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# Scope and Sequence

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<td></td>
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### STEP 3  
**Revising**

- Formatting a paragraph
- Analyzing a model paragraph
- Applying the Revision Checklist and writing the second draft

### STEP 4  
**Editing**

- Reviewing simple present statements
- Incorporating the grammar in sentences
- Applying the Editing Checklist and writing the final draft

### Learning Outcome

- Can write very short, basic descriptions of special events and celebrations

### Focus on Grammar  
**Level 2, Fourth Edition**

- **Unit 8**
  - Simple Present: Affirmative and Negative Statements

- **Unit 5**
  - Descriptive Adjectives

- **Unit 18**
  - Simple Past: Affirmative and Negative Statements with Regular Verbs

- **Unit 19**
  - Simple Past: Affirmative and Negative Statements with Irregular Verbs
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| **STEP 3**  
Reviseing | **STEP 4**  
Editing | **Learning Outcome** | **Focus on Grammar**  
Level 2, Fourth Edition |
|---|---|---|---|
| Analyzing a model paragraph  
Applying the Revision Checklist and writing the second draft | Reviewing modal verbs  
Incorporating the grammar in sentences  
Applying the Editing Checklist and writing the final draft | Can write a short, clear paragraph that supports and gives reasons for an opinion  
Can describe something in a simple list of points | Unit 13  
Ability: Can / Could  
Unit 25  
Will for the Future  
Unit 26  
May or Might for Possibility  
Unit 30  
Advice: Should, Ought to, Had better |
| Analyzing a model paragraph  
Applying the Revision Checklist and writing the second draft | Reviewing count and non-count nouns  
Incorporating the grammar in sentences  
Applying the Editing Checklist and writing the final draft | Can explain the main points of an idea or problem in a short, simple paragraph | Unit 4  
Count Nouns and Proper Nouns  
Unit 27  
Count and Non-Count Nouns, Quantifiers, Articles |
| Using sentence variety  
Analyzing a model paragraph  
Applying the Revision Checklist and writing the second draft | Reviewing comparative adjectives  
Incorporating the grammar in sentences  
Applying the Editing Checklist and writing the final draft | Can describe, in simple terms, aspects of his/her background and immediate environment  
Can give a simple description of likes and dislikes | Unit 33  
The Comparative |
Some businesses just do not get it right. They do not accept credit cards. They close too early. Their prices are too high. Their stores are dirty or not organized well. They are not polite to customers. These businesses have problems. They need to find solutions or they will lose customers. What other kinds of problems can a business have?
Planning for Writing

**BRAINSTORM**

A. **Read about Dina’s business. What problem did it have? Was Dina's solution a good solution? Discuss your answer with a partner.**

---

**FASHION TO GO**

Two years ago, Dina’s dream came true. The 27-year-old fashion designer opened her own store. She finally had a place to sell her creative clothing, but there was one problem—she had no customers. Dina tried many ways to get customers. First, she made a new sign. Then, she advertised online and in the newspaper, but nothing worked. Finally, she discovered the problem. Her store was too far from downtown. People had to drive a long way to get to her store. In the end, Dina found an interesting solution to her problem. She closed the store and bought an old van. Now, she sells clothing from her van. She named her business “Fashion to Go.” Each day, she drives to a different part of town. “I have customers all over the city,” she laughs. Dina brought her clothes to her customers, and that is how she found success.

---

B. **Using a Problem-Solution Chart.** A problem-solution chart helps you think about problems and solutions. It helps you answer these questions: What is the problem? Why is it a problem? What are the solutions?

*Read the article about Dina again. Work with a partner. Write the sentences in the problem-solution chart.*

She bought a van and sold her clothing in different places.
She did not have any customers.
The customers did not want to drive to the store.

---

**Dina’s Problem-Solution Chart**

- **Problem**
  - What was Dina’s problem?

- **Reasons**
  - Why did Dina have the problem?

- **Solutions**
  - What was Dina’s solution?
Domino’s Strange Advertising: Our Pizza Tastes Bad

In 2007, Domino’s Pizza was in trouble. Customers were not happy. Profits were down by 55 percent.

Domino’s studied the negative comments people made about them on the Internet. Most people did not like Domino’s pizza. “It’s boring,” said one customer. Others did not like the flavor. “The sauce is like ketchup,” said one person. “It tastes like the pizza box,” another person said.

