



ENGLISH
IS FUN



ITM3404

English for Digital Marketing II

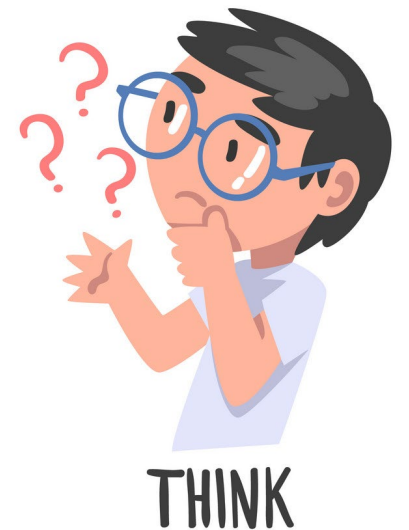
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College of Innovation and Management

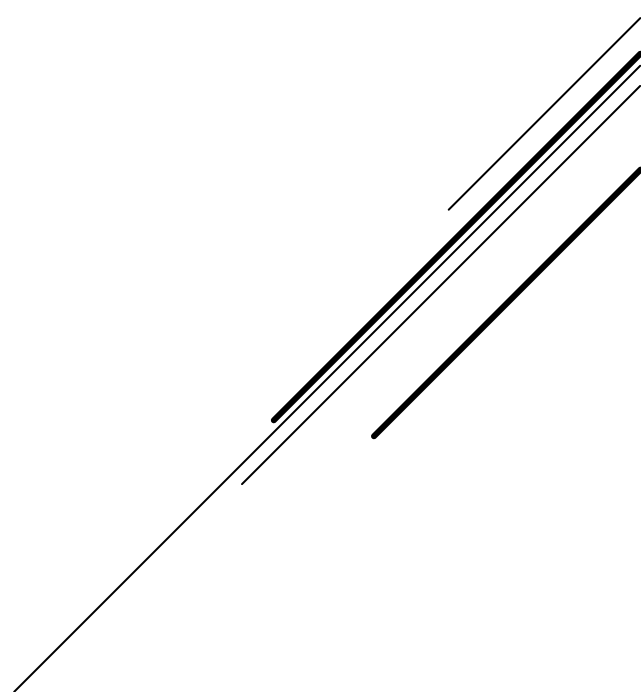
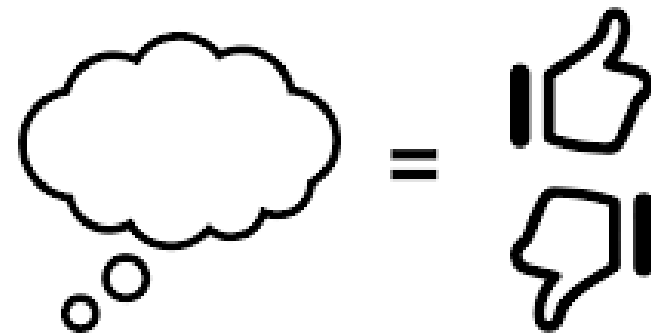
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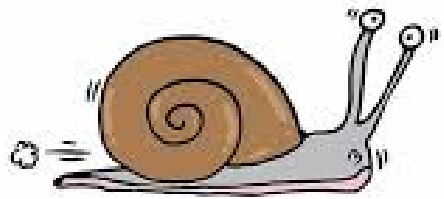
English is fun



