

The monthly *Oxford University Press Newsletter* aims at guiding teachers through different aspects of learning, and introducing them to the varied methodologies of teaching in the current tech-savvy world. The need of converging theory with practice in daily class activities will be highlighted in every issue, keeping in mind the various infrastructural capacities. Emphasis on *ICT*, *CCE*, and the practical approaches to *Dr Howard Gardner's theory of Multiple Intelligences* will help boost the analytical bent as well as creative faculties of a child, making learning an easy, effective, and enjoyable experience. Also, *theme based lesson plans* will integrate various subjects through one common platform, aiding in comprehensive development. In addition to this, a *Words* section, while providing interesting trivia, will take one on a linguistic journey, delving into word origins, meanings, and usages. An *Update* section comprising news about upcoming events, new marketing tools, etc., will keep one informed about the new ventures from OUP. The Newsletter will be a valuable aid to develop different perspectives of teaching, paving the way for up-to-date yet student-friendly classrooms.

OUP Celebrates Centenary

OUP, a department of Oxford University,
The World's largest Press
Celebrating a century
In India in 2012, you see.

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The purpose always bringing education
To every doorstep is OUP's intention.

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Empowering teachers to make learning interesting!

What's new in the Centenary Year?
Articles, lesson plans for schools and teachers,
News updates on latest developments,
Information, "word" origins and things relevant.

Sounds exciting, doesn't it?
What are we waiting for then?
Wish OUP the Best to keep moving ahead!
To serve the cause of education.

We wish OUP grows further more,
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To the Best of OUP's ability.
Good Luck! OUP!

Jayanthi Vijaygopal

Words Section



Brainiac (noun)

Meaning

- *According to OALD 8:* a very intelligent person
- *According to Wikipedia:* an exceptionally intelligent person

Origin

As Superman fans know, Brainiac was the super-intelligent villain in the Action Comic series and its spin-offs. The comic-book series was launched in 1938, and the general use of this term was first recorded in print in 1982. One doesn't need x-ray vision to see the connection here — etymologists think Superman's brainy adversary was probably the inspiration for this term. The name *Brainiac* itself is a portmanteau of the words *brain* and *maniac*, with influence from *ENIAC*, the name of an early computer.

Fact file of *Brainiac*, the character who inspired the coinage of the term

Brainiac first appeared in Action Comics #242 (July 1958), and was created by Otto Binder and Al Plastino. An extraterrestrial android (in most incarnations), Brainiac is a principal foe of Superman, and is responsible for shrinking and stealing Kandor, the capital city of Superman's home planet Krypton. Most incarnations of Brainiac depict him as a green-skinned being in humanoid form. He is bald, except for a set of diodes protruding from his skull.

Usage

- *A team of brainiacs are here to answer your scientific questions.*
- *Brainiacs from around the world took part in the contest.*
- *We don't need a bunch of brainiacs to figure this out.*
- *These brainiacs are devoted to providing the best in computer game graphics and technology.*