

Term	Keyword	Meaning	Your Mental Picture
1. Broca's area	broken	directs muscles for speech production	Imagine <i>breaking</i> a talking doll. If it gets <i>broken</i> (Broca), it won't <i>talk</i> (speech) anymore.
2. parietal lobe	parent	sense of touch	Imagine that a <i>parent</i> (parietal) is touching his or her baby's forehead to feel if the baby has a temperature.
3. hypothalamus	hypochondriac	hunger and thirst	Imagine a <i>hypochondriac</i> (hypothalamus) thinking they're <i>hungry and thirsty</i> when they're not!
4. cerebral cortex	cereal court	judgment	You and a friend have a dispute over a box of cereal. So, you go to <i>cereal court</i> (cerebral cortex) and face a judge (judgment).
5. amygdala	Armageddon	aggression and fear	In the Bible, <i>Armageddon</i> (amygdala) is the final battle between good and evil. Battles are full of <i>aggression and fear</i> .
6. frontal association areas	front	impulse control	Imagine a student losing patience and crowding to the <i>front</i> (frontal) of the line. He has lost <i>impulse control</i> .
7. corpus callosum	corpse	connects the two cerebral hemispheres	Imagine a tiny <i>corpse</i> (corpus) <i>lying across</i> (connecting) the two cerebral hemispheres.
8. left hemisphere	left field	handles language	Imagine a ballplayer in <i>left field</i> talking (language) continuously during a game (for example, "swing batter, swing batter," etc.)
9. temporal lobes	tempera paints	hearing	Imagine someone painting <i>tempera</i> paints (temporal) all over their <i>ears</i> (hearing) "These ears aren't painted on," she says!
10. hippocampus	hippo	memories	Imagine a <i>hippo</i> (hippocampus) wearing an elephant trunk as a Halloween costume. "It <i>helps my memory!</i> " he says.

Source: Carney, R. N., Levin, J. R., & Levin, M. E. (1994, August). *Additional memory-enhancing activities for acquiring psychology course content*. Paper presented at the annual meeting of the American Psychological Association, Los Angeles. Reprinted by permission of Russell Carney.