) our memory can be brushed over while reading or listening as our brain no _____ (8) feels the need to focus attention on it. Though there have been criticisms of this theory, it is still a highly regarded phenomenon in the teaching-learning process.
The Frequency Effect

The Frequency Effect is the name denoted to a psychological phenomenon in which a person seems to recognise something faster based on the frequency with which they are in contact with this said thing. It is ever apparent in words and language learning as high frequency words change the way the brain encodes information, thus, strengthening module connections. Have you ever had the sensation that you seem to be hearing or viewing a certain word more often than the norm? This is an occurrence that comes about due to the frequency effect. Our brain convinces us that we is figuratively being chased by this information as every time we happen to hear it, we reinforce our own hypothesis. Another side effect of the frequency effect is the complete opposite; information that has been consolidated into our memory can be brushed over while reading or listening as our brain no longer feels the need to focus attention on it. Though there have been criticisms of this theory, it is still a highly regarded phenomenon in the teaching-learning process.