

(f) Use abbreviations (e.g. = for example). You need to make up your own abbreviations for your subject area. But do not abbreviate too much, or you may find your notes hard to understand in the future!

Read the following text and underline two key points. Then choose a title for the Paragraph.

Title: _____

The generation born after the second world war, sometimes called the baby-boomers, are now reaching retirement age, and businesses are starting to realise that they are a wealthier market than any previous retirement group. Financial products, travel and medicines are well-established industries which interest the over-60s, but others are now focusing on this age group. Volkswagen, for instance, has produced a car with raised seats and more interior space to appeal to their tastes. In Japan, with its ageing population, companies have more experience of selling to the retired, and have been successful with unusual products such as a robotic seal, which serves as a pet substitute for the lonely. There are, however, certain difficulties in selling to this market. Some customers resent being addressed as 'old' since they see themselves as more youthful, while there is a huge variation in the profile of the baby boomers, ranging from healthy and active to the bed-ridden and infirm.

✍ Assignment 1. Correct the errors in subject-verb agreement in the following paragraph.

Dear Hiring Manager,

I feels that I am the ideal candidate for the receptionist position at your company. I has three years of experience as a receptionist in a company that is similar to yours. My phone skills and written communication is excellent. These skills, and others that I have learned on the job, helps me understand that every person in a company helps make the business a success. At my current job, the team always say that I am very helpful. Everyone appreciate when I go the extra mile to get the job done right. My current employer and coworkers feels that I am an asset to the team. I is efficient and organized. Is there any other details about me that you would like to know? If so, please contact me. Here are my résumé. You can reach me by e-mail or phone. I looks forward to speaking with you in person.

Thanks,

Felicia Fellini

✍ Assignment 2. Imagine that you are a prospective client and that you saw this ad online. Would you call Terra Services to handle your next project? Probably not! Mistakes in subject-verb agreement can cost a company business. Paying careful attention to grammatical details ensures professionalism that clients will recognize and respect.



Terra Services are dedicated to serving our clients' needs. We settles for nothing less than high quality work, delivered on time. The next time you needs assistance getting your project off the ground, contact Terra Services, where everybody know how important it is that you get the job done right.

✎ Assignment 3. Identify each sentence as a fragment, a run-on, or correct (no error). Then rewrite the paragraph by correcting the sentence fragments and run-ons.

My favorite book is *Brave New World* by Aldous Huxley, he was born in 1894 and died in 1963 _____. Written in 1931 _____. A futuristic society where humans are born out of test tubes and kept in rigid social classes _____. This may not seem like a humorous premise for a novel, but Huxley uses satire, which is a type of humor that is used to make a serious point _____. The humans in *Brave New World* learn through sleep teaching, Huxley calls this “hypnopedia” _____. Everyone is kept “happy” in the brave new world by taking a pill called soma, there is one character named John the Savage who does not take soma _____. because he comes from a different part of the world where there is no technology, and he believes in natural ways of living _____. It turns out that John has a big problem with the brave new world and how people live there _____. Will he be able to survive living there, well you will have to read the novel to find out _____. *Brave New World* is considered a classic in English literature, it is one of the best novels I have ever read _____.