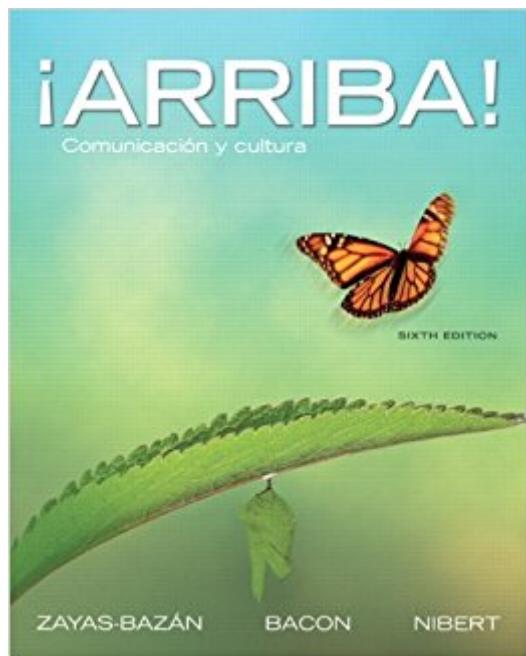


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Â¡Arriba!: ComunicaciÃ³n Y Cultura (6th Edition)



Synopsis

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ComunicaciÃ n y cultura is a highly flexible programâ "one that can be used effectively in a wide range ofÂ learning environmentsÂ by students who learn in different ways and use technology to varying degrees. Â¡Arriba! has been consistently praised for its clarity and for providing materials that are both motivating and easy to use. We believe that you will find these qualities reflected in the sixth edition as well. Â From a new cultural focus in Perfiles that introduces the cultures of the Hispanic world through personal perspectives to new opportunities for cross-cultural learning throughout; learners can now interact with Spanish in a dynamic way.Â You can also gauge your progress with new section-ending Â¿CuÃ jnto saben? activities that help you put everything together in realistic, role-play situations.Â With the new Presencia hispana notes, you can see that Spanish is right outside their your door in your local community, making learning Spanish applicable and useful in your life.Â See for yourself how this new, personal approach combined with the hallmarks of clear grammar explanations and a wealth of meaningful practice activities brings Spanish to life!

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Book Information

Series: Brief Edition

Paperback: 624 pages

Publisher: Prentice Hall; 6 edition (January 20, 2011)

Language: English

ISBN-10: 0205740375

ISBN-13: 978-0205740376

Product Dimensions: 8.1 x 1 x 10.1 inches

Shipping Weight: 2.8 pounds

Average Customer Review: 3.8 out of 5 stars 83 customer reviews

Best Sellers Rank: #15,996 in Books (See Top 100 in Books) #41 in Books > Textbooks > Humanities > Foreign Languages > Spanish #119 in Books > Reference > Dictionaries & Thesauruses > Foreign Language Dictionaries & Thesauruses #183 in Books > Reference > Foreign Language Study & Reference

Customer Reviews

The January, 2015 release of this best-selling program includes a new, interactive eBook, a new cultural video, online vocabulary tutorials, dynamic study modules, and instant real-time classroom analytics made possible by Learning Catalytics. Â There are many ways to be a highly successful instructor of Spanish.Â ¡Arriba!Â not only recognizes this fact but it informs an integral aspect of its approach: a rich, complete, and highly flexible communicative language program that provides latitude for individual instructors to teach the course in different ways within a wide variety of academic settings. Each instructor can "speak" in their own voice â " their own unique style â " and be certain that withÂ ¡Arriba!Â students will have a successful and rewarding learning experience. Â It is hard, if not impossible, to be reductive when talking about a program as rich and complete asÂ ¡Arriba!, however, if we were to name a second aspect ofÂ ¡Arriba!, now in its Sixth Edition, that has contributed to making it an undisputed best seller, it would be the clarity and strength of its grammar presentations combined with activities that develop cultural insight and strong communication skills. The end result: a supremely solid approach that is easy to use and implement. --This text refers to the Hardcover edition.

Eduardo Zayas-BazÃ¡n is a native of Camaguey, Cuba. He holds an M.S. in foreign languages from Kansas State Teachers College, Emporia, KS, and a Doctor en Derecho degree from Universidad Nacional JosÃ© MartÃ–, Havana, Cuba. He is a Professor Emeritus in Foreign Languages from East Tennessee State University, where he was chair of the Foreign Language Department from

1973 to 1993. Over the course of his distinguished career, Zayas-Bazán has received numerous awards in recognition of his professional achievements and has held noteworthy positions within many organizations dedicated to teaching Spanish. In addition to writing numerous articles in regional and national journals, he is the co-author, co-editor, and translator of seventeen books, including *¡Arriba! Comunicación y cultura* and *Conexiones*, published by Pearson Prentice Hall.

Susan M. Bacon (Ph. D. Ohio State University) is Professor Emerita of Spanish at the University of Cincinnati and former Director of UC International Programs where she promoted and supervised all education abroad for the University. In the Department of Romance Languages she served at various times as Director of the Basic Spanish Program, Undergraduate Director, Graduate Director, and Assistant Department Head. In addition to her administrative duties, she taught Spanish language and culture, teaching methodology, and second-language acquisition. Her research interests include child and adult second-language acquisition, and the processing of authentic input. She is recipient of the prestigious Paul Pimsleur Award for Research in Education. She was Project Director for a four-year grant from the National Endowment for the Humanities in Mexico, and a Fulbright-Robles Scholar in Mexico. She is primary researcher for a considerable number of empirical studies, and has co-authored several elementary and intermediate-level Spanish texts including *¡Arriba! Comunicación y cultura*, *Conexiones*, and *Leyendas del mundo hispano*, all published by Pearson-Prentice Hall.

I don't know how to put it other than this book is absolutely excellent. I have used multiple Spanish courses throughout my education and for the first time I am using one that actually teaches you the ins and outs of the language rather than a bunch of semi useful (or totally useless) phrases. Each chapter focuses on plenty of new vocabulary along with essential grammar points that help you to fully understand the structure of the language. By the end of the first chapter you will be able to start conjugating simple sentences rather than just repeating what is being spoken a tape. Every lesson continues to build on what you have learned so that you can see how everything you are being taught applies. The online My Spanish Labs portion is very useful to understanding the material. There are tons and tons of lessons available to test your reading and listening comprehension so that you know you are making progress with your course. Don't waste your time with other programs that just turn you into a parrot that repeats things without actually understanding what it means.

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Book was used to pass 4 semesters of college Spanish. That being said, if I can do it, anyone can.

Spanish class. This book is useful when learning.

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