How could Domino’s solve its problems? They had three ideas:

(a) Pay a famous person to say the pizza tastes good.
(b) Ask the company president to travel across the country and say the pizza tastes good.
(c) Say the pizza tastes bad. Then promise to change it.

Surprisingly, Domino’s chose option c.

In TV advertisements, Domino’s employees read the negative comments. They apologized for making bad pizza. Then they promised to make better pizza, with different cheese, different bread, and a new sauce.

The experts did not think it was a good plan. They expected Domino’s to lose more customers. But then something surprising happened. Sales went up immediately.

At first, Domino’s thought customers were just curious about the new pizza flavor. They thought people would quickly lose interest. But sales stayed strong. By 2010, profits went up 55 percent.

What made Domino’s “new pizza” a success? One expert explained, “Domino’s said the product had problems, so the message was believable.” This was not the first promise that Domino’s made to customers. In 1973, they promised to deliver a pizza in 30 minutes. If not, the pizza was free. Domino’s gave away a lot of pizzas, but they also got a lot of new customers. Soon, Domino’s grew into an international company.

Today Domino’s has over 9,000 stores in 60 countries. Clearly, other companies can learn from Domino’s. In business, honesty is the most important ingredient.

---

1. **profit**: money that you gain by selling things or doing business, after you pay all other costs
2. **employees**: people who are paid to work for someone else
3. **expert**: someone who has special skill or knowledge of a subject
4. **deliver**: to take food, packages, etc., to a particular place or person
5. **ingredient**: a quality you need for success
Building Word Knowledge

Building Word Families. Many English words are part of a word family. When you learn a new word, it is helpful to learn other words in the same family. For example, many words have a related noun and verb form. Use a dictionary to help you find and use the correct word forms. Here are some examples.

<table>
<thead>
<tr>
<th>Noun</th>
<th>Verb</th>
</tr>
</thead>
<tbody>
<tr>
<td>expectation</td>
<td>expect</td>
</tr>
<tr>
<td>success</td>
<td>succeed</td>
</tr>
<tr>
<td>attraction</td>
<td>attract</td>
</tr>
<tr>
<td>increase</td>
<td>increase</td>
</tr>
<tr>
<td>improvement</td>
<td>improve</td>
</tr>
</tbody>
</table>

A. Add the missing word forms. Use a dictionary to help you.

<table>
<thead>
<tr>
<th>Noun</th>
<th>Verb</th>
</tr>
</thead>
<tbody>
<tr>
<td>advertise</td>
<td></td>
</tr>
<tr>
<td>apology</td>
<td></td>
</tr>
<tr>
<td>delivery</td>
<td></td>
</tr>
<tr>
<td>explanation</td>
<td></td>
</tr>
<tr>
<td>promise</td>
<td></td>
</tr>
<tr>
<td>sell</td>
<td></td>
</tr>
<tr>
<td>suggest</td>
<td></td>
</tr>
</tbody>
</table>

B. Complete the sentences. Write the correct word form.

1. First Street Café does not ______________ many customers.
   (attract / attraction)

2. The service at Lucky Garden Restaurant needs ______________.
   (improve / improvement)

   (apologize / apologize)

4. The clothing store near my house is having a ______________.
   (sale / sell)

5. Many restaurants ______________ food to their customers.
   (deliver / delivery)

6. The customer service people can ______________ the problem.
   (explain / explanation)

7. I have many good ______________ for the company.
   (suggest / suggestions)
Focused Practice

A. Read the article on page 104 again. Number the events in order. Write 1 for the first event and 6 for the last event.

  ____ a. Domino’s listened to its customers.
  ____ b. Today Domino’s has stores in 60 countries.
  ____ c. Domino’s sold fewer pizzas than before.
  ____ d. Domino’s profits went up by 55 percent.
  ____ e. Domino’s made a new advertisement.

