**FunPun**

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English is a vital language taught in many schools worldwide, but students of varying ages in Israel often struggle due to limited vocabulary. This project addresses this issue by implementing an innovative teaching method focused on positive reinforcement and associations. Research indicates that traditional teaching methods are ineffective for modern learners, making this approach essential. The unique process aims to enhance vocabulary acquisition and memory retention, leading to higher test scores and increased speaking confidence. The ultimate goal is to help students communicate more effectively in English, a skill essential in today’s global society.

**Keywords:** English, Vocabulary, Positive Reinforcement, Association, Innovative Teaching Method.