

How
Audio
Learning
Can Increase
Your Child's IQ





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We love stories. It's why we watch movies and binge-watch television. We just can't seem to get enough of a really good story. Why?

Good stories are powerful. They communicate something deep within us. A good story will entertain us on the surface...perhaps even captivate us for a time...but it goes so much deeper than that.



Great storytelling will touch our lives in many ways. They empower us and allow feelings and emotions to resonate within us. These types of stories give us something to think about, ponder, and at times, incite change within our very own lives. They make us smarter, wiser, and more compassionate people. These kinds of stories are life-changers.

We Were Made For Story

God knit us together with a natural love for story. We were made for it, and He gave us that craving for it. Each day, we get to witness the writing of our very own story. Hopefully, we realize that we are all part of a much greater story.

There's a little saying that I love...“History—It's *HIS*-story.”

How true is that? History is God's amazing, wonderful story woven across the fabric of time. And we, His children, have the pleasure and privilege of being right in the middle of it.

Sadly, modern storytelling has devalued and debased the power of story. Storytelling has evolved into a passive form of mindless entertainment.



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Modern Storytelling: Dumbing Us Down One Screen At A Time

Forget gathering around the campfire to listen to stories handed down from generation to generation. Storytelling is now done almost exclusively through television, smart phones, and computer screens.

Look, we understand that screen time is an inescapable reality these days... and that's not always a bad thing. Selective and limited screen time can have educational benefits for some children. There are great educational documentaries, movies, and even apps that will help your child learn and thrive.

But extreme caution should be exercised and it should only be used where age-appropriate.

The sad fact is, children of all ages are gobbling up hours upon hours of screen time each and every day... and most of it is mindless, passive entertainment with no real purpose behind it at all. A number of recent studies have linked delayed cognitive development in today's children with too much exposure to electronic media. Parents, grandparents, and educators have every right to be troubled about children and "screen time."



Too Much Too Soon

Take a look at baby and toddler toys next time you have the chance. Even the tiniest of children are now playing with toys that could almost be considered screens in their own right. Some toddlers even have their very own tablets!



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Sure, these latest toys and gadgets might occupy them long enough for mom to cook supper or get things done...but it doesn't come without a price. When very small children develop an appetite for screen time, it's extremely hard to break. The fast motion, intense sounds, and bright lights...it's all very captivating (and addicting) to the young eye. But even worse, it could be causing permanent damage to their still-developing brains.

Many parents buy these toys with good intentions. They hope this "new technology" will help boost their child's education and give them an advantage long before kindergarten begins. Sadly, it may be doing the *very opposite*.

Recent studies have shown that too much screen time at a young age has serious consequences, such as:

- Inability to focus
- Lack of concentration skills
- Unable to engage with real people and recognize real emotions
- Delayed communication skills
- Slower to build their vocabulary
- Smaller vocabulary size



Parents who push screen time in order to give their kids an educational advantage may actually be doing significantly more harm than good.

Through The Years

Birth to age three is often referred to as *the critical period* of brain development. This is when our brains develop at rapid, almost breakneck speed. Additionally, children are also extremely sensitive to the environment around them during this phase.



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If you could look inside your very young child's brain, this is what you'd see:

The brain is putting down a permanent foundation—a place where all later brain function will be built. Important neural networks are forming, making connection pathways between your child's brain and their unique environment. So, when a child experiences too much artificial stimuli, development can become stunted or delayed.

For preschoolers and during early childhood, the brain is busy decoding and comprehending social cues and interactions. This is when we learn to make friends, empathize with others, and have a “real” conversation. We learn to discern tone of voice and facial expressions. We discover the real world around us and make connections on how we fit into our community and family. It's also during this time that we develop that appetite for a really good story.

And older children, tweens, and teens spend about 30 hours a week watching television or playing video games, according to a Nielsen survey. That's a shocking statistic, especially when you consider the average adult's workweek is 40 hours!



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With so much time in front of a screen, today's children and teens are being robbed of the opportunity to imagine, explore, and subsequently, increase their intelligence.

There is a better way.

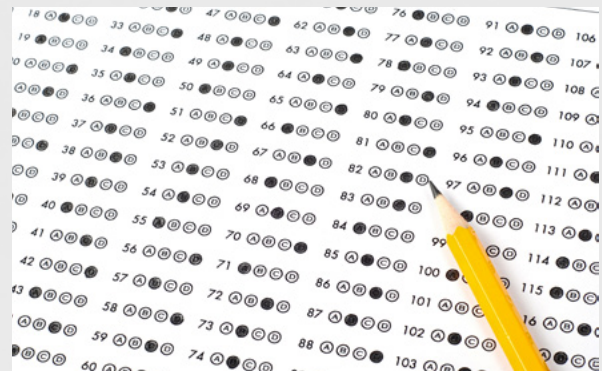
You can take back control of your children's harmful "screen time"...potentially increase your child's IQ...and help create moral character before it disappears from modern America.