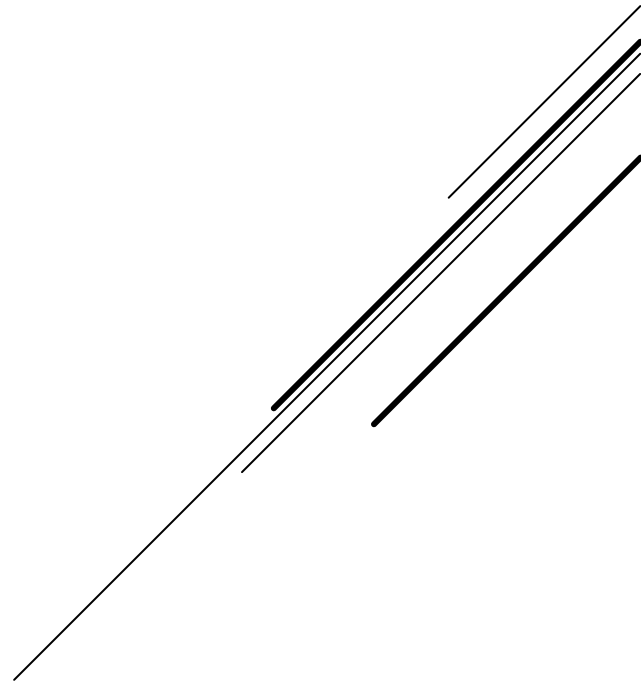
English is Fun!®







BETTER LATE THAN NEVER



Start

NOW
Not

TOMORROW



MAKE ME BETTER

PARTS OF SPEECH



Why should we learn parts of speech?

Why parts of speech are important in English?



WHAT IS PARTS OF SPEECH?

A part of speech is a category of words that perform similar grammatical functions.

Another name for parts of speech is word classes.

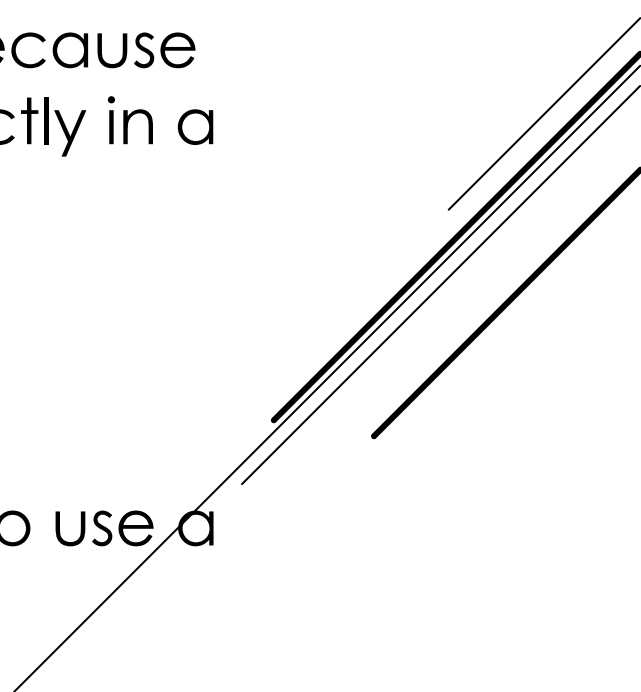
They are the groups into which English words are classified according to their functions in sentences.



WHY PARTS OF SPEECH ARE IMPORTANT IN ENGLISH?

Parts of speech are important in English grammar because they help learners to know how to use a word correctly in a sentence.

Learning the parts of speech helps us to know how to use a word correctly in a sentence.



For example,

a “**noun**” **names persons and things**, and it enables us to communicate our ideas in a sentence.

Before you talk about anyone or anything, you need to “**name**” them.

