

Say "hello" to a learning innovation



For students who want to learn a language for personal enrichment, travel or to enhance language studies. Now you can offer them *Powerspeak Languages*, an engaging new language resource that supports the most-studied languages:

- Spanish
- French
- German
- Mandarin Chinese
- English for Spanish speakers
- Italian
- Russian
- Japanese
- Korean
- ESL Mandarin-speakers

Powerspeak Languages speaks to today's needs

U.S. schools are facing a 30% shortage of qualified foreign-language teachers, according to the Center for Applied Linguistics. That makes it all the more challenging to keep the momentum of learning alive for secondary students.

Powerspeak Languages is the answer. A cost-effective supplement to lessons and labs, this resource combines proven learning processes with engaging, innovative methods that engage students far beyond rote memorization and listen/repeat drills.

And while fostering achievement for students learning a foreign language, a *Powerspeak Languages* module covering English for Spanish-speakers is a welcome resource to help low-level English speakers succeed.

Powerspeak Languages:

- Supports the curriculum for the 91% of U.S. high schools that teach a foreign language
- Fosters interest using rich multimedia, visual activities, games, and stories
- Empowers students to work independently
- Supports differentiated learning via audible, visual and tactile responses
- Puts each language into the context of a cultural background

Welcome to Powerspeak Languages. Discover the new power in speech."

- Spanish ▶
- French ▶
- Mandarin ▶
- German ▶

Start Course Intro Video Course Overview

▲ Meet your virtual learning coach. His introductions and explanations enhance each lesson.

See for yourself

Contact your Sales Representative or visit www.gale.com/powerspeak to request a free trial or view a video and Webinar about this remarkable new resource.

Engaging, enlightening language lessons

Powerspeak Languages offers:

- A remarkable integration of training, coaching, practice and assessment stands this resource apart from "listen and repeat" flash-card style or rote memorization instruction that characterise other language systems
- Only in Powerspeak Languages will learners meet their "virtual coach" — a knowledgeable, engaging speaker — whose video introductions explain the concepts for lessons, offer encouragement and share interesting cultural notes about the language
- ESL for Spanish and the most in-demand world languages in one engaging resource
- Learners can check their answers, track their progress; stop, skip and replay modules and sections, and navigate the entire course with ease

Use Powerspeak Languages to:

- Build life skills for students planning world travel, newcomers to the United States, personal enrichment and others wishing to expand their horizons
- Support global perspectives in education with timely lessons geared toward cultural understanding
- Streamline your workload with its all-inclusive online processes — no software to download, print manuals to check out or CDs to re-shelve



In many Latin American countries, as well as in parts of Europe, a mutual kiss on the cheek is a common greeting. In some regions of Spain, some provinces of Argentina, and a few other places, the custom is to kiss both cheeks. But in most Spanish-speaking places, kissing on just one cheek dominates. Many of these greetings are actually a kiss in the air near the cheek, with the cheeks touching (which is easier for two people to do simultaneously!) In some places this way of greeting happens mainly between women, and in other places it also happens between people of the opposite sex. In most places it's not used between men, who may shake hands instead.

And in fact, you can greet anyone with a handshake if you find cheek-kissing too far out of your comfort zone. If you want to head a smooch off at the pass, immediately stick out your hand for a shake—the other person will automatically shake hands with you and not mind at all (and may even be glad that you averted an awkward

- ▲ After learning the word for "hello," users learn how to complete the greeting according to cultural customs.

Astrid: Buenas noches.

You: [Microphone icon]

Astrid: Me llamo Astrid. ¿Y usted?

You: [Microphone icon]

Astrid: Le presento a Estela, mi amiga.

You: [Microphone icon]

Astrid: ¿De dónde es usted?

You: [Microphone icon]

Astrid: Yo soy de otra galaxia. Y Estela también.

You: [Microphone icon]

- ▲ Lessons empower users to expand their knowledge in the new language.

powerpeak languages Spanish Unit 1 Lesson 1 Flashcards

UNIT 1 Getting Acquainted

Meeting People & Introducing Yourself

01	10	19
02	11	20
03	12	21
04	13	22
05	14	
06	15	
07	16	
08	17	
09	18	

Score

brown una mujer

Do these cards match?

yes no

Familiar and fun activities like match-games appeal to users of many learning levels



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