B. Complete the sentences. Circle the correct word.

  1. Customers did not like the ____ of Domino’s pizza.
     a. price
     b. taste
     c. advertising
  2. Domino’s solution was unusual because they ____.
     a. said the pizza tasted bad
     b. made a TV commercial
     c. made pizza that tasted better
  3. Experts say that Domino’s solution was successful because ____.
     a. the pizza tasted great
     b. customers were curious
     c. Domino’s was honest
  4. Because of its new pizza, Domino’s ____.
     a. opened 9,000 new stores
     b. increased profits by 55 percent
     c. gave away a lot of free pizza
  5. Because of Domino’s success, the company ____.
     a. opened stores all over the world
     b. lowered the price of pizza
     c. taught other companies about the pizza business

C. Discuss your answers with a small group.

  1. Does the author have a positive opinion of Domino’s? Explain.
  2. What do you think of Domino’s solution to their business problem? Was it a good idea?
  3. Do you know about any other unusual solutions to business problems? What are they?
  4. Are most companies honest like Domino’s? Explain.
## Writing a Problem-Solution Paragraph

In this unit, you are going to write a problem-solution paragraph. Like other paragraphs, the topic sentence of a problem-solution paragraph says the topic and controlling idea. The body of a problem-solution paragraph has two parts: The first part explains the problem, and the second part suggests a solution to the problem. The concluding sentence often restates the idea in the topic sentence or gives a final thought. The final thought is often a prediction, or guess about the future.

### Step 1 Prewriting

Prewriting helps you think about ideas for your assignment. In this prewriting, you choose your assignment, and you write and discuss ideas about the problem and solution. Then you make a problem-solution chart to organize ideas for your writing.

### Your Own Writing

#### Choosing Your Assignment

**A. Choose Assignment 1 or Assignment 2.**

Assignment 1: Write about a large business—a company or corporation—with a problem. Describe the problem. Then suggest solutions.

Assignment 2: Write about a small, local business with a problem. A local business is a business in your neighborhood or town. Describe the problem. Then suggest solutions.

**B. Make a list of companies or local businesses. Use the ideas below or your own ideas. Check (✓) the companies or businesses with problems. Then choose a company or business for your assignment.**

<table>
<thead>
<tr>
<th>Companies and Corporations</th>
<th>Local Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurant chain: <em><strong>Domino's</strong></em></td>
<td>Local restaurant: ___</td>
</tr>
<tr>
<td>Automobile company: ___</td>
<td>Clothing store: <em><strong>Fashion to Go</strong></em></td>
</tr>
<tr>
<td>Computer company: ___</td>
<td>Bookstore: ___</td>
</tr>
<tr>
<td>Food company: ___</td>
<td>Grocery store: ___</td>
</tr>
<tr>
<td>Your own idea: ___</td>
<td>Your own idea: ___</td>
</tr>
</tbody>
</table>

**C. Freewrite for five minutes about your assignment topic. Write all ideas. Keep writing. Do not worry about good or bad ideas. Write any ideas you have about the topic. Here are some questions to get you started.**

- What do you know about this business?
- Why does this business interest you?
• What problems does the business have?
• Why does it have these problems?
• What solutions can you suggest?

D. Checking in. Share your ideas with a partner. Ask your partner questions and find out about the problem. For example:
• What is the company or business?
• What is the problem?
• What are some reasons for the problem?

Share your own opinions about the problem. Is it an interesting problem? Are there good solutions? Do you need more information?

After your discussion, add new ideas to your freewriting, if helpful.

E. Complete the problem-solution chart for your assignment. Write the name of the company or business. Write the problems, the reasons for the problems, and possible solutions.

Company or Business Name: ____________________________________________

<table>
<thead>
<tr>
<th>Problem</th>
<th>Reasons</th>
<th>Solutions</th>
</tr>
</thead>
<tbody>
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</tbody>
</table>
Step 2  Writing the First Draft

THE TOPIC SENTENCE

The topic sentence of a paragraph includes the topic and controlling idea of the paragraph. In the problem-solution paragraph for this unit, the topic is the name of the company or business. The controlling idea is the problem. The topic sentence can also give background information about the topic. The background information answers questions such as:

- Where is the business?
- What is the business?

Example:

<table>
<thead>
<tr>
<th>topic background information</th>
<th>controlling idea</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lucky Garden restaurant, a Chinese restaurant near my house, is always empty.</td>
<td>No one eats at Lucky Garden, a Chinese restaurant near my house.</td>
</tr>
</tbody>
</table>

Tip for Writers

Punctuation. Background information is extra information. It helps the reader understand the topic better. Use commas to separate the background information in your topic sentence. The commas show which words are part of the topic and controlling idea, and which words are part of the background information. Here are some examples.