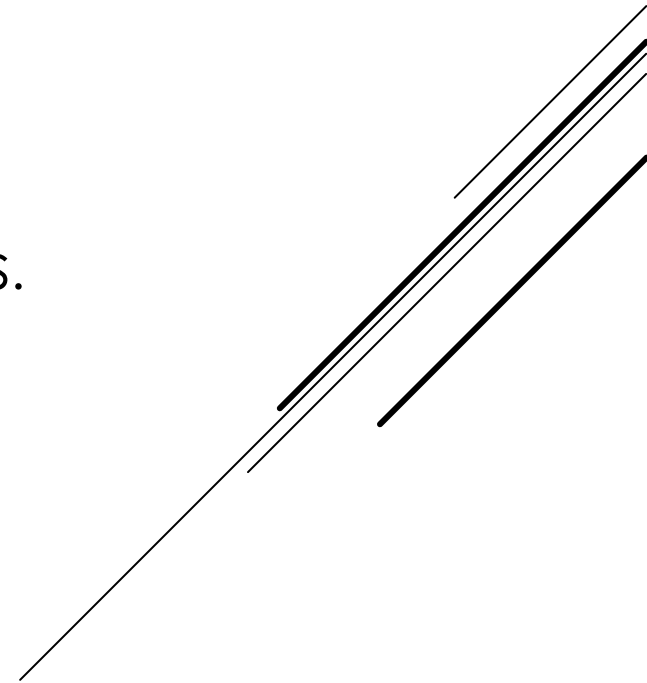
And to avoid the repetition of names, we need to use a “**pronoun**” to **replace a noun** in a sentence.

We need to use a “**verb**” to **express the action** or state of the person or thing we have named or mentioned, which is a noun or a pronoun acting as the subject.

