

WEEK 9

EXERCISES ON CONCLUDING PARAGRAPHS

GROUP 1: OPENING SENTENCE

Each concluding paragraph below has its **first sentence** missing. Choose the best opening sentence (A, B, or C) for each paragraph.

EXERCISE 1

_____. Traditional media such as newspapers and television are losing their audiences to online platforms. As a result, many journalists are losing their jobs, and the quality of investigative reporting is declining. Without strong print and broadcast journalism, society will lack reliable sources of news.

- A. To sum up, the rise of digital media has created serious challenges for traditional journalism.
- B. In conclusion, there are many different websites on the internet today.
- C. All in all, social media platforms like Instagram are very popular among young people.

EXERCISE 2

_____. First, false information can spread quickly before journalists have time to verify it. Second, PR professionals sometimes use social media to publish misleading content about their clients. Finally, ordinary people find it difficult to tell the difference between reliable news and propaganda.

- A. In conclusion, social media has made communication faster for everyone.
- B. In summary, the spread of misinformation on social media is a serious problem for both journalism and public relations.
- C. To conclude, many people use their phones to read the news every morning.

EXERCISE 3

_____. Ethics training should be made compulsory for all PR students. Companies must also have clear codes of conduct that prevent dishonest communication. When PR professionals follow ethical rules, they help build a more trustworthy relationship between organizations and the public.

- A. In a nutshell, public relations professionals have an important responsibility to communicate honestly and ethically.
- B. All in all, public relations is a very creative and interesting profession to work in.
- C. In brief, public relations campaigns use many different channels such as press releases and events.

EXERCISE 4

_____. Female journalists often face online harassment, which discourages them from reporting on sensitive topics. Furthermore, women are underrepresented in editorial leadership positions. Addressing these inequalities requires both policy changes within media organizations and greater awareness in society.

- A. To summarize, journalism schools accept both male and female students from all backgrounds.
- B. In conclusion, many famous journalists have won important awards for their work.
- C. All in all, gender inequality remains a significant challenge in the field of journalism.

EXERCISE 5

_____. Crisis PR teams must act quickly and provide accurate information to the public. A delayed or dishonest response can permanently damage an organization's image. On the other hand, a well-managed crisis can actually strengthen public trust if it is handled transparently.

- A. In short, there are many tools that can help PR teams with their daily tasks.
- B. To sum up, public relations professionals attend many press conferences and media events.
- C. In conclusion, managing a communication crisis effectively is one of the most critical skills in public relations.

GROUP 2: FINAL QUESTION

Each concluding paragraph below has its **last sentence** missing. Choose the best *rhetorical question* (A, B, or C) to finish each paragraph.

EXERCISE 1

In conclusion, citizen journalism has both empowered ordinary people and created serious risks for the quality of news reporting. While anyone with a smartphone can now report on events in real time, this has also led to the spread of unverified information. Media literacy programs and editorial standards must be promoted to help the public navigate this new landscape. _____.

- A. If we do not act now to promote responsible reporting, who will protect the public from the dangers of misinformation?
- B. Do you think smartphones are useful for everyday life?
- C. Have you ever written a blog post or social media update about local news?

EXERCISE 2

To sum up, the influence of advertising on editorial content is a growing threat to journalistic independence. When media organizations depend heavily on advertising revenue, they may avoid publishing stories that could upset their sponsors. This undermines the public's right to receive unbiased, truthful information. _____.

- A. Is it not time to ask whether a truly free press can survive in a media landscape dominated by commercial interests?
- B. Do you prefer reading news online or in print newspapers?
- C. Have advertisers always been an important part of the media industry?

EXERCISE 3

All in all, social media has dramatically changed the way public relations professionals communicate with their target audiences. Direct communication through platforms such as Instagram and X allows brands to reach millions of people instantly. However, negative comments and public criticism can also spread just as fast, creating new challenges for reputation management. _____.

- A. How many followers does your favourite brand have on social media?
- B. In a world where a single tweet can destroy a reputation overnight, can any organization truly afford to ignore social media?
- C. Would you like to work as a social media manager in the future?

EXERCISE 4

In summary, press conferences remain an essential tool for public relations, but they must be managed carefully to be effective. A poorly organized press conference can create confusion and negative media coverage. PR professionals must prepare spokespersons thoroughly and anticipate difficult questions from journalists. _____.

