**Book fair**

* Function of book fairs
* Describe how the book fair is organized
* Events
* Examples of the book fairs in the Czech Republic and around Europe
* International Book fair Book World in Prague
* Your experience

**Přečtěte si následující materiál k book fairs – obsahuje několik úloh – otázky či doplňovačky, které jsou vždy označeny žlutou barvou. Pište prosím do tohoto dokumentu, který uložte a pojmenujte nejlépe jako své jméno. Pošlete na mail do 21. 4. Včasné dodání a správnost odpovědí budu hodnotit ☺**

**Držte se!**

**Answer following questions. Make brief comments:**

1. Have you ever worked at the book fair in Prague?

2. What kind of events and programmes can we find there?

3. Have you seen an interesting programme? Tell me about it.

4. What is the function of a book fair?

5. Did you like the organization of the festival (Book World in Prague)? What could be better?

6. Have you ever been to another book fair? Can you compare the book fairs?

7. What did you buy at the book fair in Prague?

**Match the headings with the texts.**

*A) The Business Centre*

*B) Press Centre*

*C) Growing with the Book*

*D) Meeting with writers*

*E) Book World in Film*

*F) Book World on the Stage*

*G) Night of Literature*

\_\_1. a programme of contemporary theathe from the repertoirs of theatres from across the Czech republic.

\_\_2. a programme of screenings introducing works based on and inspired by works of world literature; the programme, which is organized by Book World in association with the Atlas and Ponrepo cinemas, begins a week before the opening of the fair; screenings also take place directly at the exhibition grounds.

\_\_3. the work of authors and other literary personalities is presented at the festival in the form of author´s reading and discussions, book launches and signings; these take place in the halls of the fair or on publishers´ stands

\_\_4. it is a place where journalists get their accreditation

\_\_5. it is an evening of readings from the literatures of Europe in translation, which is organized by the Czech Centre in cooperation with institutions for culture

\_\_6. it is a quiet place to conduct meetings, make contacts and discuss international copyright; this is an area exclusively designed for use by professionals, not open to the public

\_\_7. it has become a regular accompaniment to the literary programme of the fair; it will include an area called Children´s Book World, in which there will be a programme of film screenings, a literary competition, the oportunity to meet writers and illustrators, workshops, display of illustrations and books, and a multimedia presentation; this area will also include a library of children´s books from all over the world.

**What is the function of a book fair?**

* Representatives from book publishing companies from all over the world come to negotiate international publishing rights and licensing fees.
* Professional visitors get information about publishing market, to establish new contacts and do business
* „ordinary“ visitors just come to buy a book, or attend any of the events held during the book fair

**Who takes part in book fairs?**

Publishers, managers, press agencies, editors, booksellers, translators, schools (especially those oriented on books, bookselling, publishing, media), journalists, TV stations (for example in Prague book fair we can find Czech Television), radio stations (for example Český rozhlas) authors (promoting their books), illustrators, painters, actors, directors and screenwriters, musicians (sometimes they perform there), sometimes even embassies (for example in 2019 there was the Embassy of Argentina, because the guest of honor was Latin America) and of course ordinary visitors who can enjoy programmes and maybe buy a new book.

**Events**

There are many events – exhibitions, autograph sessions, conferences, multimedia presentations, author´s readings, public lectures, interviews with interesting personalities, music gigs, workshops, language lessons…..they are various type of stands and it all depends on your budget how many books you can afford.