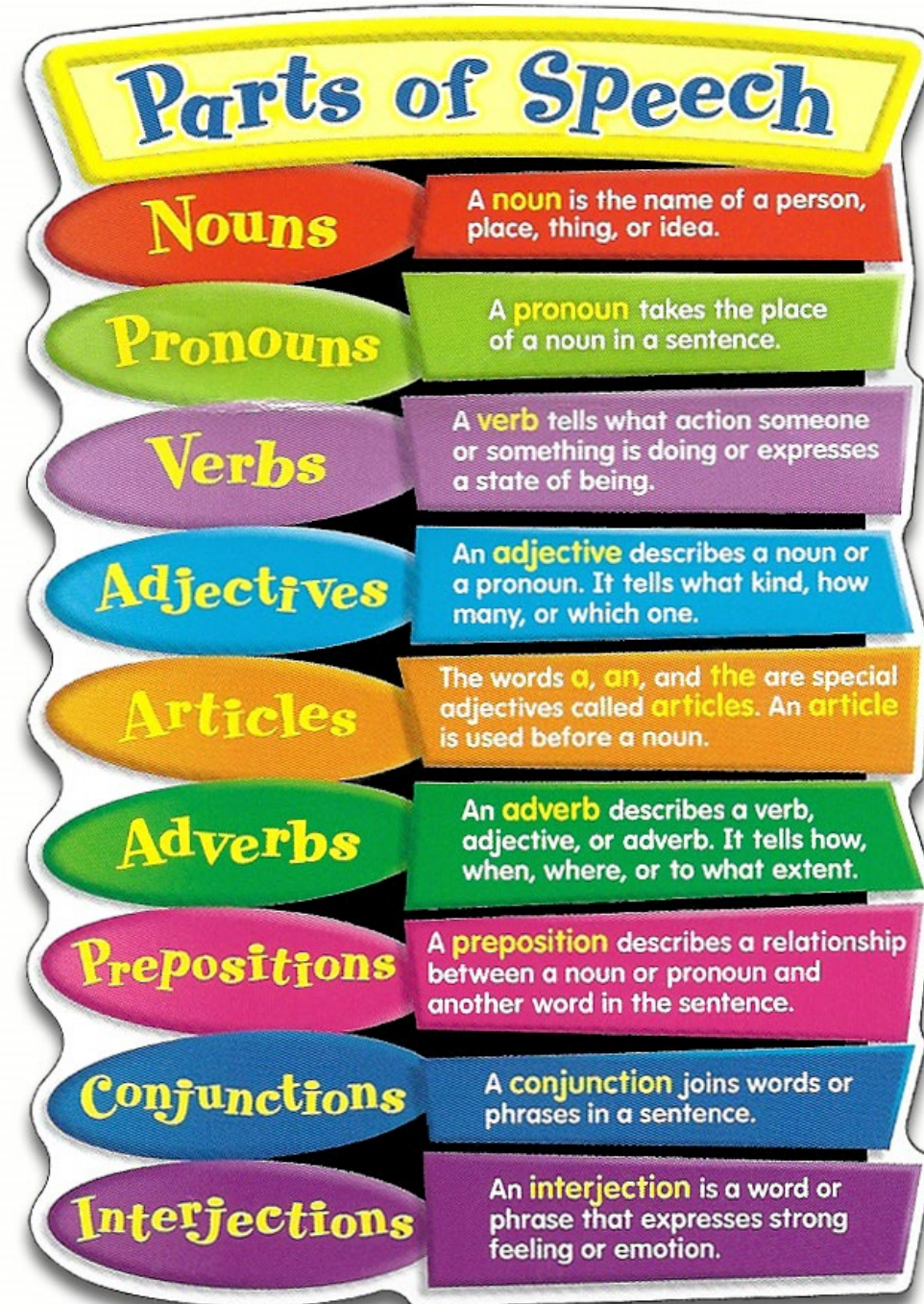


What parts of speech do is show us the various categories of words that perform similar grammatical functions.

So, learning the parts of speech actually helps us to know how to use words correctly in English sentences.



PARTS OF SPEECH



NOUN

Name of...

