Carta dos autores, Steve Elsworth e Jim Rose

Hello! We want to introduce our new course **Look!**

Why **Look!**? Because this is the course that brings a visual dimension to learning English.

The new visual dimension is called **Graphic Grammar**. We want to improve on the approach to grammar teaching that relies on abstract, verbal descriptions. It's not accidental that when we understand something, we say, 'Oh! I see!' *To see* in English also means *to understand*. Visualising is synonymous with understanding. In **Look!** we want to make use of the powerful and innate human capacity to visualise. So, with Graphic Grammar, we *show* how the grammar operates. Our little band of Graphic Grammar characters show the meaning and the form of new structures, and at the same time create an effortless mnemonic which assists learners to recall the image and therefore the grammar.

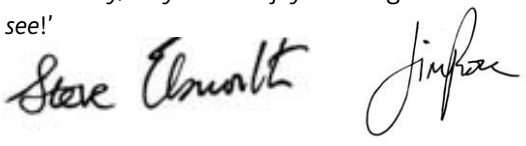
From the student's point of view, grammar can seem to be an apparently endless list of structures – each of which operates in a different way. It's terrifying. Graphic Grammar shows that certain operations follow a simple pattern. Once learners see this, they can use the patterns correctly with new structures.

We just want to mention
The visual dimension,
The simplicity
Of grammar you *see*!
A fresh, new reaction
To 'conceptual abstraction'.
Our benevolent band,
Want to give you a hand.
They're funny and memorable
Look! and you'll see.

Of course, you can't make a course out of a single idea. There are several elements that make **Look!** an attractive course:

Each level of **Look!** has a separate mystery-based adventure **story**, with confident and resourceful young teens working out what to do and how to behave responsibly. They get into trouble, they take risks, have arguments, laugh a lot and end up solving the mystery. All this is done in simple everyday language that your students will understand and appreciate.

In **Look!**, we help learners to use their **memory** to help with their learning. The syllabus is simple, vocabulary is tightly controlled and contextualised and thoroughly recycled. New vocabulary is introduced and explained and students use the fold-over flap to check what they have learnt. The vocabulary is reinforced through the **Picture Dictionaries** – with Vernon the Vampire leading a fun and memorable resource. Vernon pops up again in a cartoon strip in the Workbook.

Students are often thinking about exams in the future and **writing** is often the main element. Unfortunately it's also the most difficult skill to master. **Look!** anticipates what students will need with gentle steps to guide them. It introduces learners to a variety of text types, writing tips and simple, step-by-step writing tasks.

In the end, why do you choose one book rather than another? In part, it's through a process of analysis and discussion about what you want from a course, but whatever the methodological and philosophical strengths of a course, in the end you want to work with a book you *like*. We think you'll find that **Look!** is approachable from the first glance – it has a simple layout, great photos and illustrations, appealing characters and clearly labelled sections. And no tricks! What you see is what you get. We want you to pick up the book and say, 'Hey! I can enjoy teaching this!' And we want learners to flick through and say, 'Oh! I *see*!'