



Press Release

LinguaText, Ltd. has won a *William Holmes McGuffey Longevity Award* from the Textbook Authors Association for the title "*Portugal: Língua e Cultura!*"

May 21, 1998-- The Text and Academic Authors Association has announced LinguaText, Ltd. as the winner of a McGuffey Longevity Award for its title *Portugal: Língua e Cultura*.

This award which began in 1993, is given to educational textbooks that stand the test of time, in the fact that is used by schools nationwide for a long period of time. *Portugal: Língua e Cultura* was first published in 1974 and is currently in its second edition.

The Text and Academic Authors Association (TAA); McGuffey Awards judges said:

"Grammar usage and vocabulary are presented in a useful and intelligent way."

"I'd like to learn Portuguese from this book."

"...usable, teachable, and full of cultural materials..."

"It takes great perserverance to continue to publish a textbook in a less commonly taught language such as Portuguese-and to do so and remain in tune with the latest developments in the field is a true tour-de-force!"

"The book and accompanying workbook are beautifully and artfully presented on good quality paper with an easy-to-use format, consistent yet varied so that the students get language lessons as well as an introduction to the various places where Portuguese is spoken, plus lots of opportunity to practice speaking and writing. It shows a lot of thought, preparation and scholarship."

"I cannot see any weaknesses. This text exudes authenticity in its readings: presentation of grammar is simple and concise and exercises are varied and solid."

Read more about [Portugal: Língua e Cultura](#)

Textbook Authors Association awards one title per year. It is in memory of William Holmes McGuffey (1800-1873) who was an US educator who is remembered chiefly for his series of elementary school readers.