



Why Johnny Can't Read and What You Can Do About It

By Rudolf Flesch

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Why Johnny Can't Read and What You Can Do About It By Rudolf Flesch

Why Johnny Can't Read is an angry book by an aroused parent. It is addressed to the thousands of bewildered parents whose normally intelligent youngsters can't read well enough to do their school work. Dr. Flesch has visited classrooms, talked to students, teachers and parents, worked his way through a mountain of books and articles and examined study materials. "Johnny can't read", Dr. Flesch concludes, "for the simple reason that nobody ever showed him how." The American System of teaching children to read was no longer the traditional alphabetic-phonetic method. Since 1925 most children had been forced to memorize entire words one after another like Chinese characters – a process which ends in disorderly guesswork. Failing to learn how to sound out words letter by letter, the child never mastered the mechanics of reading. Dr. Flesch provides a cure in this book. Why Johnny Can't Read contains complete material and instructions for teaching children to read at home. Here are step-by-step directions, simple phonetic drills, which can be used for beginners or youngsters whose reading ability hasn't kept pace with their development in other fields. Parents who apply these wise and proven methods can give their children invaluable aid. It has 74 pages of phonetic lists, 9 charts of block and script letters. This is the book that revolutionized the teaching of reading to children in America. Up until this time, since 1930, virtually all children in America had learned to read from the book "Dick and Jane". As this book demonstrated, Dick and Jane had unnatural dialogue and was not interesting to children. In order to get the children to learn to read, materials had to be introduced that the children would find interesting.

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Editorial Review

About the Author

Dr. Rudolf Flesch was born on 8 May 1911 in Vienna, Austria. Trained as a lawyer in his native Vienna, Rudolf Flesch came to the USA in 1938. After taking his doctorate of philosophy at Columbia University, he taught at New York University and contributed to Harper's Magazine, Liberty, The American Mercury and other magazines. While giving Americans a new insight into their own language, Rudolf Flesch wrote books How to Test Readability (1951), How to Write Better (1951), The Art of Plain Talk (1946), The Art of Readable Writing (1949), The ABC of Style: A Guide to Plain English (1964), and Rudolf Flesch on Business Communications: How to Say What You Mean in Plain English (1972). His books achieved sales of over 180,000 copies. Dr. Flesch served as a consultant on readability for the Associated Press and for a large number of publishers, government agencies, educational organizations and corporations. He became a freelance writer and editorial consultant and lectured at New York University. He died on 5 October 1986.

Users Review

From reader reviews:

Shawn Hunter:

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Norman Eiland:

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Russell Pittman:

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