

1 Work in pairs. Match the ways to preserve our heritage with the reasons for doing so.

Ways

1. Learning about cultural heritage at school

Reasons

a. Spreading information to more people quickly

2. Promoting cultural heritage on social media

b. Helping students understand the value of cultural heritage

3. Organising competitions to find good ideas for preserving our heritage

c. Making cultural heritage more widely known to people around the world

4. Introducing cultural heritage to foreign visitors through tourism activities

d. Encouraging people to get more involved