Keep reading and we'll help you find out how.

What Is IQ?

IQ Scoring System

IQ simply means "intelligence quotient." It's a numerical and statistical way of measuring one person's unique level of intellectual advancement against others in his age category. It is a measure of one's reasoning and problem solving abilities.



Average IQ is between 90-110. A score over 110 is above average, and a score of 130 or greater is considered gifted.

An IQ score does not measure your practical intelligence. It doesn't measure your creativity or curiosity. Having a lower-than-average IQ does not mean that you are not smart or talented. Some people have an average (or high) IQs, but function at a lower level due to learning disabilities, medical problems, or brain trauma.

Many factors can affect IQ testing. If you are a good standardized test taker, your score is likely to be higher. Environmental factors such as health, nutrition, and stress can affect your score.



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So, you may be asking, just HOW does an IQ test work?

A number of accredited tests are used for official testing and are administered by a licensed psychologist. For example, the Stanford-Binet test evaluates people in five areas: fluid reasoning, knowledge, quantitative reasoning, visual-spatial reasoning and working memory. These factors are tested “in two separate domains, verbal and non-verbal.”

There are other IQ tests (such as those you find online) that are not administered by a psychologist. These tests are usually not accredited, so results should be viewed as less trustworthy and accurate.

Not a Genius? Don't Panic!

Having a high IQ is not a guarantee of success. Good habits, a strong work ethic, and perseverance are just as important...if not *more* important than actual intellectual ability. There are plenty of people in this world with a high IQ (genius even) who are lazy and lack good moral character.

It's totally understandable to want your child to have the highest IQ possible. We all want our children to do their very best in life. Psychologists acknowledge there are some things you can do to boost your child's IQ score. What they have to say just might shock you...

Can You *Really* Improve Your IQ?

You've probably heard that playing chess and listening to classical music are two ways to improve IQ. There's actually some truth to both of those ideas.

Chess is a game of strategy and decision-making—and IQ measures both of those things—so that makes perfect sense. But music...well, that's a little less obvious. Listening to classical music accomplishes several things in the brain at the very



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same time. It's a special formula, really. Part enjoyment and part engagement—classical music helps the brain to both relax and focus at the same time, increasing performance.

This is often called “the Mozart Effect.” A highly respected, early benchmark study concluded that IQ scores

increased by about 8 to 9 points for individuals who listened to classical music for a minimum of 10 minutes at a time. Other studies confirm the power of audio to increase intelligence. For example, laboratory rats exposed to the music of Mozart were able to complete mazes faster and with fewer errors than those exposed to white noise or silence!

But it's not just **classical** music. Research shows that **audio** itself is a powerful IQ-boosting mechanism!

The Incredible Power of Audio Learning

Many scientists, professors, and educators now believe that a child can certainly improve upon his or her IQ through various methods, including audio!

First of all, it starts when you understand that all children learn differently. If you have multiple children of your own, I'm sure you're already aware of this phenomenon. It's best to use as many senses as possible in the learning process. When teaching your child, you'll obviously want to engage all of their senses.



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Researchers have found that the human brain learns best through multi-sensory association.

While most classroom teaching involves *written* or *visual* forms of education—such as textbooks and videos—we should never neglect *audio* learning tools.

The Bible teaches that “...faith comes from hearing” (Romans 10:17). Clearly, God has programmed our brains to learn and receive His word through sound.

Remember, writing was invented to record the spoken word. That’s why the written word is supported by the spoken word...like in songs and audiobooks.

Yet, video-based storytelling has not only hijacked the art of audio-storytelling but also robs children of the opportunity to imagine and explore. With TV or YouTube



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videos, children watch what someone else has scripted for them, rather than drawing on their own powers of imagination and visualization.

Today's technology insulates and separates our children, when what they really need is connection and community. What does the picture below bring to mind?



Once upon a time, whole families used to gather around the radio for entertainment and education. Audio was their preferred medium, and with good reason. Audio engages the imagination of listeners, who supply their own creativity to create a “theater of the mind.”

But, as a parent, how can you use audio learning tools to increase your child's IQ? The options are endless:



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- Songs
- Poetry
- Oral Storytelling
- Traditional audiobooks (aka “books on tape”)
- Audio dramas or audio theater

And the latest audio medium taking the educational world by storm...

