Literary Arts Festival (Advertisements)

A2 – B1

Module 4

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

Summary

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

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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.

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