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Ready-to-Use English Lessons by Sean Banville

Level 3
Good grammar means more money

20th August, 2013

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

Contents

Please try Levels 0, 1 and 2 (they are easier).

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THE ARTICLE

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."

WARM-UPS

1. GRAMMAR: Students walk around the class and talk to other students about grammar. Change partners often and share your findings.

2. CHAT: In pairs / groups, decide which of these topics or words from the article are most interesting and which are most boring.

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

Have a chat about the topics you liked. Change topics and partners frequently.

3. GRAMMAR: What problems do you have? Complete this table and share what you wrote with your partner(s). Change partners often.

Problems with…	Problems?	What do you do about them?
nouns		
adjectives/adverbs		
articles (a / an / the)		
word order		
verbs		
prepositions		

4. WRITING: Students A **strongly** believe writing is the most important language skill; Students B **strongly** believe reading is most important. Change partners again and talk about your conversations.

5. 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
- spelling
- speaking
- reading
- punctuation
- slang
- pronunciation
- vocabulary

6. MISTAKE: Spend one minute writing down all of the different words you associate with the word "mistake". Share your words with your partner(s) and talk about them. Together, put the words into different categories.

BEFORE READING / LISTENING

1. TRUE / FALSE: Read the headline. Guess if a-h below are true (T) or false (F).

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

2. SYNONYM MATCH: Match the following synonyms from the article.

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

3. PHRASE MATCH: (Sometimes more than one choice is possible.)

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

GAP FILL

Most people think big companies (1) _____ grammar very well. Many people wondered about Apple's use of grammar with its "Think Different" advertising (2) _____ in the (3) _____ 1990s. A new study shows that big companies make grammar mistakes. The (4) _____ 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 (5) _____ mistakes made the most money. Grammarly (6) _____ the comments made by the companies on the social network site LinkedIn.com. It looked at the spelling, grammar and (7) _____ errors in 400 words of (8) _____ from each company.

proofreading

compared

campaign

text

use

punctuation

fewest

late

Grammarly compared the mistakes (9) _____ by Coke and Pepsi, Facebook and Google, and Ford and General Motors (GM). It found that Coke made four (10) _____ fewer writing mistakes than Pepsi. Coke has a bigger (11) _____ of the cola market than Pepsi. Google made (12) _____ four times fewer mistakes than Facebook. It also makes a lot more money. Finally, GM made more mistakes than Ford, which is a more (13) _____ company. It is unlikely that the (14) _____ grammar mistake will make you buy a Coke instead of a Pepsi. However, Grammarly CEO Brad Hoover said: "Accurate writing (15) _____ professionalism…and customers are more likely to buy a product or a service from a company they (16) _____."

profitable

share

demonstrates

made

trust

nearly

times

occasional

LISTENING – Guess the answers. Listen to check

1) Most people think big companies use grammar _____
   a. very well
   b. very wealth
   c. very will
   d. very good

2) its "Think Different" advertising campaign in _____
   a. the late 1919s
   b. the late 1999s
   c. the late 1990s
   d. the late 1900s

3) the writing of six of the world's most _____
   a. famously companies
   b. famous companies
   c. fame mouse companies
   d. frame us companies

4) companies who made the fewest mistakes _____ money
   a. made the most
   b. making the most
   c. makes the most
   d. maid the most

5) It looked at the spelling, grammar and punctuation errors in _____
   a. 400 words of texts
   b. 400 words of texting
   c. 400 words of text
   d. 400 words of texted

6) It found that Coke made four times _____ mistakes
   a. lesser writing
   b. fewest writing
   c. fewer writing
   d. few are writing

7) Coke has a bigger share of the cola _____ Pepsi
   a. mall than
   b. marking than
   c. marked it than
   d. market than

8) more mistakes than Ford, which is a more _____
   a. profitable company
   b. profiteering company
   c. profited company
   d. profiterole company

9) Accurate writing demonstrates _____
   a. professionally
   b. professionalism
   c. professionals
   d. professionally is

10) more likely to buy a product or a service from a _____
   a. company they trusts
   b. company they trusted
   c. company they trust
   d. company they trusting

Most people think big companies (1) _____ well. Many people wondered about Apple's use of grammar with its "Think Different" advertising campaign (2) _____. A new study shows that big companies make grammar mistakes. The proofreading website Grammarly.com (3) _____ of six of the world's most famous companies. It found that they (4) _____. It also found that the companies who made the fewest mistakes made the most money. Grammarly compared (5) _____ by the companies on the social network site LinkedIn.com. It looked at the spelling, grammar and punctuation errors in 400 words (6) _____ company.