The Audio Adventure

The Audio Adventure is an exciting new way to harness the life-changing, IQ-boosting power of audio.

It's not just another standard (and perhaps boring) book on tape. The Audio Adventure is truly one-of-a-kind. And, to our knowledge, there's nothing quite like it anywhere else. It's similar to audio drama and audio theater, but it's taken just a few steps further to create a beautiful, entertaining, educational listening experience through and through.

Quality Award-winning Audio Adventures feature:

- All-star casts with highly trained voice actors and star-studded talent
- Vivid stories about *real* Christian heroes in history
- Music from award-winning composers
- Exceptional special audio effects

All without the need for more screen time!



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3 Powerful IQ-Boosting Benefits of Audio Adventures

1) Improved Vocabulary

Because IQ tests rely heavily upon verbal skills, any tool that improves those skills is valuable. Audio learning, with its emphasis on the *spoken* word, is a proven (and fun) way to enrich your child's vocabulary.

But not just "any" vocabulary will do. Research at the University of Kansas showed the importance of surrounding children with a sophisticated, spoken vocabulary. Exposing your child to a wide and varied vocabulary is easy with the stories told in Audio Adventures.

The more words your child hears and retains, the better. But you also want those words to be the *right words*. The stories in Audio Adventures are wholesome and engaging. It's a win-win combination.

2) Improved Comprehension and Memory

Audio Adventures can help children learn and remember new concepts, even if they are too young to read. Simply by taking in new information in the audio form, the brain has another chance to hold on to it and retain it for later use.

Audio learning helps improve listening comprehension through spoken cues like tone, pauses, and pacing. Audio learning also helps stimulate the imagination and provides a model of correct pronunciation. It teaches your child proper sentence structure and grammar.

These unique factors also make Audio Adventures great tools for children with learning disabilities. It gives them one more avenue to retain the material in a meaningful way.



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3) Improved Reading Scores

Finally, audio can actually improve reading scores, according to research by the University System of Georgia. It just makes sense. Young readers often stop and become frustrated when they run across words they don't know or can't pronounce. But this is solved when they can listen and figure out a word's meaning through context. In fact, simply by listening, children are able to comprehend text from several grade levels above their current instructional reading level.

The Bottom Line

A child's vocabulary and communication skills make up a large part of their IQ. The more you can do to increase proficiency in these two areas, the better. And your efforts will make your child more successful in life in the ways that really matter most.

The Bible has a lot to say about how we should listen and speak. God's Word—*logos* in Greek—says that *words* determine the course of our lives.

For example:

- We're taught to be quick to listen and slow to speak. (James 1:19)
- We're taught to use our words to encourage one another and build each other up—daily! (1 Thessalonians 5:11, Heb. 3:13)
- We're taught to not let *any* corrupt speech come from our lips. (Eph. 4:29)
- We're even taught that it's better to be silent and thought a fool than to open our mouths and remove all doubt! That a wise person "restrains" his words. (Pro. 17:28)

One thing is clear: The spoken word has *power*...unlike any other form of communication. Now that you understand the incredible power of audio learning to help your child reach their God-given potential, it's your responsibility to do something about it.



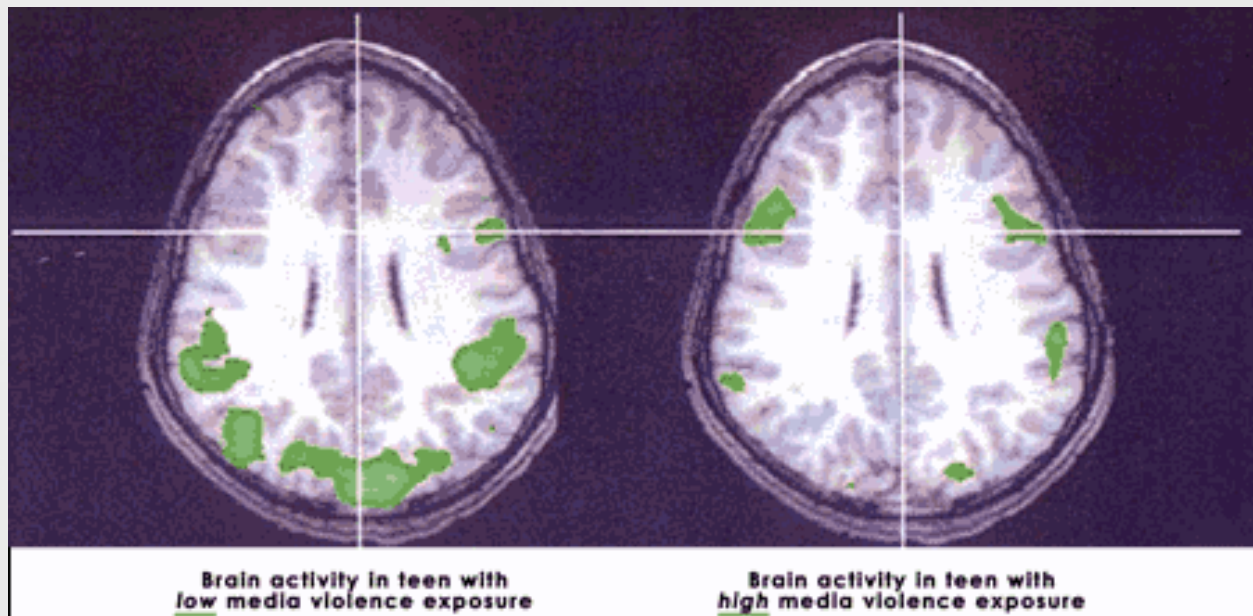
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One Last Word Regarding Screen Time