The Royal Theater, a movie theater in my town, is not popular.
Nobody likes to see movies at The Royal Theater, a movie theater in my town.

Note: When the background information follows the subject, use a comma before and after the background information. When the background information is at the end of the sentence, put a comma in front of the background information.

Underline the background information. Add commas.

1. Fishermen’s Bounty a local seafood store is not a good place to buy fish.

2. It is difficult to get a table at Fresh a new restaurant downtown.

3. WorldwideTransport an international delivery service is not dependable.

4. MultiStar Energy a power company hurts the environment.

5. People do not buy computers from Comp Buy a large computer company.

6. Best Shoes In Town a new shoe store in my neighborhood is not very successful.
**Focused Practice**

A. Read the topic sentences. Circle the topic. Underline the controlling idea. Double underline the background information.

Example:

MXL Motors, an American car company, only makes luxury cars.

1. Pat’s Corner, a small bookstore in my neighborhood, has very few customers.
2. Easy Auto, a local car repair shop, is not convenient.
3. A lot of young people do not like Perfect Fits, a clothing store.
4. George’s Diner, the restaurant next door to our school, is usually empty.
5. No one buys computers from TechTown, a computer store downtown.

B. Look at Exercise A. Which questions does the background information answer? Check (✓) the questions.

<table>
<thead>
<tr>
<th>Where is the business?</th>
<th>What is the business?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Pat’s Corner</td>
<td>✓</td>
</tr>
<tr>
<td>2. Easy Auto</td>
<td>✓</td>
</tr>
<tr>
<td>3. Perfect Fits</td>
<td></td>
</tr>
<tr>
<td>4. George’s Diner</td>
<td></td>
</tr>
<tr>
<td>5. TechTown</td>
<td></td>
</tr>
</tbody>
</table>

C. Read the paragraphs. Circle and write the best topic sentence for each paragraph. Discuss your answers with a partner.

**Paragraph 1**

*News for Today*

The first problem is the website. Most people read news online, but the *News for Today* website is not well designed. It is difficult to read. Some sections of the newspaper are hard to find online. Another problem is that the paper does not have enough reporters to report all the local news, so people look for news on TV or in other newspapers. To solve this problem, *News for Today* should improve the website and hire more reporters. In this way, it will attract more readers.
a. *News for Today*, a local newspaper, is losing readers.

b. *News for Today* is losing readers.

c. *News for Today*, a local newspaper, has a website.

d. *News for Today* has its main office in Boston.

**Paragraph 2**

Problems with World Mobile

One problem is the phones. They do not work in some places. For example, I cannot use my phone in my house, so I go outside to make phone calls. Another problem is the slow data connection. For instance, it takes about 30 seconds to open a web page. Pictures or video take even longer. I think World Mobile should build more cell phone towers. It should also have a faster connection. With these solutions, service will improve and customers will be happy.

a. World Mobile, an international cell phone company, has many cell phones.

b. World Mobile, an international cell phone company, does not have good phone service.

c. World Mobile is not a successful company.

d. World Mobile has offices in most countries, but it does not have good phones.

D. Read the paragraph. Work with a partner. Complete the topic sentence. Write the controlling idea.

First Street Café

First Street Café, a restaurant near my office, ______________________

First of all, the coffee and drinks are very expensive. For example, a cup of coffee at First Street Café costs $2.75. Most other cafés charge only $1.00. The food is expensive too. Most items on the menu are $18. That is a lot. One solution is to lower prices. First Street Café should have special prices at lunchtime. On Monday and Tuesday nights the café is not busy, so they should have special prices on those nights too. This will attract more customers and increase profits.
Your Own Writing

Planning Your Topic Sentence

A. Look at your freewriting on page 107 and your problem-solution chart on page 108.

Write the name of the company or business (the topic):

___________________________

Write a sentence about the problem (the controlling idea):

___________________________

Write some background information about the company or business:

___________________________

B. Write your topic sentence. Use your ideas from Exercise A above.

___________________________

THE BODY SENTENCES

The body sentences explain the controlling idea of the paragraph. They help the reader understand your topic. In a problem-solution paragraph, the controlling idea is the problem. The body sentences explain the reasons for the problems and suggest solutions.

