

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.