Last, but not least, I want to talk about one more issue surrounding our kids and too much screen time. This one is more scary and sinister than stunted brain development. It's something we cannot afford to ignore.

Hollywood, the mainstream media, video games, and online content—these are now the biggest storytelling influences in America today. Their presence is relentless and it goes on 24/7. Our older children, teens, and young adults are especially susceptible to their agenda.

Take a look at these frightening scans of teenage brains, provided by *MediaViolence.org*:



The picture on the left is of a healthy brain. It shows plenty of normal brain activity, shaded in green. This teenager has been exposed to low levels of visual stimulation.

The picture on the right is troubling—and all too common. See the reduced amount of green shading? That's from reduced brain activity and stunted mental



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development. This teenager has been exposed to excessive “screen time” and consumed high levels of TV, movie, and video game violence. As a result, we can see drastically reduced cognitive brain function.

The Evidence Is Clear



Excessive visual stimulation (aka “screen time”) reduces cognitive brain function.

And the sad part? Parents and grandparents never saw this coming. An innocent exposure to screen time, at a young age, in an effort give the child an educational edge, developed into an insatiable appetite for more and more and more stimuli...

Parents work hard to provide for their families and genuinely try to raise good kids. But the secular world has other ideas and often use technology to push their agenda. Our children's minds are being flooded with filth, violence, flexible morals, and the “progressive” agenda.

That's why it's *never* been more important to take back control of our children's time and education.



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If you've ever wished you could spend more time teaching your children about things that *really* matter—faith, character, values—but worried that you didn't have the time...or you don't know where to start...Audio Adventures can help.

Quality Audio Adventures Deliver These Valuable Benefits:

- Teach children strong moral values and Biblical wisdom
- Unlock your child's God-given potential
- Increase memory and retention
- Help improve their grades in school
- Provide real heroes for Christian kids
- Help children develop creativity
- Boost and improve vocabulary
- Teach children how to apply their faith in practical “real-life” situations
- Turn drive time into family fun time

History: The Most Important Unmeasured IQ Category?

As you now know, history knowledge is not measured on an IQ test. In fact, history is often left off many standardized tests. Educational bureaucrats have determined that reading, writing, and arithmetic are the only three educational disciplines that really matter—leaving history and science behind in the dust.

It's sad, really. There's so much we can learn from history, and so much that we *need* to learn! As the saying goes, “those who do not learn history are doomed to repeat it.”

Heirloom Audio Productions, the company who brings you these one-of-a-kind Audio Adventures, is especially passionate about bringing real history to life. Frankly, they think learning history can be a lot of fun. But the task is complicated by the fact that so much of what passes for “history” today has been sanitized by secularists.



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History is serious business. We can't take what God has done for us in the past for granted. Remember, it's *HIS-story*.

That's they we make sure their Audio Adventures accurately depict real history, including Biblical history. They don't secularize it or sanitize it. They tell the story... even the most difficult ones.

The Heirloom Audio team travels all over the world to create these Audio Adventures. In fact, that's part of the reason why their slogan is *Live The Adventure...*

We go to the very same places where true Christian heroes have walked. This helps them capture not only the action, but also the essence of these epic stories. And then they do their best to deliver them to you in an engaging, character-building format that even the most discerning listener will love.

So, whether your goal is to build your child's IQ, decrease screen time in your home, increase character, or learn about real Christian heroes...Audio Adventures are for you! But don't take my word for it. Check them out for yourself and see.



Heirloom Audio Customer Service Team



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Learn more about wholesome, quality educational entertainment for Christian families. Please visit the Heirloom Audio Productions website at www.HeirloomAudio.com