



Pointers for Parents

WordWorld, the newest innovation in literacy, makes getting ready to read fun!

Because reading is such an important skill, parents are always looking for ways to introduce their children to the world of words.

Early intervention is essential—at least 68 percent of fourth graders read below proficiency, according to the latest National Assessment of Educational Progress.

Fortunately, a few tips can help:

- Establish a time when you and your child can snuggle and read together. Let children choose the books you read.
- When you're reading picture books to your child, point out words and sound them out. Trace the letters with your fingers. Listen attentively when your child reads aloud.
- Take your preschooler to the library to get a library card so he or she can explore the wide world of words.
- Talk to your preschooler. Point out the names of things your child sees—in books and in the real world—so your child thinks about how words sound and what they represent, fostering a love of language.
- Select a “word of the day” and make it a goal with your preschooler to use it at least three times throughout the day.
- Teach your child the A-B-C song. Put magnetic letters on your refrigerator so your child can play with letters and learn to spell out words.



visit: pbskids.org/wordworld



- Read yourself. Children emulate what they see.
- Give books as gifts.
- Choose entertainment that encourages a love of reading. Movies based on a favorite book or TV show that feature letters, words or books make reading fun.

For example, WordWorld, an animated series on PBS KIDS®, funded in part by the U.S. Department of Education, can help your kids develop a lifelong love of reading. “WordWorld™” playfully brings words to life through a patent-pending concept that morphs words into the objects they represent-- making abstract concepts concrete by reinforcing the connection between letters, words and meaning. WordWorld is a vibrant word-rich place where kids play with and build words which then come alive and become WordFriends.

“WordWorld’s” curriculum is based on research from the National Reading Panel and draws on skills critical to children’s emergent literacy and social development—making it a show that parents can feel good about their preschoolers watching.

- Be an active participant when watching educational TV shows and movies with your children. Point out objects on the screen, and see if they can spell them for you. When a word appears on the screen, ask them to say each letter out loud.
- If you have a digital video recorder (DVR), pause the educational show after a learning moment to talk through the lesson with your children and encourage them to talk about what they learned after the show is finished.

Watch “WordWorld” on PBS KIDS



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