Example:

Problems at Lucky Garden Restaurant

Lucky Garden, a Chinese restaurant near my house, is always empty. It has several problems. For one thing, the food is not fresh, and it is not good. Sometimes it is greasy or salty or very bland. Another problem is that the service is bad. The waiters are unfriendly. They are also very slow. Sometimes they bring you the wrong dish. The owners should hire a new cook and new waiters. A successful restaurant needs good food and excellent service.
The topic is: Lucky Garden
The controlling idea (the problem) is: It is always empty.

Reasons:
1. The food is not good.
2. The service is bad.

Solutions:
1. Hire a new cook.
2. Hire new waiters.

Focused Practice
A. Read the paragraph. Answer the questions with a partner.

**Evergood Market in Trouble**

Evergood Market, a small grocery store in my neighborhood, never has any customers. There are several reasons for this. The first problem is that the store looks dirty. There are empty boxes everywhere and dust on the shelves. Another problem is that the store is disorganized. Customers cannot find items easily. For example, one week the bread is at the front of the store, and the next week it is at the back. The owners should clean and reorganize the store. Then customers will feel comfortable shopping there.

1. What is the topic of the paragraph?
2. What is the controlling idea (the problem)?
3. What background information is there?
4. What are the reasons for the problem?
5. What are the solutions?

B. Read the topic sentences. Check (√) the possible reasons for the problems.

1. **Topic Sentence:** BuyShoes.com, a big online shoe store, has poor customer service, and they do not help the customers at all.

   **Reasons:**
   - a. It is hard to find shoes in different sizes.
   - b. The company does not answer email.
   - c. BuyShoes.com does not sell sandals.
   - d. The customer service people are very rude.

   (continued)
2. **Topic Sentence:** Fishermen’s Bounty, a local seafood store, is not a good place to buy fish.

   **Reasons:**
   
   ____ a. The fish is not fresh.
   ____ b. The prices are too high.
   ____ c. Fishermen’s Bounty does not sell vegetables.
   ____ d. Fishermen’s Bounty opened last year.

3. **Topic Sentence:** People do not buy computers from Comp Buy, a large computer company.

   **Reasons:**
   
   ____ a. Comp Buy is open 24 hours a day.
   ____ b. Other computer stores have better prices.
   ____ c. Comp Buy does not sell the newest types of computers.
   ____ d. There are many advertisements for Comp Buy on TV.

C. **Complete the paragraph. Check (✓) and write the best solution.**

   **BuyShoes.com Should Change**

   BuyShoes.com, a big online shoe store, has poor customer service. BuyShoes.com does not help the customers at all. For example, people sometimes write email messages about problems with their orders, but the company does not answer. One time I ordered a pair of shoes, but I received the wrong color. I wrote an email, but I had to wait three weeks for an answer. Another problem is that the people are rude. They do not try to help you or apologize for their mistakes.

   _____________________________

   _____________________________

   **Solutions:**
   
   ____ a. BuyShoes.com should improve its website.
   ____ b. BuyShoes.com should hire more people to work there.
   ____ c. BuyShoes.com should teach its employees to be polite.
   ____ d. BuyShoes.com should sell fashionable shoes on its website.
D. Work with a partner. Discuss solutions to the problem. Then write your own solution.

Best Shoes in Town

Best Shoes In Town, a new shoe store in my neighborhood, is not very successful. It has several problems. First of all, it is hard to find shoes in many sizes, and they do not have a lot of different types of shoes. For example, they do not sell sandals. It is summertime, and a lot of people want summer shoes. Another problem is that they only have one salesperson. Service is always very slow.

Tip for Writers

Cause and Effect. When you write about a problem, you will probably write about cause and effect. What are the causes of the problem? What is the effect on the business?

Use because and so to talk about cause and effect. Because introduces a cause. So introduces an effect. A comma (,) separates the two parts of the sentence. Here are some examples.

cause  
• The music is loud, so you cannot hear people talk.

cause  
• Because the music is loud, you cannot hear people talk.

You can also use because in the middle of a sentence. Do not use a comma in these sentences.

