Unit 7: Exercise 6

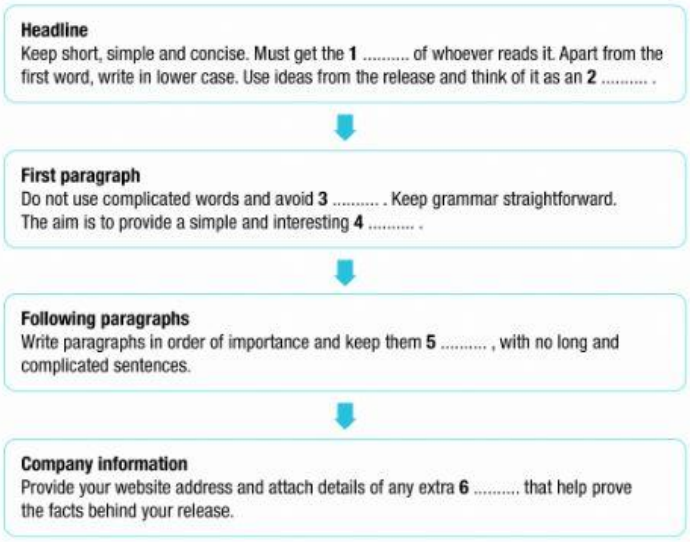
Scan the four extracts from the recording script. Choose the correct answers to complete the sentences.

1 OK, so let's start with the headline. Not only should this be brief, clear and to the point, but it also needs to grab the reader's attention. Whilst the first word in the press release could be, and often is, capitalised, the rest of the text should be in lower case.

2 Right, so moving on to the first main paragraph in the body of the article. First and foremost, avoid fancy language. Overlong vocabulary will simply confuse the reader. And you must be careful of repetition – you don't have the time or the space for this. In addition, I would suggest you do not use complicated grammatical structures.

3 Clearly, you need to describe what you do and such like, and this should be done in a few lines. At this stage, link to your web page and other useful information that you'd like to have quoted in the release.

4 Finally, you should tie everything together by providing links to any additional supporting materials, and, of course, details of how you can be reached for further comment.



1 In the flow-chart, 'get' in question 1 is a synonym for

- ◯ **A** consider.
- ◯ **B** grab.
- ◯ **C** treat.

2 In the recording, 'fancy language' and 'overlong vocabulary' are paraphrases of

- ◯ **A** complicated words.
- ◯ **B** lower case.

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◯ **C** straightforward grammar.

3 In the flow-chart, 'that help prove the facts' in question 6 is a paraphrase of

◯ **A** additional.

◯ **B** further.

◯ **C** supporting.

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