

Behind every McGraw-Hill Education product is research. Thousands of instructors participate in our course surveys every year, providing McGraw-Hill with longitudinal information on the trends and challenges in your courses. That research, along with reviews, focus groups, and ethnographic studies of both instructor and student workflow, provides the intensive feedback that our authors and editors use to ensure that our revisions continue to provide everything you need to reach your course goals and outcomes.

Some KEY FINDINGS from our Intermediate Spanish Course Survey



86% of loyal *Punto y aparte* users indicated that one of the primary reasons they continue with this program is its unique and effective methodology.



> The **siete metas comunicativas** (*seven communicative goals*) are a hallmark of *Punto y aparte* and constantly remind students of the structures necessary for successful communication in Spanish.

“The focus on the seven metas comunicativas is the key to the success of this text. The puntos clave explanations are appropriate and clear, and the students get a very good grasp of what is important for communicating effectively.”

—BARBARA DOMCEKOVA, BIRMINGHAM–SOUTHERN COLLEGE

Puntos clave

Descripción y comparación

En esta sección del capítulo, Ud. va a practicar las descripciones y comparaciones de personas y lugares. Para hacerlo bien, hay que utilizar las estructuras gramaticales (los puntos clave) de la siguiente tabla que pertenecen a cada meta comunicativa. Antes de continuar, estudie las explicaciones de estas estructuras gramaticales en las páginas verdes (194–239) que están al final del libro.

LAS METAS COMUNICATIVAS DE ESTE CAPÍTULO		
ICONO	METAS COMUNICATIVAS	PUNTOS CLAVE
	Descripción	<ul style="list-style-type: none"> la concordancia de género y número ser/estar los participios como adjetivos
	Comparación	<ul style="list-style-type: none"> la concordancia de género y número tan... como, tanto/a/os/as... como más/menos... que

> Every **Puntos clave** section briefly presents the grammar necessary for effective communication and offers bountiful practice for students, helping them to develop greater fluency.



The Intermediate Spanish market increasingly demands interactive and engaging online instructional materials that align with the goals of the course. **54%** of the participants surveyed said they would use an interactive e-book and felt that it would enhance the learning experience of their students.



> The Digital Edition of *Punto y aparte* contains presentation and practice, including embedded audio, video, and voice recording so that students can easily complete their paired communicative exercises online. A robust gradebook makes this the ideal course management system for both students and instructors.



58% of Intermediate Spanish instructors consider a high-quality video program to be an essential element of the Intermediate Spanish course.



> For the Fourth Edition of *Punto y aparte*, McGraw-Hill, using footage provided by BBC Motion Gallery, has produced a stunning video that enhances the cultural content of the program by bringing to life all of the places featured in the **Lugares fascinantes** readings.

If you would like to participate in any of the McGraw-Hill research initiatives, please contact us at www.mhhe.com/faculty-research.