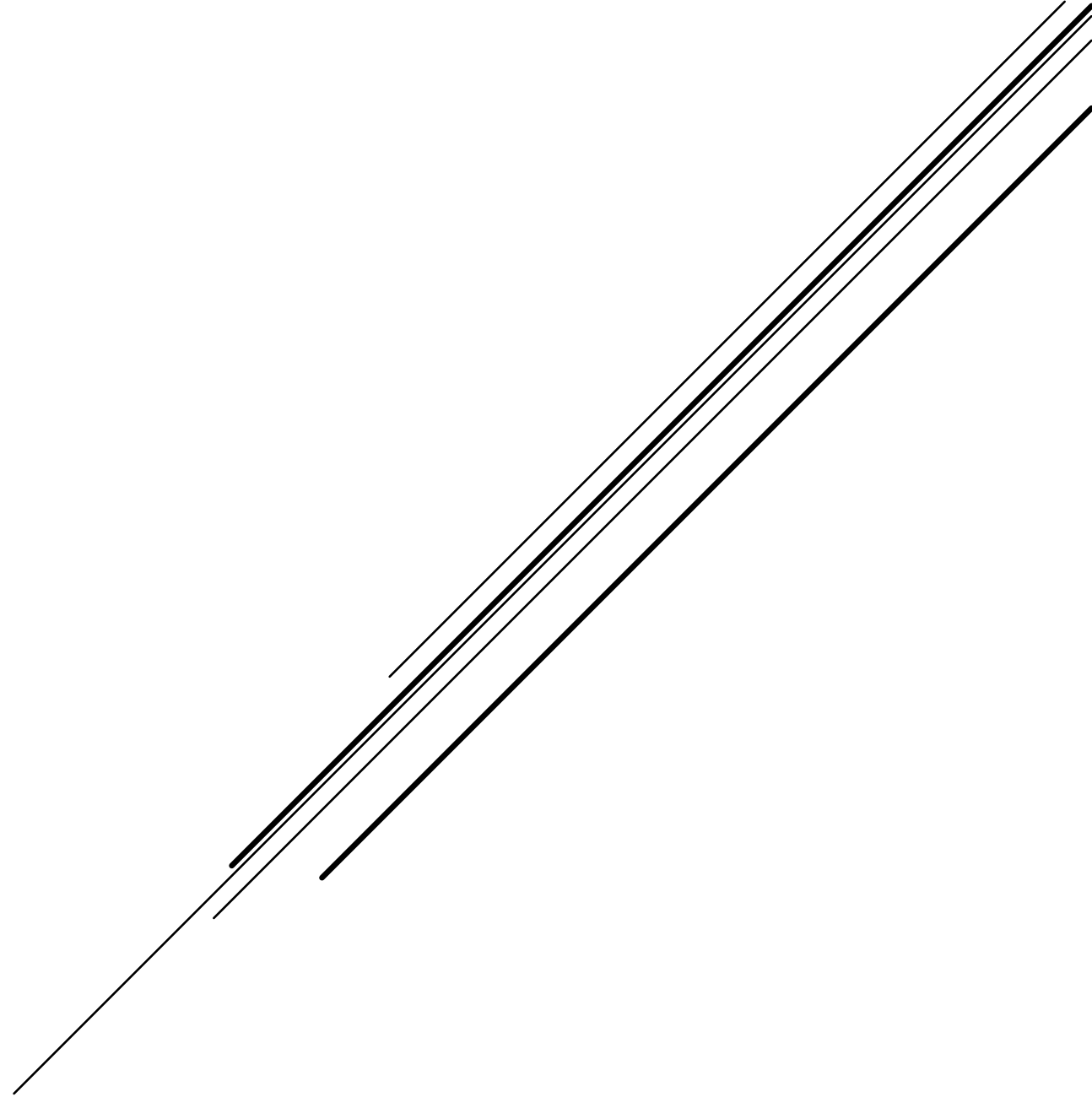
a person

an animal

a thing

a place

an idea





NOUNS



A noun is a person, place, animal, thing, or idea.



Person

man
Ann
girl
Steve
child
Grandma
Grandpa



Place

Paris
city
school
home
Asia
space
kitchen



Animal

dog
cat
whale
lion
bee
bull
lizard



Thing

book
pencil
apple
flower
disease
shoe
cap



Nouns

PROPER
NAMES A **SPECIFIC** PERSON, PLACE OR THING. ALWAYS STARTS WITH A **CAPITAL** LETTER.
JESSICA JOHN JOHANNESBURG

common
NAMES A **non-SPECIFIC** PERSON, PLACE OR THING. DOES **NOT** START WITH A **CAPITAL** LETTER.
BOY HORSE TABLE CITY

concrete
SOMETHING YOU CAN **see, HEAR, SMELL, TASTE** OR **TOUCH**.
SANDWICH BOOK JERSEY
CHILDREN COMPUTER TOY

ABSTRACT
DENOTES AN **IDEA** OR **FEELING**. YOU **CANNOT** PHYSICALLY SEE IT, BUT YOU CAN FEEL IT.
HAPPINESS FEAR FRIENDSHIP

COUNTABLE
NOUNS THAT CAN BE **COUNTED**. THEY CAN HAVE A **SINGULAR** AND **PLURAL** FORM.
CAT/CATS WINDOW/WINDOWS

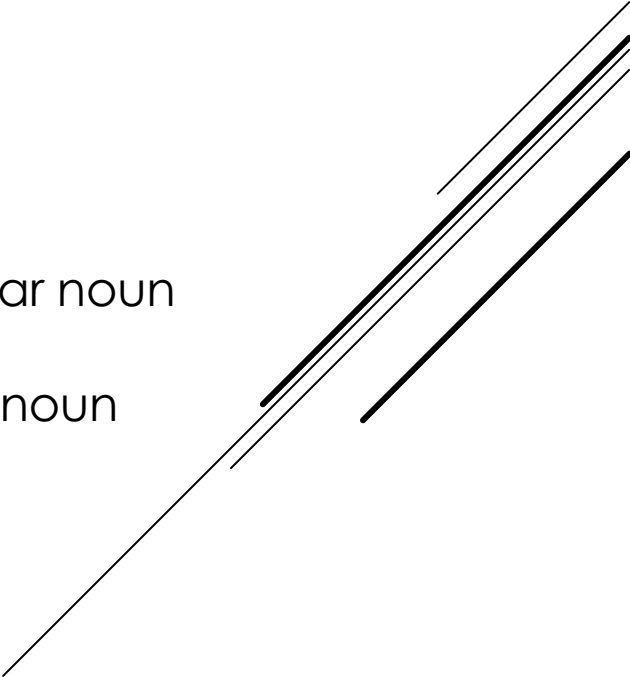
uncountable
NOUNS THAT **CANNOT** BE **COUNTED**. THEY **DON'T** ALWAYS HAVE **PLURAL** FORMS.
RAIN RICE BEAUTY ANGER