Grammarly (7) _____ made by Coke and Pepsi, Facebook and Google, and Ford and General Motors (GM). It found that Coke made four (8) _____ mistakes than Pepsi. Coke has a bigger share of the cola market than Pepsi. Google (9) _____ times fewer mistakes than Facebook. It also makes a (10) _____. Finally, GM made more mistakes than Ford, which is a more profitable company. It is unlikely (11) _____ 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 (12) _____."

COMPREHENSION QUESTIONS

1. What do most people think about big companies?

2. Which company had a slogan "Think Different"?

3. What kind of website is Grammarly.com?

4. How many companies were in the study?

5. How long were the texts that Grammarly looked at?

6. How many more mistakes did Pepsi make than Coke?

7. What does Coke have a bigger share of?

8. What does Google make more of than Facebook?

9. What thing is unlikely to make you buy a Coke?

10. Who are people more likely to buy from?

MULTIPLE CHOICE - QUIZ

1. What do most people think about big companies?

   a) they don't like them

   b) they know about grammar

   c) they're great

   d) very little

2. Which company had a slogan "Think Different"?

   a) Microsoft

   b) IBN

   c) Google

   d) Apple

3. What kind of website is Grammarly.com?

   a) a search engine

   b) a grammar advice site

   c) a proofreading site

   d) a marketing site

4. How many companies were in the study?

   a) 6

   b) 7

   c) 8

   d) 9

5. How long were the texts that Grammarly looked at?

   a) 400 pages

   b) 400 words

   c) 4 paragraphs

   d) 40 lines

6. How many more mistakes did Pepsi make than Coke?

   a) 4 times more

   b) 14 times more

   c) 40 times more

   d) 400 times more

7. What does Coke have a bigger share of?

   a) the mall

   b) the shopping centre

   c) the market

   d) the supermarket

8. What does Google make more of than Facebook?

   a) money

   b) fans

   c) apps

   d) web pages

9. What thing is unlikely to make you buy a Coke?

   a) Pepsi

   b) a TV commercial

   c) strawberry flavour

   d) good grammar

10. Who are people more likely to buy from?

   a) other companies

   b) Grammarly.com

   c) companies they trust

   d) Coke

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.

AFTER READING / LISTENING

1. WORD SEARCH: Look in your dictionary / computer to find collocates, other meanings, information, synonyms … for the words 'grammar' and 'writing'.

grammar	writing

- Share your findings with your partners.
- Make questions using the words you found.
- Ask your partner / group your questions.

2. ARTICLE QUESTIONS: Look back at the article and write down some questions you would like to ask the class about the text.

- Share your questions with other classmates / groups.
- Ask your partner / group your questions.

3. GAP FILL: In pairs / groups, compare your answers to this exercise. Check your answers. Talk about the words from the activity. Were they new, interesting, worth learning…?

4. VOCABULARY: Circle any words you do not understand. In groups, pool unknown words and use dictionaries to find their meanings.

5. TEST EACH OTHER: Look at the words below. With your partner, try to recall how they were used in the text:

• well	• Coke
• campaign	• bigger
• six	• lot
• money	• profitable
• social	• instead
• 400	• trust

GRAMMAR SURVEY

Write five GOOD questions about grammar in the table. Do this in pairs. Each student must write the questions on his / her own paper.
When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

GRAMMAR DISCUSSION

STUDENT A's QUESTIONS (Do not show these to student B)

a)   What did you think when you read the headline?

b)   What springs to mind when you hear the word 'grammar'?

c)   How is your English grammar?

d)   What things do you dislike about English grammar?

e)   Do you think grammar can make you rich?

f)   What do you think of the Apple slogan "Think Different"?

g)   Are you good at proofreading (or checking other students' writing)?

h)   Are you surprised big companies make grammar mistakes?

i)   Do you think big companies should use better proofreaders?

j)   How many mistakes would be in 400 words of your writing?

