

# **Rosetta Stone: It is amazing what a marketing blitz can do.**

**James J. Asher, Ph.D.**

Originator of the Total Physical Response,  
known worldwide as TPR

July 12, 2011

[www.tpr-world.com](http://www.tpr-world.com)

**J**eff Anderson, a mechanical engineer, tried Spanish in school and, like most students, was disappointed in the results. The amount of classroom work did not justify the small gain in understanding and communicating in Spanish. Maybe, Rosetta Stone is the answer. Here is what Jeff said, "I started with a high school Spanish course in which I did not learn to speak Spanish at all. After high school I used some audio tapes from PSI and they seemed to help a little. I used 'living language' audio lingual Spanish and then I found Pimsleur. I completed all three levels of the Pimsleur Comprehensive Spanish course. I was more satisfied with this program than the other material I had used. I felt it was a decent start."

### **Since my wife is Thai...**

"Since my wife is Thai, I decided to try the Introductory Pimsleur course in Thai. To follow up, I purchased Rosetta Stone in Thai, which was fine in the beginning because I could relate all the photos to what was being said when it was one or two word phrases.

"Then I encountered a problem. There was a woman standing on a sidewalk with her arms held out sideways, parallel to the ground. I could not for the life of me figure out what was happening. When I asked my wife to listen to the utterance in Thai and look at the photo, she said, 'The woman is dancing.' From here on for a month, it was a guessing game until I gave up trying to decipher the meaning of the still photos. I used Rosetta Stone for two or three months only. With motion pictures rather than still pictures, I think the software would be more effective, since each scene would have clarity of meaning, with no need to guess."

### **Here is what I am searching for**

"I am looking for a school or instructor who uses the linguistic tool of TPR to enable students to internalize an instant understanding of Thai, the first step in making a stress-free transition to speaking, reading and writing. I can be contacted at: [languagelearner175@hotmail.com](mailto:languagelearner175@hotmail.com).

"I am convinced that the powerful tool of TPR is the secret of understanding any language, including Thai. This I concluded from an observation of my wife interacting with our six year-old son. Before I share that, let me tell you that I tried to acquire some Thai from my wife with a simple 'Listen and repeat after me' drill, but it became too stressful."

### **My wife and our infant son**

"A Thai friend would come over to the house frequently and converse with my wife in Thai, but they directed all utterances to our son in English. There was the usual pattern of communication with this significant exception: When my wife got my son ready for bed, she would give him simple commands in Thai. She would say, 'Raise your arms' if she was going to take his shirt off. She would say, 'Open your mouth' when she was helping him brush his teeth. My son was responding to these commands without hesitation.

"I now realize that if we had done this on a larger scale, our son would be speaking Thai. For example, starting as an infant, all of my wife's directions to our son should have been in Thai rather than English. My directions to him would be in English. Just as we did not demand that he repeat English on cue, there would be no demand that he repeat Thai on cue. The Thai and the English would appear spontaneously when the child was ready. It would have been natural that he communicate with me in English and my wife in Thai. I understand that this arrangement has been tried with success around the world in different languages."

*Note:* For the TPR Catalog of articles, books, games, student kits, workshops, and "live" demonstrations in Arabic, French, German, Japanese or Spanish, go to **TPR World**.

*Please share this article with your colleagues and students!*