collective
NOUNS THAT NAME A **GROUP** OF **PEOPLE, ANIMALS** OR **OBJECTS**.
A **CLASS** OF STUDENTS
A **PRIDE** OF LIONS

compound
NOUNS THAT **COMBINE** **TWO** OR **MORE** **WORDS**.
TOOTH + BRUSH = TOOTHBRUSH
KEY + BOARD = KEYBOARD

Singular noun

Plural noun



PRONOUN

A pronoun is used in place of a noun to avoid repetition.

Examples:

James is a student but **he** works on **his** father's farm on weekends.

Lecturers have been on strike since last year. **They** are still on strike.



PRONOUNS

**PRONOUNS ARE WORDS
THAT REPLACE NOUNS:
*I, ME, SHE, WE, THEY, WHO,
THAT, YOURS, HIS, HER, ETC.***

GRAMMAR BASICS



PRONOUN

A word that is used instead of a noun is called a *Pronoun*.

Examples:

- a. Will *they* come to the party?
- b. *He* will complete it on time.
- c. Who is *she*?
- d. *I* am going to work.

PRONOUNS

English Pronouns:

	Subject Pronoun	Object Pronoun		Possessive Pronouns	Reflexive Pronouns
1st Person	I	me		mine	myself
2nd Person	you	you		yours	yourselves
3rd Person (male)	he	him		his	himself
3rd Person (Female)	she	her		hers	herself
3rd Thing	it	it		(not used)	itself
1st Person (plural)	we	us		ours	ourselves
2nd Person (Plural)	you	you		yours	yourselves
3rd Person & thing (Plural)	they	them		theirs	themselves

VERB

A verb is a word that indicates an action or state or state of being.
Consider the following examples:

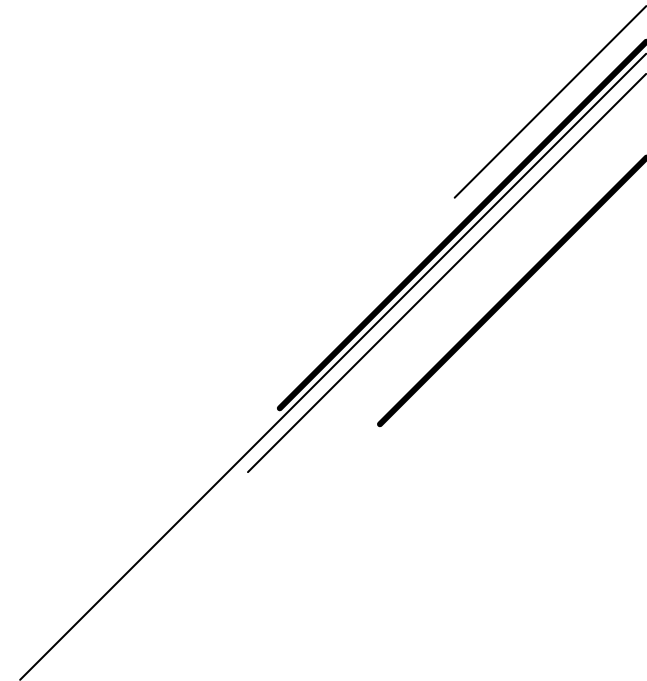
Action:

Mary sings beautiful songs.

