



¡Arriba!: Comunicación y cultura (6th Edition)

By Eduardo J. Zayas-Bazan, Susan Bacon, Holly J. Nibert

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Editorial Review

From the Back Cover

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*.

There are many ways to be a highly successful instructor of Spanish. ¡**Arriba!** 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 – their own unique style – and be certain that with ¡**Arriba!** students will have a successful and rewarding learning experience.

It is hard, if not impossible, to be reductive when talking about a program as rich and complete as ¡**Arriba!**, however, if we were to name a second aspect of ¡**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.

About the Author

Eduardo Zayas-Bazán 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 José Martí, 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.

Holly J. Nibert earned her Ph.D. in Spanish Linguistics from the University of Illinois at Urbana-

Champaign in 2000. She studied abroad at the Universidad de Barcelona and the Universidad Complutense de Madrid. She has twenty-two years of experience teaching Spanish language and linguistics at various institutions, including UIUC, Penn State University at University Park, Western Michigan University, and the Universidad Autónoma de Querétaro (Mexico). Presently, she is Associate Professor of Spanish Linguistics and Director of the First-Year Spanish Language Program and TA Training at WMU. She also has taught English as a Second Language to adolescents and adults in both Spain and the U.S. Nibert has published various articles on Spanish phonology and phonetics (on intonation in particular) and the use of technology in teaching Spanish.

Users Review

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Terry Holmes:

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