

Keys

9. Survival reading (ad)

Advertisement *GIS Europe*, July 1993, page 28.

Your tasks are the following:

1. Read the headlines; what can you infer?

A conference is going to take place, and there is a call for papers

2. Why do you think the text is divided into two columns?

To show you visually that there is a difference between them

3. Read the texts through.

4. Sum up what you should do.

If I want to participate and show the rest something interesting, the deadline is September 1, as well as to request submission¹ materials

5. What is the aim of the ad?

¹Submission materials = materials for attending the Conference, timetable, participants, etc.