

Good Grammar Means More Money

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. Grammarly.com also found that the companies who made the fewest mistakes made the most money. It 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.com compared the mistakes made by Coke and Pepsi, Facebook and Google, and Ford and General Motors (GM). Grammarly.com 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 of money. Finally, GM made more mistakes than Ford, which is a more profitable company. It is likely that occasional grammar mistakes will make you not to buy a product. Brad Hoover, from Grammarly.com, said: "Accurate writing demonstrates professionalism, which is important for a company."

Have you ever gone to a website to browse their products, only to find serious misspellings or an overuse of commas, or exclamation points? If advertisers working for a brand or company don't even want to take the time to make sure the product is advertised correctly, then what faith should I have that the product is worth buying?

I. Reading comprehension. (2 points, 0.5 points for each correct answer)

Add TRUE or FALSE and **copy the evidence** from the text to support your answer. **NO** marks are given for only true or false.

1. Grammarly.com found that the more mistakes the companies made, the more money they earned.
2. Ford is worse at making money than GM.
3. It is probable that customers buy from companies that make no grammar mistakes.
4. According to Hoover, correct writing is a characteristic of a true professional.

II. Lexicon / Phonetics (2 points):

A. Lexicon. (1 point, 0.25 points for each correct answer)

Find words or phrases in the text that mean the same as these given.

1. research
2. discovered
3. almost
4. excess

B. Phonetics. (1 point, 0.25 points for each correct answer)

1. Write a word from the text that include the same sound as "people" /i:/. (0.25)
2. How is the 'sh' pronounced in "share", /ʃ/ or /tʃ/? (0.25)
3. Write two words from the text that include the same sound as "times" /aɪ/. (0.5)

III. Use of English. (3 points, 0.5 for each correct answer)

Rewrite the following sentences starting with the words given.

1. They will publish her book next month.
Her book
2. They live in an old house. It needs repairing.
The old house
3. Sara was such a young girl that her brother didn't leave her alone.
Sara
4. He didn't take his exam because he was ill.
If
5. The last time I was punished was two months ago.
I have not
6. *Write the correct question for the underlined words:*
The new manager stayed three months in England.
.....

IV. Composition. (3 points)

Write a composition of between 100 and 125 words on the following topic:

"Do you like going shopping? Why? Why not? What do you love and hate about going shopping?"

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I. Reading comprehension. (2 points, 0.5 points for each correct answer)

Add TRUE or FALSE and **copy the evidence** from the text to support your answer. **NO** marks are given for only true or false.

- Grammarly.com found that the more mistakes the companies made, the more money they earned.
False. "the companies who made the fewest mistakes made the most money."
- Ford is worse at making money than GM.
False. "... Ford, which is a more profitable company."
- It is probable that customers buy from companies that make no grammar mistakes. **True. "It is likely that occasional grammar mistakes will make you not to buy a product."**
- According to Hoover, correct writing is a characteristic of a true professional. **True. "Accurate writing demonstrates professionalism."**

II. Lexicon / Phonetics (2 points):

A. Lexicon. (1 point, 0.25 points for each correct answer)

Find words or phrases in the text that mean the same as these given.

- research **study**
- discovered **found**
- almost **nearly**
- excess **overuse**

B. Phonetics. (1 point, 0.25 points for each correct answer)

- Write a word from the text that include the same sound as "people" /i:/. (0.25) **proofreading, each, even**
- How is the 'sh' pronounced in "share", /ʃ/ or /tʃ/? (0.25) **/ʃ/**
- Write two words from the text that include the same sound as "times" /aɪ/. (0.5) **advertising, website, writing, finally, likely, find**

III. Use of English. (3 points, 0.5 for each correct answer)

Rewrite the following sentences starting with the words given.

- They will publish her book next month.
Her book **will be published next month.**
- They live in an old house. It needs repairing.
The old house **where/in which they live needs repairing. / they live in needs**
- Sara was such a young girl that her brother didn't leave her alone.
Sara **was so young that her brother didn't leave her alone.**
- He didn't take his exam because he was ill.
If **he hadn't been ill, he would have taken his exam.**
- The last time I was punished was two months ago.
I have not **been punished for two months.**
- Write the correct question for the underlined words:
The new manager stayed three months in England.
(For) How long did the new manager stay in England?

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