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## **Level 1**

# **Good grammar means more money**

**20th August, 2013**

<http://www.breakingnewsenglish.com/1308/130820-grammar-1.html>

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# THE READING

From <http://www.breakingnewsenglish.com/1308/130820-grammar-1.html>

People think companies use grammar well, but they questioned the grammar in Apple's "Think Different" commercials in the 1990s. A study shows that big companies make grammar mistakes. The website Grammarly.com looked at the writing of six companies in posts made on a social networking site. They all made mistakes. It said the companies who made fewer mistakes made more money. It looked at the spelling, grammar and punctuation mistakes.

Grammarly compared the mistakes made by six companies. Coke made fewer writing mistakes than Pepsi, and has a bigger share of the cola market. Google made fewer mistakes than Facebook, and makes more money. Finally, GM made more mistakes than Ford. Good grammar probably won't make you buy a Coke. However, Grammarly said good writing shows professionalism, and customers like to buy things from a company they trust.

Source: <http://www.forbes.com/sites/cherylsnappconner/2013/08/17/battle-of-the-brands-companies-with-the-best-grammar-win/>

# VOCABULARY MATCHING

From <http://www.breakingnewsenglish.com/1308/130820-grammar-1.html>

## PARAGRAPH ONE:

- |                           |                         |
|---------------------------|-------------------------|
| 1. companies use          | a. the grammar          |
| 2. they questioned        | b. punctuation mistakes |
| 3. in the                 | c. at the writing       |
| 4. make grammar           | d. 1990s                |
| 5. Grammarly.com looked   | e. networking site      |
| 6. posts made on a social | f. grammar well         |
| 7. made more              | g. mistakes             |
| 8. grammar and            | h. money                |

## PARAGRAPH TWO:

- |                               |                    |
|-------------------------------|--------------------|
| 1. Grammarly compared         | a. buy a Coke      |
| 2. Google made fewer mistakes | b. to buy things   |
| 3. makes                      | c. than Facebook   |
| 4. Good                       | d. they trust      |
| 5. make you                   | e. more money      |
| 6. good writing shows         | f. grammar         |
| 7. customers like             | g. the mistakes    |
| 8. from a company             | h. professionalism |

# LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1308/130820-grammar-1.html>

People think companies (1) \_\_\_\_\_, but they questioned the grammar in Apple's "Think Different" commercials in the 1990s. (2) \_\_\_\_\_ that big companies make grammar mistakes. The website Grammarly.com looked at the writing (3) \_\_\_\_\_ in posts made on a social networking site. They (4) \_\_\_\_\_. It said the companies (5) \_\_\_\_\_ mistakes made more money. It looked at (6) \_\_\_\_\_ and punctuation mistakes.

Grammarly (7) \_\_\_\_\_ made by six companies. Coke made fewer writing mistakes than Pepsi, (8) \_\_\_\_\_ share of the cola market. Google made fewer mistakes than Facebook, and (9) \_\_\_\_\_. Finally, GM made more mistakes than Ford. Good grammar (10) \_\_\_\_\_ you buy a Coke. However, Grammarly said (11) \_\_\_\_\_ professionalism, and customers like to buy things from a (12) \_\_\_\_\_.

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <http://www.breakingnewsenglish.com/1308/130820-grammar-1.html>

People think companies use grammar well, but they questioned the grammar in Apple's "Think Different" commercials in the 1990s. A study shows that big companies make grammar mistakes. The website Grammarly.com looked at the writing of six companies in posts made on a social networking site. They all made mistakes. It said the companies who made fewer mistakes made more money. It looked at the spelling, grammar and punctuation mistakes. Grammarly compared the mistakes made by six companies. Coke made fewer writing mistakes than Pepsi, and has a bigger share of the cola market. Google made fewer mistakes than Facebook, and makes more money. Finally, GM made more mistakes than Ford. Good grammar probably won't make you buy a Coke. However, Grammarly said good writing shows professionalism, and customers like to buy things from a company they trust.

## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student A: Do not show these to your speaking partner(s).

a)

---

b)

---

c)

---

d)

---

e)

---

f)

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g)

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h)

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## WRITE QUESTIONS & ASK YOUR PARTNER(S)

Student B: Do not show these to your speaking partner(s).

a)

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b)

---

c)

---

d)

---

e)

---

f)

---

g)

---

h)

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# WRITING

From <http://www.breakingnewsenglish.com/1308/130820-grammar-1.html>

Write about **grammar** for 10 minutes. Comment on your partner’s paper.

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