- A. What would happen to an organization's reputation if its spokesperson was unprepared to answer critical questions in front of the world's media?
- B. Have you ever attended a press conference in person or watched one on television?
- C. Do journalists always ask fair and balanced questions during press conferences?

EXERCISE 5

In a nutshell, investigative journalism plays a vital role in a healthy democracy by exposing corruption and holding powerful institutions accountable. Yet funding for long-term investigative projects is shrinking as media organizations cut their budgets. Without financial support, many important stories may never be told. _____.

- A. Is investigative journalism your favourite type of news reporting to read or watch?
- B. If investigative journalism disappears, who will speak for those who have no voice and expose the injustices that the powerful wish to hide?
- C. Should journalism students learn more about financial management during their studies?

GROUP 3: FINAL THOUGHT

Each concluding paragraph below has its **last sentence** missing. Choose the best *prediction*, *recommendation*, or *suggestion* (A, B, or C) to finish each paragraph.

EXERCISE 1

To sum up, the lack of diversity in mainstream media is a problem that needs urgent attention. Newsrooms dominated by a single demographic group tend to produce stories that reflect only one perspective. Audiences from minority communities feel underrepresented and often lose trust in media organizations.

- A. [Recommendation] Media organizations should actively recruit journalists from diverse backgrounds and ensure that editorial decisions reflect a wider range of voices and experiences.
- B. [Prediction] In the future, there will probably be even fewer journalists working in traditional newsrooms.
- C. [Suggestion] It might be a good idea for journalists to take a holiday and relax after a long week of work.

EXERCISE 2

In conclusion, the rise of artificial intelligence in newsrooms presents both opportunities and serious ethical concerns. AI tools can help journalists process large amounts of data quickly. However, they can also produce biased content and reduce the need for human reporters, threatening jobs and journalistic integrity.

- A. [Suggestion] Perhaps journalists should try using different AI tools to decide which ones they personally prefer.
- B. [Prediction] If the journalism industry fails to establish clear ethical guidelines for AI use, the line between human reporting and machine-generated content will become impossible to distinguish.
- C. [Recommendation] Journalists should always drink enough water and sleep well to stay focused at work.

EXERCISE 3

All in all, the use of spin and strategic messaging by PR professionals raises important ethical questions about honesty in public communication. When organizations hide negative information or exaggerate positive outcomes, they deceive the public. This kind of dishonest communication can seriously damage trust between institutions and citizens.

- A. [Suggestion] PR professionals should perhaps consider working in other fields such as marketing or advertising instead.
- B. [Prediction] One day, all PR campaigns will be managed entirely by AI without any human involvement.
- C. [Recommendation] It is strongly recommended that PR professionals follow a strict code of ethics and always prioritize transparency and honesty over short-term gains for their clients.

EXERCISE 4

In summary, the global decline of local newspapers is having a damaging effect on community life. When local papers close, residents lose access to information about local government, schools, and community events. This creates what experts call 'news deserts' - areas where there is almost no local journalism at all._.

- A. [Recommendation] Local governments and foundations should invest in funding community news organizations to prevent the complete disappearance of local journalism.
- B. [Suggestion] People living in these areas could try to get their news from national newspapers or television channels.
- C. [Prediction] It is likely that more people will start reading books instead of newspapers in the coming years.

EXERCISE 5

To conclude, corporate social responsibility (CSR) communication has become an essential part of modern public relations. Companies are expected not only to make profits but also to contribute positively to society and the environment. However, some organizations use CSR only as a marketing tool, producing what is often called 'greenwashing'.

- A. [Suggestion] Perhaps companies could design more attractive logos and packaging to show their commitment to sustainability.
- B. [Prediction] As consumers become more aware of greenwashing, companies that fail to communicate authentic CSR values will inevitably lose public trust and face serious reputational consequences.
- C. [Recommendation] PR students should read more books about corporate finance to understand how companies make their budgets.

ANSWER KEY

GROUP 1: 1-A 2-C 3-A 4-C 5-C

GROUP 2: 1-A 2-A 3-B 4-A 5-B

GROUP 3: 1-A 2-B 3-C 4-A 5-B