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GRAMMAR DISCUSSION

STUDENT B's QUESTIONS (Do not show these to student A)

a)   Did you like reading this article? Why/not?

b)   Do you know a lot about the grammar of your country?

c)   Do you think this is a serious study (it only looked at six companies)?

d)   Is there really a link between good grammar and profits?

e)   Do you care if a company makes a grammar mistake?

f)   Why do you think Grammarly.com did this study?

g)   What advice would you give people to improve their grammar?

h)   How do you learn grammar (in class)?

i)   Is your teacher very, very, very good at grammar?

j)   What questions would you like to ask a grammar expert?

DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

LANGUAGE - CLOZE

Most people think big companies use grammar very (1) _____. Many people wondered about Apple's use of grammar with its "Think Different" advertising campaign in the (2) _____ 1990s. A new study shows that big companies make grammar mistakes. The (3) _____ 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 (4) _____ the most money. Grammarly compared the comments (5) _____ by the companies on the social network site LinkedIn.com. It looked at the spelling, grammar and (6) _____ errors in 400 words of text from each company.

Grammarly (7) _____ 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 (8) _____ Pepsi. Coke has a bigger share of the cola (9) _____ 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 (10) _____ company. It is unlikely that the occasional grammar mistake will make you buy a Coke (11) _____ of a Pepsi. However, Grammarly CEO Brad Hoover said: "Accurate writing demonstrates professionalism…and customers are more (12) _____ to buy a product or a service from a company they trust."

Put the correct words from the table below in the above article.

1.	(a)	good	(b)	better	(c)	well	(d)	best
2.	(a)	late	(b)	fast	(c)	dead	(d)	unpunctual
3.	(a)	proofreading	(b)	waterproof	(c)	bulletproof	(d)	proof
4.	(a)	made	(b)	did	(c)	found	(d)	wrote
5.	(a)	did	(b)	made	(c)	mistaken	(d)	happened
6.	(a)	punctuates	(b)	punctuate	(c)	punctuated	(d)	punctuation
7.	(a)	comparison	(b)	comparative	(c)	compared	(d)	comparing
8.	(a)	that	(b)	from	(c)	of	(d)	than
9.	(a)	market	(b)	store	(c)	mall	(d)	stall
10.	(a)	profitable	(b)	profited	(c)	profits	(d)	profiteering
11.	(a)	prefer	(b)	instead	(c)	rather	(d)	only
12.	(a)	liked	(b)	liking	(c)	likely	(d)	likelihood

SPELLING

Paragraph 1

1.   big cpmasenoi

2.   Many people ednoredw

3.   advertising ngamacpi

4.   made the sewfte

5.   oisacl network site

6.   nintoaupctu errors

Paragraph 2

7.   dmpcroae the mistakes

8.   a bigger earsh of the cola market

9.   more ilaretpfbo

10.   the siaoolnacc grammar mistake

11.   buy a Coke ntedsai of a Pepsi

12.   aaceurtc writing

PUT THE TEXT BACK TOGETHER

Number these lines in the correct order.

(   )   at the writing of six of the world's most famous companies. It found that they all made

(   )   of a Pepsi. However, Grammarly CEO Brad Hoover said: "Accurate writing demonstrates

(   )   unlikely that the occasional grammar mistake will make you buy a Coke instead

(   )   the comments made by the companies on the social network site LinkedIn.com. It looked at the

(*1*)   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

(   )   spelling, grammar and punctuation errors in 400 words of text from each company.

