

Preface

The problem is all too familiar: *students just don't know enough words*. Reading, writing, and content teachers agree that many students' vocabularies are inadequate for the demands of courses. Weak vocabularies limit students' understanding of what they read and the clarity and depth of what they write. In addition, students with weak vocabularies do not perform well on either the vocabulary *or* the reading comprehension parts of such standardized tests as the SAT.

The purpose of *Advanced Word Power*—and the other books in the Townsend Press vocabulary series—is to provide a solid, workable solution to the vocabulary problem. In the course of 30 chapters, *Advanced Word Power* teaches 300 important words, all of which are part of a solid college vocabulary and all of which occur with high frequency on standardized college-admission tests. Here are the book's distinctive features:

- 1 An intensive words-in-context approach.** Studies show that students learn words best by reading them repeatedly in different contexts, not through rote memorization. The book gives students an intensive in-context experience by presenting each word in six different contexts. Each chapter takes students through a productive sequence of steps:
 - Students infer the meaning of each word by considering two sentences in which it appears and then choosing from multiple-choice options.
 - On the basis of their inferences, students identify each word's meaning in a matching test. They are then in a solid position to deepen their knowledge of a word.
 - Finally, they strengthen their understanding of a word by applying it three times: in two sentence practices and in a selection practice.Each encounter with a word brings it closer to becoming part of the student's permanent word bank.
- 2 Abundant practice.** Along with extensive practice in each chapter, there are a crossword puzzle and a set of unit tests at the end of every five-chapter unit. The puzzle and tests reinforce students' knowledge of the words in each chapter. In addition, Chapters 2 through 30 repeat words from earlier chapters (such repeated words are marked with small circles like this^o), allowing for even more reinforcement. Last, there are supplementary tests in the *Test Bank* and the computer software that accompany the book. All this practice means that students learn in the surest possible way: by working closely and repeatedly with each word.
- 3 Controlled feedback.** The opening activity in each chapter gives students three multiple-choice options to help them decide on the meaning of a given word. The multiple-choice options also help students to complete the matching test that is the second activity of each chapter. A limited answer key at the back of the book then provides answers for the third activity in the chapter. All these features enable students to take an active role in their own learning.
- 4 Focus on essential words.** A good deal of time and research went into selecting the 300 words featured in the book. Word frequency lists were consulted, along with lists in a wide range of vocabulary and SAT preparation books. In addition, the authors and editors each prepared their own sets of words. A computer was then used to help in the consolidation of the many word lists.

Finally, a long process of group discussion led to decisions about the words that would be most helpful for students.

5 Appealing content. Dull practice materials work against learning. On the other hand, meaningful, lively, and at times even funny sentences and selections can spark students' attention and thus enhance their grasp of the material. For this reason, a great deal of effort was put into creating sentences and selections with both widespread appeal and solid context support. We have tried throughout to make the practice materials truly enjoyable for teachers and students alike. Look, for example, at the selection on page 23 that closes the fourth chapter of this book.

6 Clear format. The book has been designed so that the format itself contributes to the learning process. Each chapter consists of two two-page spreads. In the first two-page spread (the first such spread is on pages 8–9), students can easily refer to all ten words in context while working on the matching test, which provides a clear meaning for each word. In the second two-page spread, students can refer to a box that shows all ten words while they work through the fill-in activities on these pages.

7 Supplementary materials.

- a** A convenient *Instructor's Edition* is available at no charge to instructors using the book. It is identical to the student book except that it contains answers to all of the activities and tests.
- b** A combined *Instructor's Manual and Test Bank* is also offered at no charge to instructors who have adopted the book. This booklet contains a pretest and a posttest for the book and for each of the six units in the text. It also includes teaching guidelines, suggested syllabi, an answer key, and an additional mastery test for each chapter.
- c** *Comprehensive computer software* also accompanies the book. Free to adopters, this software provides two additional tests for each vocabulary chapter in the book. The program includes a number of user- and instructor-friendly features: brief explanations of answers, a sound option, frequent mention of the user's first name, a running score at the bottom of the screen, a record-keeping file, and actual pronunciation of each word.

Probably in no other area of reading instruction is the computer more useful than in reinforcing vocabulary. This vocabulary program takes full advantage of the computer's unique capabilities and motivational appeal. Here's how the program works:

- Students are tested on the ten words in a chapter, with each word in a sentence context different from any in the book itself.
- After students answer each question, they receive immediate feedback: The computer tells if a student is right or wrong and why, frequently using the student's first name and providing a running score.
- When the test is over, the computer supplies a test score and a chance to take a retest on the ten words. Students then receive a score for this retest. What is so valuable about this, of course, is that the computer gives students immediate additional practice with the words they need to review.
- In addition, the computer offers a second, more challenging test in which students must identify the meanings of the chapter words without the benefit of context. This test is a final check that students have really learned the words. And, again, there is the option of a retest, with its own score.

By the end of this program, students' knowledge of each word in the chapter will have been carefully reinforced. And this reinforcement will be the more effective for having occurred in an electronic medium that especially engages today's students.

To obtain a copy of any of the above materials, instructors may write to the Reading Editor, Townsend Press, 1038 Industrial Drive, West Berlin, NJ 08091. Alternatively, instructors may call our toll-free number, 1-800-772-6410, or fax us at 1-800-225-8894.

- 8 Realistic pricing.** As with other Townsend Press books, the goal has been to offer the highest possible quality at the best possible price. While *Advanced Word Power* is comprehensive enough to serve as a primary text, its modest price also makes it an inexpensive supplement.
- 9 One in a sequence of books.** *Vocabulary Basics* is the most fundamental book in the Townsend Press vocabulary series. It is followed by *Groundwork for a Better Vocabulary* (a slightly more advanced basic text), and then by the three main books in the series: *Building Vocabulary Skills* (also a basic text), *Improving Vocabulary Skills* (an intermediate text), and *Advancing Vocabulary Skills* (a more advanced text). There are also short versions of these three books. *Advanced Word Power* is the most challenging book in the TP vocabulary series. Suggested grade levels for all these books are included in the Instructor's Manual. Together, the books can help create a vocabulary foundation that will make any student a better reader, writer, and thinker.

ACKNOWLEDGMENTS

We are grateful to the teachers and editors who helped us determine the final list of words for this book: Donald J. Goodman, John Langan, Paul Langan, Carole Mohr, and Sherrie L. Nist. And we much appreciate the design, editing, and proofreading skills of the multi-talented Janet M. Goldstein.

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