• You cannot hear people talk because the music is loud.

Complete the sentences. Use because or so.

1. ________________ the service is slow, the restaurant is always empty.

2. The music is very loud, ________________ you cannot hear the waiter.

3. You sometimes get the wrong dish ________________ the waiters are forgetful.

4. The food is greasy, ________________ it is bad for your health.

5. ________________ there is only one cook, it takes a long time to get your food.
Building Word Knowledge

Descriptive Adjectives. Descriptive adjectives help the reader understand the problem and the solutions. Some descriptive adjectives are negative. They usually describe the problem. Here are some examples.

- awful
- greasy
- rude
- bland
- noisy
- salty
- crowded
- not good
- unfriendly

- The food is awful. Sometimes it is greasy or salty or very bland.
- The waiters are unfriendly.

Some descriptive adjectives are positive. They often describe the solutions. Here are some examples.

- comfortable
- fast
- good
- delicious
- friendly
- helpful

- The waiters should be friendly and helpful.

Complete the sentences. Use the words in the box.

1. crowded    delicious    expensive    fast    greasy    slow

Chez Henri Restaurant

You can never get a seat in this restaurant because it is always ___________. The food is ___________. For example, a salad costs $25. You have to wait a long time for your food because the cook is ___________. The fish does not taste good because it is ___________. The solution is ___________ service. A restaurant also needs ___________ food.

1. crowded
2. delicious
3. expensive
4. fast
5. greasy
6. slow
2. comfortable  good  strong  ugly  uncomfortable  unfriendly

Pine & Sons Furniture

The salespeople are ________________. They never say “Hello” or “Thank you.” The furniture breaks easily. It is not ________________. The chairs are hard, so they are ________________. The furniture does not look good. It is ________________. The solution is ________________ salespeople. They also need to sell ________________ furniture.

3. crowded  disorganized  easy  fresh  inconvenient  stale

J&R Market

The market closes at 7 P.M. every night. The hours are ________________. It is difficult to find things because it is ________________. The bread stays on the shelf a long time, so it is ________________. The store is very small, so it is very ________________. One solution is to sell ________________ food. Shopping at J&R Market should be ________________ for customers.
Your Own Writing

Finding Out More

A. Go online. Type the keyword Problems and the name of your business for the assignment. You can also type keywords such as department store problem, grocery store problem, restaurant problem, automobile industry problem, and clothing industry problem. Find information about business problems and solutions. Look at two different websites.

B. Write the name of the business and the websites. Write notes about the business.

Business Name or Type of Business: ________________________________

Website name: ____________________________

Website name: ____________________________

Background information: __________________

Background information: __________________

Problems: _______________________________

Problems: _______________________________

Reasons for the problems: ________________

Reasons for the problems: ________________

Solutions: ________________________________

Solutions: ________________________________

C. Checking in. Share your information with a partner. Did your partner . . .

• include the name of the company or business?
• write the problem?
• give background information?
• find interesting information about the problem?

After your discussion, add new ideas to your information, if helpful.
Planning Your Body Sentences

A. Write your topic sentence from page 112. Write sentences to answer the questions below. Use your freewriting and problem-solution chart on page 108, and your notes in Finding Out More to help you.

Topic Sentence: ____________________________________________________________

1. What problems does your business have?
   __________________________________________________________
   __________________________________________________________

2. Why does your business have these problems?
   __________________________________________________________
   __________________________________________________________

3. What are two reasons for the problems?
   __________________________________________________________
   __________________________________________________________

4. What are some examples?
   __________________________________________________________
   __________________________________________________________

5. What are some possible solutions?
   __________________________________________________________

B. Checking in. Share your sentences with a partner. Discuss these questions.

1. Did your partner explain the problems clearly?
2. Did your partner offer good solutions?
3. Do you have suggestions for your partner?

After your discussion, do you want to rewrite your body sentences? Make changes to the sentences, if necessary.
THE CONCLUDING SENTENCE

The concluding sentence is the last sentence in the paragraph. It tells the reader that the paragraph is ending. The concluding sentence often repeats or restates words or ideas from the topic sentence.

In addition, in a problem-solution paragraph, the concluding sentence can make a prediction about the solution. The prediction in your paragraph for this unit answers the questions:

- What will happen to the company?
- What will customers do?