(   )   share of the cola market than Pepsi. Google made nearly four times fewer mistakes than Facebook. It also makes a

(   )   (GM). It found that Coke made four times fewer writing mistakes than Pepsi. Coke has a bigger

(   )   lot more money. Finally, GM made more mistakes than Ford, which is a more profitable company. It is

(   )   professionalism…and customers are more likely to buy a product or a service from a company they trust."

(   )   companies make grammar mistakes. The proofreading website Grammarly.com looked

(   )   Grammarly compared the mistakes made by Coke and Pepsi, Facebook and Google, and Ford and General Motors

(   )   mistakes. It also found that the companies who made the fewest mistakes made the most money. Grammarly compared

PUT THE WORDS IN THE RIGHT ORDER

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

1. grammar   think   very   big   well   companies   use   People.

   _____

2. about   Apple's   Many   use   people   of   wondered   grammar.

   _____

3. the   world's   most   famous   companies   The   writing   of   6   of.

   _____

4. all   they   that   found   It   mistakes   made.

   _____

5. company   in   of   each   Errors   words   from   400   text.

   _____

6. and   mistakes   Pepsi   made   by   Compared   Coke   the.

   _____

7. four   made   Coke   mistakes   writing   fewer   times.

   _____

8. of   share   bigger   a   has   Coke   Pepsi   than   market   cola   the.

   _____

9. a   of   buy   instead   Pepsi   you   Coke   a   Make.

   _____

10. a   from   service   a   or   product   a   Buy   trust   they   company.

   _____

CIRCLE THE CORRECT WORD (20 PAIRS)

Most people think big companies use grammar very *good / well*. Many people wondered about Apple's *use / used* of grammar with its "Think Different" advertising campaign in the *lately / late* 1990s. A new study shows that big companies *make / do* grammar mistakes. The proofreading website Grammarly.com looked *on / at* the writing of six of the world's most famous companies. It found that they *every / all* made mistakes. It also found that the companies who made the fewest mistakes *did / made* the most money. Grammarly compared the *commands / comments* made by the companies on the *social / socially* network site LinkedIn.com. It looked at the spelling, grammar and punctuation *errors/ terrors* in 400 words of text from each company.

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

Talk about the connection between each pair of words in italics, and why the correct word is correct.

INSERT THE VOWELS (a, e, i, o, u)

M_st p__pl_ th_nk b_g c_mp_n__s _s_ gr_mm_r v_ry w_ll. M_ny p__pl_ w_nd_r_d _b__t _ppl_'s _s_ _f gr_mm_r w_th _ts "Th_nk D_ff_r_nt" _dv_rt_s_ng c_mp__gn _n th_ l_t_ 1990s. _ n_w st_dy sh_ws th_t b_g c_mp_n__s m_k_ gr_mm_r m_st_k_s. Th_ pr__fr__d_ng w_bs_t_ Gr_mm_rly.c_m l__k_d _t th_ wr_t_ng _f s_x _f th_ w_rld's m_st f_m__s c_mp_n__s. _t f__nd th_t th_y _ll m_d_ m_st_k_s. _t _ls_ f__nd th_t th_ c_mp_n__s wh_ m_d_ th_ f_w_st m_st_k_s m_d_ th_ m_st m_n_y. Gr_mm_rly c_mp_r_d th_ c_mm_nts m_d_ by th_ c_mp_n__s _n th_ s_c__l n_tw_rk s_t_ L_nk_d_n.c_m. _t l__k_d _t th_ sp_ll_ng, gr_mm_r _nd p_nct__t__n _rr_rs _n 400 w_rds _f t_xt fr_m __ch c_mp_ny.

