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## Online

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 are 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 longer \_\_\_\_\_ (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.

Answers:

## 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 are 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.