



Literary Arts Festival (Advertisements)

A2 – B1

Module 4

Summary

- ❑ What is a Literary Festival?
- ❑ Examples of Literary Festival advertisements and how to read them.
- ❑ Exercises.

Here's What We
Will Be Learning
in this
Presentation:



Vocabulary

Promote: support or actively encourage (a cause, venture, etc.); further the progress of.

Literature: books and writings published on a particular subject.

Venue: the place where something happens, especially an organised event such as a concert, conference, or sports competition.

Organise: make arrangements or preparations for (an event or activity).

Sponsor: a person or organisation that pays for or contributes to the costs involved in staging a sporting or artistic event in return for advertising.