

## 2014-1 Text 0

1- As many people hit middle age, they often start to notice that their memory and mental clarity are not what they used to be.

We suddenly can't remember \_\_\_\_\_ we put the keys just a moment ago, or an old acquaintance's name, or the name of an old band we used to love.

As the brain \_\_\_\_\_, we refer to these occurrences as "senior moments." \_\_\_\_\_ seemingly innocent, this loss of mental focus can potentially have a(n) \_\_\_\_\_ impact on our professional, social, and personal \_\_\_\_\_.

2- Neuroscientists, experts who study the nervous system, are increasingly showing that there's actually a lot that can be done.

It \_\_\_\_\_ out that the brain needs exercise in much the same way our muscles do, and the right mental \_\_\_\_\_ can significantly improve our basic cognitive \_\_\_\_\_.

Thinking is essentially a \_\_\_\_\_ of making connections in the brain.

To a certain extent, our ability to \_\_\_\_\_ in making the connections that drive intelligence is inherited.

\_\_\_\_\_, because these connections are made through effort and practice, scientists believe that intelligence can expand and fluctuate \_\_\_\_\_ mental effort.

3- Now, a new Web-based company has taken it a step \_\_\_\_\_ and developed the first "brain training program" designed to actually help people improve and regain their mental \_\_\_\_\_.

4- The Web-based program \_\_\_\_\_ you to systematically improve your memory and attention skills.

The program keeps \_\_\_\_\_ of your progress and provides detailed feedback \_\_\_\_\_ your performance and improvement.

Most importantly, it \_\_\_\_\_ modifies and enhances the games you play to \_\_\_\_\_ on the strengths you are developing--much like a(n) \_\_\_\_\_ exercise routine requires you to increase resistance and vary your muscle use.