

WEEK 10

MORE PRACTICE 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

_____. Deepfake videos are becoming increasingly realistic and difficult to identify. As a result, false political messages and manipulated interviews can spread rapidly online. If media organizations fail to educate audiences about digital manipulation, public trust in news may decline significantly.

- A. In conclusion, the growing use of deepfake technology poses a serious threat to media credibility.
- B. To sum up, many people enjoy watching comedy videos on social media.
- C. All in all, journalists usually work long hours to meet deadlines.

EXERCISE 2

_____. Podcasts allow journalists to explore stories in greater depth and create stronger emotional connections with audiences. Unlike short news reports, podcast episodes often include interviews, detailed explanations, and personal experiences. Consequently, many younger audiences now prefer audio journalism over traditional formats.

- A. In conclusion, newspapers were more popular in the twentieth century.
- B. In brief, podcasts are becoming an increasingly influential form of journalism.
- C. To summarize, many people buy headphones to listen to music while travelling.

EXERCISE 3

_____. Companies that ignore customer complaints on digital platforms often face severe reputational damage. Fast and professional responses can help organizations regain public trust. Therefore, social media monitoring should be a central part of any communication strategy.

- A. In a nutshell, responding effectively to online criticism has become essential in public relations.
- B. To conclude, social media applications offer many entertaining filters for users.
- C. All in all, public relations professionals sometimes organize charity events.

EXERCISE 4

_____. Online newspapers can publish breaking news immediately and update information in real time. However, the pressure to publish quickly sometimes results in factual errors and reduced accuracy. Journalists must therefore balance speed with responsibility.

- A. In conclusion, printed newspapers are usually black and white.
- B. To sum up, digital journalism offers both important advantages and significant risks.
- C. In short, many students read articles on their mobile phones every day.

EXERCISE 5

_____. Influencers are increasingly collaborating with brands to promote products and services. However, audiences may feel deceived if sponsorship agreements are not clearly disclosed. Transparency is therefore necessary to maintain credibility and consumer trust.

- A. In conclusion, ethical influencer marketing is becoming increasingly important in modern communication.
- B. To summarize, social media platforms provide many entertainment options for users.
- C. In brief, influencers often travel to different countries for content creation.

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 summary, media bias remains one of the greatest concerns in modern journalism. News organizations sometimes present events from ideological perspectives, influencing how audiences interpret reality. Citizens must therefore compare multiple sources before forming opinions. _____.

- A. Have newspapers always been expensive to produce?
- B. Do you usually watch the evening news with your family?
- C. In a world where news shapes public opinion, can society truly afford to ignore the dangers of media bias?

EXERCISE 2

To conclude, online reputation management has become increasingly important for businesses and public figures. A single negative post can spread rapidly and damage years of hard work. Communication professionals must therefore respond quickly and strategically to protect credibility. _____.

- A. If one viral post can destroy public trust overnight, should reputation management still be considered optional?
- B. Do you use social media every day?
- C. Have businesses always used advertising to improve their image?

EXERCISE 3

All in all, misinformation during health crises can create fear and confusion among the public. False medical claims shared online may discourage people from seeking professional treatment. Governments and journalists must therefore cooperate to provide reliable information. _____.

- A. Do hospitals usually use social media accounts?
- B. Have you ever searched for health advice online?
- C. In times of crisis, what could be more dangerous than allowing false information to spread unchecked?

EXERCISE 4

In conclusion, brand transparency plays a major role in building customer loyalty. Consumers today expect companies to communicate honestly about their products, business practices, and environmental impact. Organizations that hide information may quickly lose public trust. _____.

- A. How long can a company survive if consumers no longer believe what it says?
- B. Do you prefer shopping online or in physical stores?
- C. Have companies always sold products through advertisements?

EXERCISE 5

In a nutshell, independent journalism is essential for democratic societies because it allows reporters to investigate powerful institutions without political pressure. Yet financial difficulties and political influence continue to threaten media independence. Without protection, objective reporting may become increasingly rare _____.

- A. Have newspapers changed their designs over time?
- B. Do journalists usually enjoy travelling for work?
- C. If independent journalism disappears, who will challenge those in power and defend the public interest?

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, cyberbullying on social media has become a serious issue, especially among teenagers. Hurtful comments and online harassment can negatively affect mental health and self-confidence. Schools, families, and digital platforms must work together to create safer online spaces. _____.

- A. **[Suggestion]** Teenagers should spend more money on entertainment activities.
- B. **[Prediction]** More people may start reading printed magazines in the future.
- C. **[Recommendation]** Educational institutions should introduce stronger digital citizenship programs to teach students responsible online behaviour.

EXERCISE 2

In conclusion, virtual reality technology is beginning to change the way journalists tell stories. Immersive reporting allows audiences to experience events more emotionally and interactively. However, ethical concerns regarding manipulation and emotional influence remain unresolved. _____.

- A. **[Suggestion]** Journalists could perhaps travel more often to improve creativity.
- B. **[Prediction]** If VR journalism continues to develop rapidly, traditional storytelling formats may become less dominant in the future.
- C. **[Recommendation]** News organizations should encourage reporters to exercise regularly.

EXERCISE 3

All in all, organizations that fail to communicate during crises risk damaging their public image permanently. Silence or delayed responses often increase public suspicion and misinformation. Effective crisis communication requires preparation, transparency, and rapid action. _____.

- A. **[Recommendation]** Companies are strongly advised to develop crisis communication plans before emergencies occur.
- B. **[Prediction]** One day, newspapers may stop publishing sports news entirely.
- C. **[Suggestion]** Communication managers should perhaps spend more time decorating their offices.

EXERCISE 4

In summary, data privacy has become one of the most debated issues in digital communication. Many online platforms collect personal information to improve services and advertising strategies. However, users are increasingly concerned about how their information is stored and used. _____.

- A. **[Prediction]** Newspapers may become completely free in the near future.
- B. **[Suggestion]** Users could try changing their profile pictures more frequently.
- C. **[Recommendation]** Governments and technology companies should establish stricter privacy regulations to protect users' personal data.

EXERCISE 5

To conclude, environmental communication has become increasingly important as climate-related problems continue to grow. Journalists and PR professionals play a key role in raising awareness and encouraging responsible behaviour. However, misleading information about environmental issues can confuse the public. _____.

- A. **[Suggestion]** People might enjoy spending more time outdoors during weekends.
- B. **[Prediction]** As environmental awareness grows, organizations that ignore sustainability communication may face greater public criticism.
- C. **[Recommendation]** Students should read more novels to improve vocabulary.