

MORE PRACTICE ON TOPIC SENTENCES

Exercise: Read each body paragraph carefully. The first sentence (topic sentence) is missing. Choose the most suitable topic sentence from the four alternatives (A, B, C, D) and write the correct answer.

1- The Role of Citizen Journalism in Modern Media

Today, technology has changed the way people access and share news. Thanks to smartphones and social media, ordinary individuals can report events immediately. This type of reporting is called citizen journalism. It has become an important part of modern communication and affects traditional journalism in several ways.

Firstly, People who witness important events can share videos, photos, and information instantly. For example, during natural disasters or protests, eyewitnesses often publish updates before professional journalists arrive. As a result, audiences can receive information more quickly.

- A) Citizen journalism can provide faster access to breaking news.
- B) Traditional newspapers are becoming less popular every year.
- C) Many people enjoy reading celebrity news online.
- D) Journalists usually dislike using smartphones at work.

Secondly, Traditional news organizations may focus on major events, while ordinary people often highlight local stories or ignored issues. In addition, different voices and opinions can be shared more easily. Therefore, media content becomes more varied and inclusive.

- A) Professional journalists often earn high salaries.
- B) Television remains the most popular communication tool.
- C) Social media companies make large profits every year.
- D) Citizen journalism increases diversity in media coverage.

Lastly, Some people share information without checking facts or reliable sources. Consequently, false news and misunderstandings may spread rapidly online. For this reason, audiences should verify information carefully.

- A) Technology companies should sell better cameras.
- B) Most citizens enjoy posting photos on social media.
- C) Citizen journalism can sometimes create problems related to accuracy.
- D) Newspapers are usually printed every morning.

In conclusion, citizen journalism has an important influence on modern media. It offers fast reporting, diverse perspectives, and greater public participation. However, accuracy and responsibility remain essential for trustworthy communication.

2- The Importance of Crisis Communication in Public Relations

Today, organizations face many unexpected problems such as scandals, accidents, or public criticism. In these situations, crisis communication becomes extremely important. Public relations professionals play a key role in protecting an organization's image during difficult times.

First of all, When a problem occurs, people expect immediate explanations. If companies remain silent, rumors and negative opinions may spread. Therefore, timely communication helps reduce confusion and public concern.

- A) Most companies use computers in daily work.
- B) Employees should take vacations more often.
- C) Public relations professionals usually attend meetings.
- D) Effective crisis communication helps organizations respond quickly.

Secondly, Organizations should provide clear and truthful information instead of hiding mistakes. For example, admitting responsibility and offering solutions may improve credibility. As a result, people are more likely to forgive errors and continue supporting the organization.

- A) Public relations departments often organize events.
- B) Honest communication can protect public trust.
- C) Many organizations prefer modern office buildings.
- D) Companies usually spend money on advertisements.

Finally, Public relations teams can create strategies to rebuild damaged images through campaigns, apologies, or community support projects. Consequently, organizations may recover more successfully after a crisis.

- A) Crisis communication helps maintain a positive reputation in the long term.
- B) Social media platforms are useful for entertainment.
- C) Some companies sell products internationally.
- D) Office workers often answer emails every day.

In summary, crisis communication is an essential part of public relations. Quick responses, honesty, and reputation management are key factors. For this reason, organizations should prepare effective communication plans before problems occur.

3- The Impact of Fake News on Journalism

Today, fake news has become a major challenge for journalists and society. False information spreads quickly through websites and social media platforms. This problem affects public opinion and creates difficulties for professional journalism.

Firstly, When people repeatedly see false reports, they may begin to doubt even reliable news organizations. As a result, confidence in journalism can decrease significantly.

- A) Journalists usually work long hours.
- B) Fake news damages public trust in media.
- C) Newspapers are available in different languages.
- D) Technology improves communication every year.

Secondly, Misleading information about elections, health issues, or public policies may affect people's opinions. In addition, emotional or sensational content often spreads faster than factual reporting. Therefore, society may become more divided and confused.

- A) Journalists should travel frequently.
- B) Television programs are becoming more expensive.
- C) Fake news can influence political and social decisions.
- D) Many people enjoy reading sports news.

Lastly, Professional reporters spend more time checking sources and correcting false claims. Fact-checking has become one of the most important responsibilities in journalism today. Consequently, the role of ethical journalism has become more valuable.

- A) Journalists must work harder to verify information because of fake news.
- B) Newspapers are sold in many countries.
- C) Media companies usually employ many people.
- D) Readers prefer short articles online.

In conclusion, fake news has serious effects on journalism and society. It weakens trust, influences opinions, and increases the need for fact-checking. Therefore, both journalists and readers should be more careful about the information they share.

4- The Role of Public Relations in Building Brand Image

Today, competition among companies is stronger than ever. Businesses not only sell products but also try to create a positive image in the public eye. Public relations plays an important role in building and maintaining a strong brand image.

Firstly, Organizations share information through press releases, interviews, and social media campaigns. This allows companies to explain their values and goals clearly. As a result, people can develop positive opinions about a brand.

- A) Public relations helps companies communicate effectively with the public.
- B) Customers enjoy discounts and promotions.
- C) Companies often open offices in large cities.
- D) Technology changes quickly in modern society.

Secondly, Companies that communicate honestly and respond to customer concerns are often viewed more positively. Moreover, social responsibility projects may improve public perception. Therefore, customers may become more loyal to trusted brands.

- A) Factories produce goods every day.
- B) Businesses sell different kinds of products.
- C) Customers usually prefer shopping online.
- D) Public relations helps create trust and loyalty.

Lastly, Negative publicity or criticism may harm a brand's reputation. However, effective communication strategies can reduce damage and restore trust. Consequently, businesses can maintain stronger relationships with customers.

- A) Most businesses have websites today.
- B) Public relations can protect a company during difficult situations.
- C) Advertisements are common on television.
- D) Workers need communication skills.

In summary, public relations is essential for building a successful brand image. Effective communication, trust, and crisis management all contribute to a company's reputation. For this reason, businesses should invest in strong public relations strategies.

5- *Ethical Problems in Digital Journalism*

Today, digital journalism has become one of the most common ways of sharing news. Online platforms allow journalists to publish stories quickly and reach large audiences. However, digital journalism also creates several ethical problems.

To begin with, Journalists may publish stories quickly in order to gain attention or increase website traffic. As a result, mistakes and false information can appear more frequently.

- A) Journalists often work from offices.
- B) Online newspapers are cheaper than printed newspapers.
- C) Technology companies create new devices every year.
- D) Speed sometimes becomes more important than accuracy in digital journalism.

Secondly, Some news organizations share personal details, photos, or videos without permission. This may negatively affect people's lives and reputations. Therefore, journalists should respect privacy rights.

- A) Many people enjoy using social media platforms.
- B) Privacy is an important ethical issue in digital journalism.
- C) Online videos are becoming more popular.
- D) Journalists usually interview famous people.

Finally, Some websites use exaggerated titles to attract readers, even when the content is not very important. Consequently, audiences may feel disappointed or misled. This can reduce trust in online journalism.

- A) Clickbait headlines are another major ethical concern in digital journalism.
- B) Digital journalism is popular among young people.
- C) News websites publish articles every day.
- D) Technology improves internet speed.

In conclusion, digital journalism offers many advantages, but it also raises ethical concerns. Accuracy, privacy, and honest reporting are essential principles. Therefore, journalists should follow professional standards in the digital age.