

Unit 7: Exercise 7

Look again at the flow-chart and answer choices. Choose the correct answers to the questions.

Headline

Keep short, simple and concise. Must get the 1 of whoever reads it. Apart from the first word, write in lower case. Use ideas from the release and think of it as an 2



First paragraph

Do not use complicated words and avoid 3 Keep grammar straightforward. The aim is to provide a simple and interesting 4



Following paragraphs

Write paragraphs in order of importance and keep them 5 , with no long and complicated sentences.



Company information

Provide your website address and attach details of any extra 6 that help prove the facts behind your release.

A complexity

B compact

C interest

D attention

E materials

F summary

G announcement

H articles

I repetition

1 Why is 'attention' not the correct answer for question 2?

- It does not fit contextually.
- It does not fit grammatically.

2 Why is 'announcement' not the correct answer for question 4?

- An announcement would generally be at the beginning of something, i.e. the first part of the process.
- It does not fit grammatically.

3 Why is 'complex' not the correct answer for question 5?

- It contradicts the remaining part of the sentence.
- It does not fit grammatically.

4 Why is 'summary' not the correct answer for question 6?

- A summary is not found at the end of something.
- A summary would not 'prove the facts' in this context.