**Write a czech translation to these words:**

Exhibition grounds –

International copyright –

Negotiate –

Licensing fee –

Publisher –

Publishing house –

Guest of Honor –

Screenwriter -

**Significant book fairs:**

*the Frankfurter Book Fair* – the world´s largest trade fair for books – soon after Johannes Gutenberg had invented printing in movable letters in Mainz near Frankfurt the first book fair was held by local booksellers; it is held in autumn

*the Leipzig Book Fair* (spring)

*the Moscow Book Fair* (autumn)

*Bologna Book Fair* – children´s literature

*Book World Prague* – book fair and literary festival (May)

**The Frankfurt Book Fair**

**exhibitors largest all over the world annually general public** **Book Fair**

The **Frankfurt Book Fair** (FBF) (*Frankfurter Buchmesse*) is the world's \_\_\_\_\_\_\_\_ trade fair for boks, based on the number of publishing companies represented, and the second largest trade fair for books based on the number of visitors after Turin International\_\_\_\_\_\_\_\_\_\_\_\_\_

It is held \_\_\_\_\_\_\_\_\_\_\_ in mid-October at the Frankfurt Trade Fair grounds in Frankfurt am Main, Germany. The first three days are restricted exclusively to trade visitors; the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ attend the fair on the weekend.

Representatives from book publishing and multimedia companies from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_come to the Frankfurt Book Fair in order to negotiate international publishing rights and licensing fees. For five days more than 7,000 \_\_\_\_\_\_\_\_\_\_\_\_\_ from over 100 countries and more than 275,000 visitors take part. The Frankfurt Book Fair is considered to be the most important book fair in the world for international deals and trading.

**Origins**

The Frankfurt Book Fair has a tradition that spans over more than 500 years. Soon after [Johannes Gutenberg](https://en.wikipedia.org/wiki/Johannes_Gutenberg" \o "Johannes Gutenberg) had developed [printing](https://en.wikipedia.org/wiki/Printing" \o "Printing) in movable letters in [Mainz](https://en.wikipedia.org/wiki/Mainz" \o "Mainz) near Frankfurt, the first book fair was held by local [booksellers](https://en.wikipedia.org/wiki/Bookselling" \o "Bookselling). Until the end of the 17th century, it was the most important book fair in Europe. As a consequence of political and cultural developments, it was eclipsed by the [Leipzig Book Fair](https://en.wikipedia.org/wiki/Leipzig_Book_Fair" \o "Leipzig Book Fair) during the [Enlightenment](https://en.wikipedia.org/wiki/Age_of_Enlightenment" \o "Age of Enlightenment). After World War II, the first book fair was held again in 1949 at the [St. Paul's Church](https://en.wikipedia.org/wiki/St._Paul%27s_Church,_Frankfurt). Since then, it has regained its pre-eminent position.

**Video doplňte chybějící slova -** <https://www.youtube.com/watch?v=jWRqKq_znfU>

1. **What do you think of Frankfurt Book Fair?**

It´s a key event for our foreign right sales people. It´s a business fair to do\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

1. **Why is the Frankfurt Book Fair important for you?**

I think seeing what´s happening in the industry is always an important part of it. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, finding out new technologies, new platforms, just discovering new stuff.

1. **What´s the Frankfurt Book Fair like?**

I love it here. It´s always tremendously energizing and enjoyable week. I love this fair and always come away having met new people but also reconnected with just great friends and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_and agents all around the world.

1. **Why are you here?**

Because my book is a \_\_\_\_\_\_\_\_\_\_\_\_\_in the USA and it´s realising into 30 plus countries and this is the fair to meet all your foreign publishers and all the readers have been looking forward to this story. I am just here to support the release of the book.

1. **What was the highlight of your trip to Frankfurt?**

Everytime it´s a great experience and adventure. In the day you´re \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_and the evening you´re getting drunk and that´s good.

1. **What do you want to achieve at the Frankfurt Book Fair?**

I am here because I am surrounded by the people who love books. My main goal is to hopefully meet some translators to do translations into other languages besides English.

1. **What does the Frankfurt Book Fair mean to you?**

My first book fair was in 1970, so I´ve never missed one. You just pick up something different just by chatting at the fair and you do bump into the people you wouldn´t normally meet and that´s the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_of the fair.

1. **Why are you in Frankfurt?**

I believe that books have to power to\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I believe that here, in the center of books, it is almost like a dream to come true to every author.