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## **Level 2**

# **Good grammar means more money**

**20th August, 2013**

<http://www.breakingnewsenglish.com/1308/130820-grammar-2.html>

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**Please try Levels 0 and 1 (easier) and the 26–page Level 3 (harder).**

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# THE READING

From <http://www.breakingnewsenglish.com/1308/130820-grammar-2.html>

People think big companies use grammar well. Many people questioned Apple's grammar with its "Think Different" campaign in the 1990s. A study shows that big companies make grammar mistakes. The proofreading website Grammarly.com looked at the writing of six famous companies. They all made mistakes. It found that the companies who made the fewest mistakes made the most money. Grammarly compared different posts on the social network site LinkedIn.com. It looked at the spelling, grammar and punctuation mistakes in 400 words of text from each company.

Grammarly compared the mistakes from Coke and Pepsi, Facebook and Google, and Ford and General Motors (GM). Coke made four times fewer writing mistakes than Pepsi, and has a bigger share of the cola market. Google made nearly four times fewer mistakes than Facebook, and makes more money. Finally, GM made more mistakes than Ford. It is unlikely that grammar mistakes will make you buy a Coke instead of a Pepsi. However, Grammarly said: "Accurate writing demonstrates professionalism...and customers are more likely to buy [something] 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/>

# MATCHING

From <http://www.breakingnewsenglish.com/1308/130820-grammar-2.html>

## PARAGRAPH ONE:

- |                                     |                          |
|-------------------------------------|--------------------------|
| 1. big companies use grammar        | a. make grammar mistakes |
| 2. in the                           | b. mistakes              |
| 3. A study shows that big companies | c. fewest mistakes       |
| 4. They all                         | d. of text               |
| 5. companies who made the           | e. well                  |
| 6. social network                   | f. 1990s                 |
| 7. punctuation                      | g. made mistakes         |
| 8. 400 words                        | h. site                  |

## PARAGRAPH TWO:

- |   |                             |
|---|-----------------------------|
| 1. Grammarly compared                   | a. than Ford                |
| 2. four times fewer                     | b. of the cola market       |
| 3. a bigger share                       | c. will make you buy a Coke |
| 4. Google made nearly four times fewer  | d. writing mistakes         |
| 5. GM made more mistakes                | e. mistakes than Facebook   |
| 6. It is unlikely that grammar mistakes | f. the mistakes             |
| 7. customers are more likely            | g. they trust               |
| 8. a company                            | h. to buy something         |

# LISTEN AND FILL IN THE GAPS

From <http://www.breakingnewsenglish.com/1308/130820-grammar-2.html>

People think big companies (1) \_\_\_\_\_. Many people questioned Apple's grammar with its "Think Different" campaign in the 1990s. (2) \_\_\_\_\_ big companies make grammar mistakes. The proofreading website Grammarly.com looked (3) \_\_\_\_\_ six famous companies. They all made mistakes. It found that the companies who made the fewest mistakes (4) \_\_\_\_\_. Grammarly compared different posts on the (5) \_\_\_\_\_ LinkedIn.com. It looked at the spelling, grammar and (6) \_\_\_\_\_ in 400 words of text from each company.

Grammarly (7) \_\_\_\_\_ from Coke and Pepsi, Facebook and Google, and Ford and General Motors (GM). Coke made four (8) \_\_\_\_\_ mistakes than Pepsi, and has a bigger share of the cola market. Google made nearly four times fewer mistakes than Facebook, and (9) \_\_\_\_\_. Finally, GM made more mistakes than Ford. (10) \_\_\_\_\_ grammar mistakes will make you buy a Coke instead of a Pepsi. However, Grammarly said: "Accurate writing (11) \_\_\_\_\_ ...and customers are more likely to buy [something] from a (12) \_\_\_\_\_."

# PUT A SLASH ( / ) WHERE THE SPACES ARE

From <http://www.breakingnewsenglish.com/1308/130820-grammar-2.html>

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## WRITE QUESTIONS & ASK YOUR PARTNER(S)

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

a)

---

b)

---

c)

---

d)

---

e)

---

f)

---

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)

---

b)

---

c)

---

d)

---

e)

---

f)

---

g)

---

h)

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