Use this and these in the concluding sentence to refer to the solutions.

Example:

Problems at Lucky Garden Restaurant

Lucky Garden, a Chinese restaurant near my house, is always empty and for very good reasons. For one thing, the food is not fresh, and it is not good.

Sometimes it is greasy or salty or very bland. Another reason is that the service is bad. The waiters are unfriendly. They are also very slow. Sometimes they bring you the wrong dish. The owners should hire a new cook and new waiters. A successful restaurant needs good food and excellent service. With these changes, Lucky Garden will have more customers and become a popular restaurant.

The topic sentence is: Lucky Garden, a Chinese restaurant near my house, is always empty and for very good reasons.

The concluding sentence is: With these changes, Lucky Garden will have more customers and become a popular restaurant.

Repeated words from the topic sentence are: Lucky Garden; restaurant

Restated words from the topic sentence are: empty → have more customers / popular

Words referring to the solutions are: these changes → hire a new cook / hire new waiters

The prediction is: more customers and become a popular restaurant
Focused Practice

A. Reread the paragraph about World Mobile on page 111. Copy the concluding sentence below. Then answer the questions.

Concluding Sentence: ____________________________________________________________

1. What prediction does the concluding sentence make?

2. What does “these solutions” refer to?

B. Read the paragraph. Circle and write the concluding sentence that has a prediction and reference to the solutions.

Pine & Sons Loses Money

Pine & Sons, a well-known furniture store, is losing money. One problem is that people think the furniture is outdated and old-fashioned. It is an old company, so people think of the furniture in their grandparents’ houses. They do not know that the company has new styles of furniture. Another problem is the price. The furniture is well made, so it is a little bit more expensive. People do not understand that it is also very high quality. It will not break or fall apart. The solution for Pine & Sons is to do more advertising. They should tell everyone that their furniture is stylish and well made. ____________________________________________

_____________________________________________________

a. In conclusion, there are several reasons why Pine & Sons is losing money.
b. Pine & Sons will be more successful some day.
c. These changes will make Pine & Sons a more popular and successful store.
C. Read the paragraph. Write a concluding sentence and make a prediction. Compare your sentence with a partner.

BuyShoes.com Loses Customers

BuyShoes.com, a big online shoe store, is losing customers because it has very poor customer service. The company does not help the customers at all. For example, one time I wrote an email about a problem I had. I ordered a pair of shoes, but they sent the wrong color shoes. I waited three weeks for an answer. Another problem is that the people are rude. They sent me the wrong shoes, but no one apologized for the mistake. BuyShoes.com should hire more customer service workers. They should also train the workers to be polite. ____________

______________________________

______________________________

Your Own Writing

Planning Your Concluding Sentence

A. Read your topic and body sentences from page 119. Then answer the questions.

1. What are two or three important words from the topic sentence?

__________________________  ________________________  ________________________

2. What are two or three predictions about the future of the business and its customers?

___________________________________________________________

___________________________________________________________

___________________________________________________________

B. Write a concluding sentence. Make a prediction about the solutions. Refer back to the solution or solutions with this or these.

___________________________________________________________

___________________________________________________________
C. **Checking in.** Share your concluding sentence with a partner. Discuss these questions.

1. Does the concluding sentence make a prediction?
2. What are some solutions to the problem? Does the concluding sentence refer to the solutions?

After your discussion, do you want to rewrite your concluding sentence? Make changes to the sentence, if necessary.

**Writing Your First Draft**

Write the first draft of your paragraph. Put your topic sentence, body sentences, and concluding sentence together in a paragraph. Give your paragraph a title. Hand it in to your teacher.

---

**Step 3  Revising**

Revising your work is an important part of the writing process. Revising means making your writing better by changing sentences that are not clear. Revising also means adding sentences or ideas.

**Focused Practice**

A. *Read the problem-solution paragraph.*

**MXL Motors**

MXL Motors, an American car company, lost the trust of its customers. There are several reasons customers were unsatisfied. One reason was the safety of their cars. The lights in some MXL Motors cars did not work, so there were many accidents. Customers sent 70,000 cars back to the company. The second reason is MXL Motor’s response to the problems. The company did not report the problems for several months, so customers were unhappy and confused. To solve this problem, MXL Motors should fix the safety problems. They should pay for the repairs to the cars. They should also explain the problems to their customers. This will increase trust and make MXL Motors popular again.

