

TABLE 10.1

Mnemonic Strategies for Enhancing Memory

MNEMONIC

DESCRIPTION

Acronym

Creating an abbreviation, such as “ROY G BIV” for the colors of the rainbow.

Chain or rhyme

Connecting items to be memorized in a jingle, such as “i before e, except after c” for a common spelling rule.

Loci method
(bizarreness
effect)

Imaging a familiar location with items in unusual places. For example, to memorize a grocery list, you might picture bread in your bathroom sink, milk in the microwave, cereal scattered over your bed, and toothpaste smeared on the dining room table.

Spelling
mnemonics

Using a word to help remember the spelling, such as dessert has two of the letter “s” because most people want double the sweet treat rather than desert (area of land).

Image
mnemonics

Visualizing a picture to help remember the meaning of a word or phrase. For example, you might picture a woman standing before a crowd about to give a speech with a “plum” in her hand to remember that the word “aplomb” means complete confidence and poise.