The Key to reading SUCCESS

The Ladybird Key Words Reading Scheme

There have been countless reports that children make exceptional progress with the Ladybird Key Words Reading Scheme. The complete scheme consists of 36 titles (a, b and c readers) plus 2 picture dictionaries and 6 workbooks. There is also a teacher’s handbook entitled Teaching Reading.

The learner starts with book 1a. He/she then reads 1b and 1c. 2a follows, then 2b and 2c and so on, until at the final stage he/she reads 12a, 12b and 12c. Phonic teaching starts in book 4c and continues through the c books until 11c.

Key Words supplementary material includes Reading Games, Wall Pictures, Flash Cards, Comprehension Cards, and Cassettes.

Also linked with the scheme are 6 Key Words Easy Readers:

Book 1  The Record Breakers
Book 2  Danger Men
Book 3  A First ‘Do You Know’ Book
Book 4  A Second ‘Do You Know’ Book
Book 5  A Third ‘Do You Know’ Book
Book 6  Some Great Men and Women

A free explanatory booklet on the use of the Ladybird Key Words Reading Scheme is available from the publishers

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KEY WORDS...
what they are and how they are used

Some of the words in the English language are used much more frequently than others. These words which appear more frequently can be called Key Words.

Research shows that twelve of these Key Words make up one quarter of all those we read and write. One hundred of them form half, and three hundred about three-quarters, of the total number of words found in juvenile reading. Reading skill is accelerated if these important words are learned early and in a pleasant way.

The Ladybird Key Words Reading Scheme is based on these commonly used words. Those used most often in the English language are introduced first — with other words of popular appeal to children. All the Key Words list is covered in the early books, and the later titles use further word lists to develop full reading fluency. The total number of different words which will be learned in the complete reading scheme is nearly two thousand. The gradual introduction of these words, frequent repetition and complete ‘carry-over’ from book to book, will ensure rapid learning.

The full-colour illustrations have been designed to create a desirable attitude towards learning — by making every child eager to read each title. Thus this attractive reading scheme embraces not only the latest findings in word frequency, but also the natural interests and activities of happy children.

Each book contains a list of the new words introduced.

W MURRAY, the author of the Ladybird Key Words Reading Scheme, is an experienced headmaster, author and lecturer on the teaching of reading. He is co-author, with J McNally, of Key Words to Literacy — a teacher’s book published by The Schoolmaster Publishing Co Ltd.
THE LADYBIRD KEY WORDS
READING SCHEME has 12 graded
books in each of its three series — 'a', 'b' and
'c'. As explained in the handbook Teaching
Reading, these 36 graded books are all written
on a controlled vocabulary, and take the
learner from the earliest stages of reading to
reading fluency.

The 'a' series gradually introduces and repeats
new words. The parallel 'b' series gives the
needed further repetition of these words at
each stage, but in a different context and with
different illustrations.

The 'c' series is also parallel to the 'a' series,
and supplies the necessary link with writing
and phonic training.

An illustrated booklet — Notes for using the
Ladybird Key Words Reading Scheme — can
be obtained free from the publishers. This
booklet fully explains the Key Words principle.
It also includes information on the reading
books, work books and apparatus available,
and such details as the vocabulary loading and
reading ages of all books.

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a retrieval system, or transmitted in any form or by any means, electronic,
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of the copyright owner.
Jane and Peter.
Peter and Jane
I like Peter and Jane.
Jane likes Peter and Peter likes Jane.
Peter and Jane like the dog.
I like the dog.
Peter likes trees and Jane likes trees.
A shop.
I like shops.
Jane is in a shop and Peter is in a shop.
Here is a ball in a shop. Jane likes the ball.
Jane has the dog and Jane has the ball.
The dog has the ball.
The dog likes the ball.
Jane has a shop. Here is Jane’s shop.
The shop has toys. Jane's shop is a toy shop.
Here is a toy dog in Jane's shop.
Here is a tree in Jane's shop.
Peter is in Jane’s shop. The dog is in the shop.
Here is Peter and here is Jane. Here is a tree.
Peter and Jane like the tree. The dog is here.
Jane likes toys and Peter likes toys.
The toy dog is in the tree. The ball is in the tree.
The dog has a toy. The dog likes toys.
I like the tree.
I like toys.
Here is Peter’s toy and here is Jane’s toy.
Jane likes the toy and Peter likes the toy.
**Words used in this book**

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<th>Page</th>
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<td>4</td>
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**Total number of words 16**

The vocabulary of this book is the same as that of the parallel reader 1a.

Now use book 1c.

Number of different words used \( \ldots 16 \)

Average repetition per word \( \ldots 12 \)

The following capital letters are used. They are listed in order of appearance—

\[ J, P, I, A, H, T. \]

All the words used (except the two names) are Key Words. All 16 words are carried forward into the following books of the Ladybird Key Words Reading Scheme.