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Level 0

Good grammar means more money

20th August, 2013

<http://www.BreakingNewsEnglish.com/1308/130820-grammar-0.html>

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Please try Levels 1, 2 and 3. They are (a little) harder.

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THE READING

From <http://www.BreakingNewsEnglish.com/1308/130820-grammar-0.html>

Do companies use grammar well? Is the grammar in Apple's "Think Different" commercials a mistake? Big companies make grammar mistakes. Grammarly.com looked at the spelling, grammar and punctuation of six companies. They all made mistakes. The companies who made fewer mistakes made more money.

Grammarly said Coke made fewer writing mistakes than Pepsi, and sold more cola. Google made fewer mistakes than Facebook, and is richer. Finally, GM made more mistakes than Ford. Maybe good grammar won't make you buy a Coke. However, good writing is professional, and people buy things from companies 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-0.html>

PARAGRAPH ONE:

- | | |
|-------------------------|------------------------|
| 1. use grammar | a. made fewer mistakes |
| 2. companies make | b. at the spelling |
| 3. Grammarly.com looked | c. grammar mistakes |
| 4. grammar and | d. companies |
| 5. six | e. well |
| 6. They | f. money |
| 7. The companies who | g. all made mistakes |
| 8. made more | h. punctuation |

PARAGRAPH TWO:

- | | |
|----------------------------|------------------------|
| 1. Coke made fewer writing | a. buy a Coke |
| 2. sold | b. things |
| 3. GM made more mistakes | c. more cola |
| 4. good | d. they trust |
| 5. make you | e. than Ford |
| 6. good writing is | f. grammar |
| 7. people buy | g. mistakes than Pepsi |
| 8. companies | h. professional |

LISTEN AND FILL IN THE GAPS

From <http://www.BreakingNewsEnglish.com/1308/130820-grammar-0.html>

Do companies (1) _____? Is the grammar in

Apple's "(2) _____" commercials a mistake?

Big companies (3) _____. Grammarly.com

looked at the spelling, grammar (4) _____ six

companies. They (5) _____. The companies

who made fewer mistakes (6) _____.

Grammarly said Coke (7) _____ mistakes than

Pepsi, (8) _____. Google made fewer mistakes

than Facebook, (9) _____. Finally, GM made

more mistakes than Ford. Maybe good

(10) _____ you buy a Coke. However, good

(11) _____, and people buy things from

(12) _____.

PUT A SLASH (/) WHERE THE SPACES ARE

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Do companies use grammar well? Is the grammar in Apple's "Think Different" commercial a mistake? Big companies make grammar mistakes. Grammarly.com looked at the spelling, grammar and punctuation of six companies. They all made mistakes. The companies who made fewer mistakes made more money. Grammarly said Coke made fewer writing mistakes than Pepsi, and sold more cola. Google made fewer mistakes than Facebook, and is richer. Finally, GM made more mistakes than Ford. Maybe good grammar won't make you buy a Coke. However, good writing is professional, and people buy things from companies 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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WRITE QUESTIONS & ASK YOUR PARTNER(S)

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

a) _____

b) _____

c) _____

d) _____

e) _____

f) _____

WRITING

From <http://www.BreakingNewsEnglish.com/1308/130820-grammar-0.html>

Write about **grammar** for 10 minutes. Read and talk about your partner's paper.