Gr_mm_rly c_mp_r_d th_ m_st_k_s m_d_ by C_k_ _nd P_ps_, F_c_b__k _nd G__gl_, _nd F_rd _nd G_n_r_l M_t_rs (GM). _t f__nd th_t C_k_ m_d_ f__r t_m_s f_w_r wr_t_ng m_st_k_s th_n P_ps_. C_k_ h_s _ b_gg_r sh_r_ _f th_ c_l_ m_rk_t th_n P_ps_. G__gl_ m_d_ n__rly f__r t_m_s f_w_r m_st_k_s th_n F_c_b__k. _t _ls_ m_k_s _ l_t m_r_ m_n_y. F_n_lly, GM m_d_ m_r_ m_st_k_s th_n F_rd, wh_ch _s _ m_r_ pr_f_t_bl_ c_mp_ny. _t _s _nl_k_ly th_t th_ _cc_s__n_l gr_mm_r m_st_k_ w_ll m_k_ y__ b_y _ C_k_ _nst__d _f _ P_ps_. H_w_v_r, Gr_mm_rly C__ Br_d H__v_r s__d: "_cc_r_t_ wr_t_ng d_m_nstr_t_s pr_f_ss__n_l_sm…_nd c_st_m_rs _r_ m_r_ l_k_ly t_ b_y _ pr_d_ct _r _ s_rv_c_ fr_m _ c_mp_ny th_y tr_st."

PUNCTUATE THE TEXT AND ADD CAPITALS

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 grammarlycom 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 linkedincom 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"

PUT A SLASH (/) WHERE THE SPACES ARE

Mostpeoplethinkbigcompaniesusegrammarverywell.Manypeopl ewonderedaboutApple'suseofgrammarwithits"ThinkDifferent"ad vertisingcampaigninthelate1990s.Anewstudyshowsthatbigcomp aniesmakegrammarmistakes.TheproofreadingwebsiteGrammar ly.comlookedatthewritingofsixoftheworld'smostfamouscompani es.Itfoundthattheyallmademistakes.Italsofoundthatthecompani eswhomadethefewestmistakesmadethemostmoney.Grammarly comparedthecommentsmadebythecompaniesonthesocialnetwo rksiteLinkedIn.com.Itlookedatthespelling,grammarandpunctuat ionerrorsin400wordsoftextfromeachcompany.Grammarlycompa redthemistakesmadebyCokeandPepsi,FacebookandGoogle,and FordandGeneralMotors(GM).ItfoundthatCokemadefourtimesfew erwritingmistakesthanPepsi.Cokehasabiggershareofthecolamar ketthanPepsi.GooglemadenearlyfourtimesfewermistakesthanFa cebook.Italsomakesalotmoremoney.Finally,GMmademoremista kesthanFord,whichisamoreprofitablecompany.Itisunlikelythatth eoccasionalgrammarmistakewillmakeyoubuyaCokeinsteadofaP epsi.However,GrammarlyCEOBradHooversaid:"Accuratewriting demonstratesprofessionalism…andcustomersaremorelikelytobu yaproductoraservicefromacompanytheytrust."

FREE WRITING

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

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

ACADEMIC WRITING

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

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET: Search the Internet and find out more about grammar. Share what you discover with your partner(s) in the next lesson.

3. GRAMMAR: Make a poster about grammar. Show your work to your classmates in the next lesson. Did you all have similar things?

4. GRAMMAR AND MONEY: Write a magazine article about grammar and making money. Include imaginary interviews with someone who believes grammar is the most important part of language learning, and someone who believes spelling is.

Read what you wrote to your classmates in the next lesson. Write down any new words and expressions you hear from your partner(s).

5. WHAT HAPPENED NEXT? Write a newspaper article about the next stage in this news story. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

6. LETTER: Write a letter to a grammar expert. Ask him/her three questions about grammar. Give him/her three of your ideas on how to learn it. Read your letter to your partner(s) in your next lesson. Your partner(s) will answer your questions.

ANSWERS

TRUE / FALSE (p.4)

a F   b T   c F   d T   e F   f T   g T   h F

SYNONYM MATCH (p.4)

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

COMPREHENSION QUESTIONS (p.8)

1. They know how to use grammar
2. Apple
3. A proofreading site
4. Six
5. 400 words
6. 4 times more
7. The market
8. Money
9. The occasional grammar mistake
10. A company they trust

MULTIPLE CHOICE - QUIZ (p.9)

1. b   2. d   3. c   4. a   5. b   6. a   7. c   8. a   9. d   10. c

ALL OTHER EXERCISES

Please check for yourself by looking at the Article on page 2.
(It's good for your English ;-)