B. *Work with a partner. Answer the questions about the paragraph.*

1. What is the topic of the paragraph? Circle it.
2. What is the controlling idea (the problem)? Underline it.
3. What is the background information about the company? Underline it two times.
4. What are the reasons for the problem? Put a star (*) next to the two reasons.

(continued)
5. What are the solutions? Put a plus (+) next to the solutions.
6. Is there a concluding sentence? Underline it. Does it make a prediction for the future?

Your Own Writing
Revising Your Draft
A. Reread the first draft of your paragraph. Use the Revision Checklist. What do you need to revise?
B. Revise your paragraph.

Revision Checklist
Did you . . .
☐ describe a business problem?
☐ state the problem in the topic sentence?
☐ give background information about the business?
☐ explain the reasons for the problem?
☐ suggest a solution?
☐ make a prediction in the concluding sentence?
☐ write about cause and effect?

Step 4 Editing
GRAMMAR PRESENTATION
Before you hand in your revised paragraph, read it again and look for errors in spelling, capitalization, punctuation, and grammar. In this section, you will review count and non-count nouns. Think about your paragraph as you review.

Count and Non-Count Nouns

<table>
<thead>
<tr>
<th>Grammar Notes</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Count nouns</strong> refer to separate things. It is easy to count them.</td>
<td>• one store, two stores, three stores</td>
</tr>
<tr>
<td>To form the plural of most count nouns, add -s or -es</td>
<td>• problem problems</td>
</tr>
<tr>
<td>Some plural count nouns are irregular. Do not add -s to make the plural form.</td>
<td>• business businesses</td>
</tr>
<tr>
<td></td>
<td>• child children</td>
</tr>
</tbody>
</table>
### Non-count Nouns

2. Non-count nouns refer to things that are difficult to count. **Abstract ideas** (safety, customer service) and **food and drinks** (pizza, coffee) are often non-count.

3. Use singular verbs with non-count nouns.

4. Use a or an before singular count nouns. Use a before words that start with consonant sounds. Use an before words that start with vowel sounds.

Use some (or nothing) with plural count nouns and non-count nouns.

### Focused Practice

**A. Read the sentences. Circle the non-count nouns. Underline the count nouns.**

1. Customers did not like the pizza.
2. The company has excellent customer service.
3. Advertising helps businesses.
4. Shoppers want to buy good clothing.
5. Safety is important to most customers.
6. The store is having a sale.
7. Honesty is very important.
8. Every problem has a solution.
9. The restaurant has many problems.
10. Some waiters at the restaurant were rude.
B. Complete the sentences. Use a, an, or some.

1. Domino's is ________ pizza maker.
2. Some people do not want to buy ________ car from MXL Motors.
3. Lucky Garden should offer ________ fresh fish.
4. You can find ________ information about BuyShoes.com online.
5. Here is ________ idea. It can help solve Evergood Market's problem.
6. I waited ________ hour for my food.
7. It is ________ hard problem to solve.
8. SuperNet is attracting ________ customers.

C. Read the paragraph. Correct six more count or non-count errors.

What Is Wrong with Perfect Fits?

Young people do not like to shop at Perfect Fits, a clothing store in downtown Houston. One problem is that the clothing is expensive. For example, a shirts costs $80. The second problem is the customer service are not good. You have to wait a long time for a employee to help you. I think the solution is to hire more workers and have many sale. These change will attract a young people to Perfect Fits.

D. Write five sentences for your assignment. Use count and non-count nouns. They can be sentences you already have in your paragraph, or they can be new sentences.

1. ____________________________
2. ____________________________
3. ____________________________
4. ____________________________
5. ____________________________
Your Own Writing

Editing Your Draft

A. Edit your paragraph for the assignment. Use the Editing Checklist below.
B. Write a clean copy of your paragraph.

Editing Checklist

Did you . . .

☐ use count and non-count nouns correctly?
☐ use new vocabulary from the unit?
☐ use so and because for cause and effect?
☐ use this and these and refer to solutions?
☐ format the paragraph correctly?
☐ give your paragraph a title?
☐ use correct capitalization and punctuation?