

VILNIUS GEDIMINAS TECHNICAL UNIVERSITY

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English

*for Creative
Industries*

Study book

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The study book *English for Creative Industries* is designed for students learning the subject of creative industries. The book provides material for the development and consolidation of professional and communicative language skills.

This book should be useful for students and teachers of creative industries and the related fields. Furthermore, the edition might be of interest to people involved in professions related to economics, arts, and business management.

Mokomoji knyga *English for Creative Industries* skirta kūrybinių industrijų specialybės studentams. Knygoje pateikta medžiaga skirta anglų kalbos lingvistiniams, komunikaciniams gebėjimams bei įgūdžiams tobulinti.

Ši knyga gali būti naudinga ne tik kūrybinių industrijų specialybės studentams ir dėstytojams, bet ir žmonėms, susijusiems su ekonomika, menais ir verslo vadyba.

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INTRODUCTION

This study book is intended to be an interesting, stimulating supplementary and reference material for students of Creative Industries and those who are related to and are working in the creative business environment.

The book provides the practical reading, speaking and writing skills necessary for those who need English for professional purposes. The study book also contains a wide range of essential vocabulary.

This study book might also be interesting to artists, musicians, business people and those who relate themselves to the creative sector of economy.

The key features of this study book are:

- 29 short units covering important vocabulary, reading, speaking and writing skills for creative industries and business
- Grammar reference section
- Up-to-date language and specific vocabulary in a range of topics from “Marketing” to “Performing Arts”
- A list of commonly used irregular verbs
- 26 texts for supplementary reading
- Tips for presentation
- Useful language section
- Language notes: common mistakes