

Mp3 Pop, Lock And Learn Family - Hip Hop Tables



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Pop, Lock and Learn hip hop times tables eases the pain of learning multiplication and helps make basic math memorization fun. Through the 26 tracks, the cast of teachers and rappers takes the child on a journey through the first 12 multiplication tables. 26 MP3 Songs KIDS/FAMILY: Educational, KIDS/FAMILY: Sing-Along/Interactive Details: Pop, Lock and Learn uses a contemporary art form, hip hop, to teach basic education. Combining advanced techniques in using music to teach, the company is introducing 'The Hip Hop Tables' as an alternative learning method geared towards children aged 5 to 11. Pop, Lock and Learn Pty Ltd has been formed to record, produce, license and distribute educational learning systems using the hip hop genre establishing positive young role models rapping, teaching and reinforcing basic educational principles while making it cool to learn. A DVD, interactive CD-ROM, and class room modules are currently being developed. The Pop, Lock and Learn family of artists and teaching professionals is at the core of the companies learning innovation. The company was launched in Melbourne, Australia and has quickly moved to distribute its product throughout Australia, Canada and the USA. Universally music plays a significant role in learning and adaptation of all human beings. Within 4 months in womb a pre natal baby reacts to music played through its mothers belly. From birth, maternal care givers sing and hum to soothe babies when they are feeling any discomfort. As they grow more alert to the world around them, basic colours, shapes and words are taught through music. With age, more complex nursery rhymes and sing-songs are used as learning tools, teaching the growing child everything from their abcs to how to brush their teeth. Although creativity is identified with the right hemisphere of the cerebral cortex, typically there is no actual music center inside the brain. Studies from brain scans of people taken while listening to tunes reveal that music perception emerges from the interplay in both sides of the brain. The right cortex appears crucial for perceiving pitch as well as certain aspects of

melody, harmony, timbre and rhythm. The left cortex, the logical side of the brain, excels at processing rapid changes in frequency and intensity as well as processing the pattern of music and the meaning of the vocals. The frontal cortex is where working memories are stored and also play a role in rhythm and melody perception. The simultaneous action of all these parts of the brain working together is the essence of learning otherwise known as the Mozart effect where nodes in the brain become highly active when learning with music. Today young people are constantly being bombarded with images and sound. Early primary children are able to access virtually unlimited and unimaginable content through their televisions, computers, mobile devices and video game consoles. As the attention span of an average child dwindles, it is becoming a true challenge for education professionals to engage each every student with a keen interest in life-long learning. Tools are constantly being required to be adapted to achieve individual growth and positive learning. All Rights Reserved 2007 Pop, Lock and Learn Pty Ltd

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