

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.

