

Classical Comics

**publishers of pioneering three-tier dialogue graphic novel adaptations of literary classics
announces an exclusive worldwide licensing agreement with Heinle,
part of Cengage Learning, to publish and distribute ELT (English language teaching)
versions of the first four publications in its series**

The first two ELT versions of the series, *Henry V* and *Macbeth*, will be launched in early April 2008; Charlotte Bronte's *Jane Eyre* and Dickens' *Great Expectations* will follow in the summer.

Having been told by young readers that they were bored by the Bard, Classical Comics set out to make Shakespeare as energetic and colourful as Spider-man. With its new series of graphic novel adaptations of literary classics, Classical Comics has succeeded in bringing Shakespeare to life, with striking full-colour artwork depicting the drama, emotion and action scenes in an exciting, captivating way.

With literacy levels in schools, and amongst school leavers, at an all time low, Classical Comics has devised a revolutionary three-tier dialogue approach as an invaluable classroom teaching tool. Each book is published in three versions: Original Text – the full, unabridged script; Plain Text – a modern English version of the original script; and Quick Text – with reduced, simplified dialogue for easier and faster reading. Clive Bryant, of Classical Comics, explains the thinking behind this: *'We wanted to spread a joy and appreciation of literacy, and particularly to target readers in key stages 2 and 3. Often children of that age are forced to read Shakespeare, but they struggle to get past the language. The comic book format and three text versions will undoubtedly help with their understanding. By providing these three text versions, which are all on the same stunning artwork, we allow a reader to absorb the story at Quick Text level, proceed onto Plain English, and then onto the Original script. That way, they understand the play and can appreciate the beautiful language that Shakespeare used. We believe we've created a way for readers to enjoy these fantastic stories regardless of their age or their reading ability.'*

Heinle is a leading provider of materials for English language teaching and learning throughout the world, and part of Cengage Learning. Cengage Learning is committed to helping learners become more effective readers, writers, and communicators, and to helping teachers become more effective in guiding learners to achieve their goals. Cengage Learning delivers highly customised learning solutions for colleges, universities, professors, students, reference centres, government agencies, corporations and professionals around the world. These solutions are delivered through specialised content, applications and services that foster academic excellence and professional development, as well as provide measurable learning outcomes to its customers. Cengage Learning's mission is to shape the future of global learning by delivering consistently better learning solutions for learners, instructors and institutions.

Macbeth, Shakespeare's archetypal tale of the dangers of the lust for power and betrayal of friends, is published on Monday 25 February 2008. Other great literary novels receiving the Classical Comic treatment include: *Jane Eyre* (Spring 2008), *Great Expectations* (Summer 2008), and *Frankenstein* (Summer 2008).

The books retail at £9.99 each, and are available from Amazon, and all good bookshops nationwide.

The publisher is available for interview
Copies are available on request



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