

Say "hello" to a learning innovation



Whether fostering personal growth, planning travel abroad, preparing for naturalization, or working in the global marketplace, *Powerspeak Languages* will take your library customers to new levels of engagement — diminishing the fear, angst and boredom often associated with other world language learning systems. Languages include:

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

Powerspeak Languages is the ticket

Powerspeak Languages is a proven, effective learning system that combines systematic learning processes with innovative methods in courses tailored specifically to each language and culture.

By taking users beyond rote memorization or the "listen/repeat" drill of other systems, *Powerspeak Languages* delivers a unique mix of progressive, proven teaching methods that truly resonate with language learners.



▲ 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
- **Unparalleled online interactivity.** Around-the-clock access via any Internet-connected computer draws users to an unmatched selection of interactive lessons, courses, expert guidance and learning games
- **English for Spanish-speakers and world languages in one package.** Make the most of your budget by reaching more diverse users
- Learners can check their answers, track their progress; stop, skip and replay modules and sections, and navigate the entire course with ease

Powerspeak Languages:

- **Builds life skills** for newcomers to the United States, and those wishing to expand their horizons
- **Helps promote cultural awareness** by illustrating customs and social trends particular to each language's culture
- **Supports global perspectives** in education and business with timely lessons geared toward user confidence and accomplishment
- **Streamlines 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.

power speak 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	

power speak languages Spanish Unit 1 Lesson 1 Flashcards

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Score

brown una mujer

Do these cards match?

yes no

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



FREE TRIAL Contact your Sales Representative or visit www.gale.com/powerspeak.