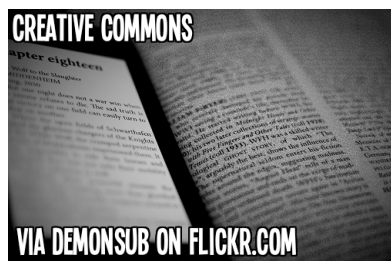


Good grammar means more money

20th August, 2013



Most people think big companies use grammar very well. Many people wondered about Apple's use of grammar with its "Think Different" advertising

campaign in the late 1990s. A new study shows that big companies make grammar mistakes. The proofreading website Grammarly.com looked at the writing of six of the world's most famous companies. It found that they all made mistakes. It also found that the companies who made the fewest mistakes made the most money. Grammarly compared the comments made by the companies on the social network site LinkedIn.com. It looked at the spelling, grammar and punctuation errors in 400 words of text from each company.

Grammarly compared the mistakes made by Coke and Pepsi, Facebook and Google, and Ford and General Motors (GM). It found that Coke made four times fewer writing mistakes than Pepsi. Coke has a bigger share of the cola market than Pepsi. Google made nearly four times fewer mistakes than Facebook. It also makes a lot more money. Finally, GM made more mistakes than Ford, which is a more profitable company. It is unlikely that the occasional grammar mistake will make you buy a Coke instead of a Pepsi. However, Grammarly CEO Brad Hoover said: "Accurate writing demonstrates professionalism...and customers are more likely to buy a product or a service from a company they trust."

Source: Forbes.com

Writing

Grammar is the most important thing when you learn a new language. Discuss.

Chat

Talk about these words from the article.

big companies / advertising / late 1990s / mistakes / make money / spelling / words / compared / Coke and Pepsi / writing / profitable / CEO / professionalism / trust

True / False

- a) The article says students with good grammar-test scores are richer. T / F
- b) Some people thought the grammar in an Apple commercial was wrong. T / F
- c) The six biggest companies in the world make no grammar mistakes. T / F
- d) Companies who make fewer grammar mistakes may be richer. T / F
- e) A study looked at the writing of two top fashion companies. T / F
- f) A study said that Coca Cola is better at grammar than Pepsi Co. T / F
- g) Ford is better at making money than General Motors. T / F
- h) Customers usually buy from companies with good grammar. T / F

Synonym Match

- | | |
|---------------|------------------|
| 1. wondered | a. research |
| 2. campaign | b. irregular |
| 3. study | c. discovered |
| 4. comments | d. moneymaking |
| 5. text | e. thought about |
| 6. found | f. part |
| 7. share | g. opinions |
| 8. profitable | h. drive |
| 9. occasional | i. probable |
| 10. likely | j. writing |

Discussion – Student A

- a) Do you think this is a serious study (it only looked at six companies)?
- b) Is there really a link between good grammar and profits?
- c) Do you care if a company makes a grammar mistake?
- d) Why do you think Grammarly.com did this study?
- e) What advice would you give people to improve their grammar?
- f) How do you learn grammar (in class)?
- g) Is your teacher very, very, very good at grammar?
- h) What questions would you like to ask a grammar expert?

Phrase Match

- | | |
|-------------------------------|---------------------------|
| 1. big companies use | a. punctuation errors |
| 2. companies who made | b. grammar mistake |
| 3. compared the comments | c. of text |
| 4. spelling, grammar and | d. by Coke and Pepsi |
| 5. 400 words | e. the fewest mistakes |
| 6. compared the mistakes made | f. fewer writing mistakes |
| 7. Coke made four times | g. grammar very well |
| 8. It also makes a | h. product or a service |
| 9. the occasional | i. lot more money |
| 10. more likely to buy a | j. made by the companies |

Discussion – Student B

- How is your English grammar?
- What things do you dislike about English grammar?
- Do you think grammar can make you rich?
- What do you think of the Apple slogan "Think Different"?
- Are you good at proofreading (or checking other students' writing)?
- Are you surprised big companies make grammar mistakes?
- Do you think big companies should use better proofreaders?
- How many mistakes would be in 400 words of your writing?

Spelling

- big cpmasenoi
- Many people ednoredw
- advertising ngamacpi
- made the sewfte
- oisacl network site
- nintoaupctu errors
- dmpcroae the mistakes
- a bigger earsh of the cola market
- more ilaretpfbo
- the siaoolnacc grammar mistake
- buy a Coke ntedsai of a Pepsi
- aaceurtc writing

Answers – Synonym Match

1. e	2. h	3. a	4. g	5. j
6. c	7. f	8. d	9. b	10. i

Role Play

Role A – Grammar

You think grammar is most important to learn. Tell the others three reasons why. Tell them things that are unnecessary with their things. Also, tell the others which is the least important of these (and why): vocabulary, speaking or reading.

Role B – Vocabulary

You think vocabulary is most important to learn. Tell the others three reasons why. Tell them things that are unnecessary with their things. Also, tell the others which is the least important of these (and why): grammar, speaking or reading.

Role C – Speaking

You think speaking is most important to learn. Tell the others three reasons why. Tell them things that are unnecessary with their things. Also, tell the others which is the least important of these (and why): vocabulary, grammar or reading.

Role D – Reading

You think reading is most important to learn. Tell the others three reasons why. Tell them things that are unnecessary with their things. Also, tell the others which is the least important of these (and why): vocabulary, speaking or grammar.

Speaking - Language

Rank these and share your rankings with your partner. Put the most important at the top. Change partners often and share your rankings.

- | | |
|------------|-----------------|
| • grammar | • punctuation |
| • spelling | • slang |
| • speaking | • pronunciation |
| • reading | • vocabulary |

Answers – True False

a	F	b	T	c	F	d	T	e	F	f	T	g	T	h	F
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Answers to Phrase Match and Spelling are in the text.