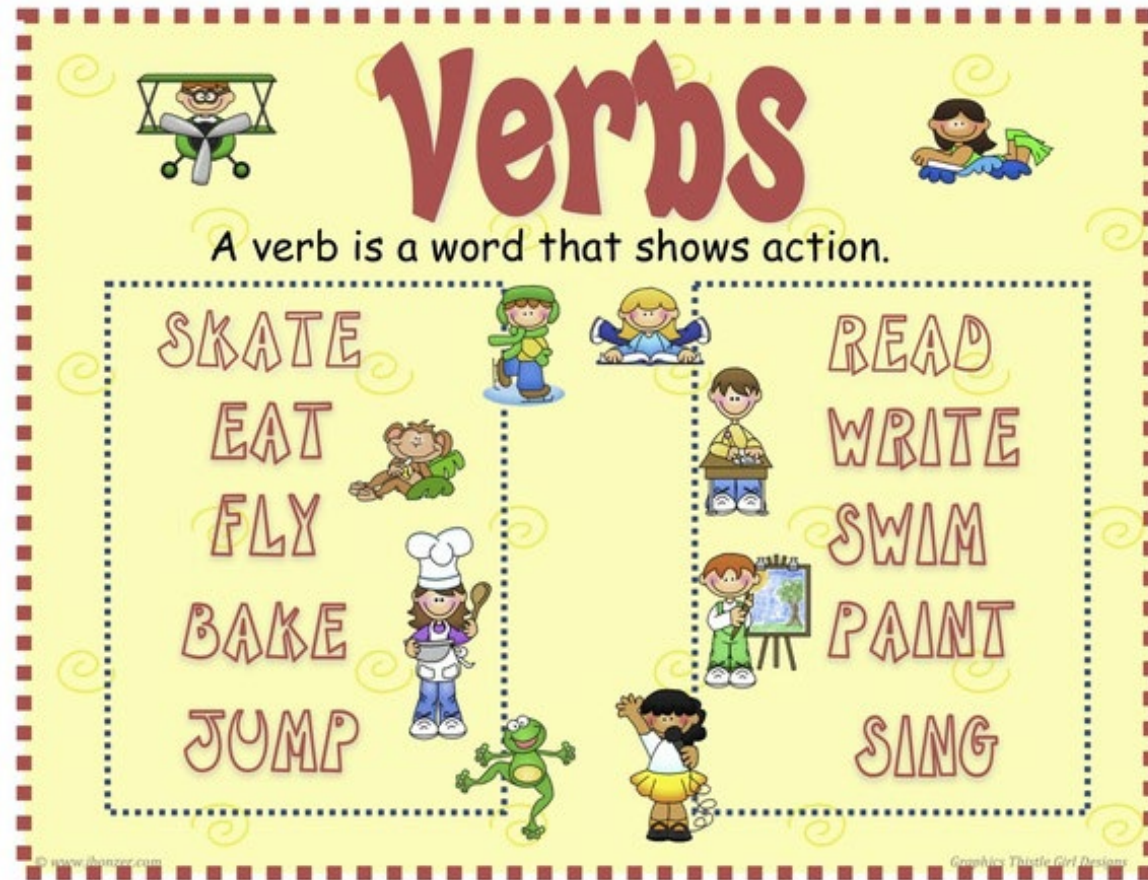
Nat kicked the ball into the net.

State of Being: Mary is a singer.

The earth is spherical.



VERBS



Verbs

A verb is a word that shows action.

SKATE
EAT
FLY
BAKE
JUMP

READ
WRITE
SWIM
PAINT
SING

The poster features several cartoon illustrations: a boy on a skateboard, a girl reading, a boy writing at a desk, a girl painting, a boy singing, a girl on a bicycle, a boy eating, a girl flying a kite, a boy baking, a girl jumping, a boy swimming, a girl painting, and a boy singing.

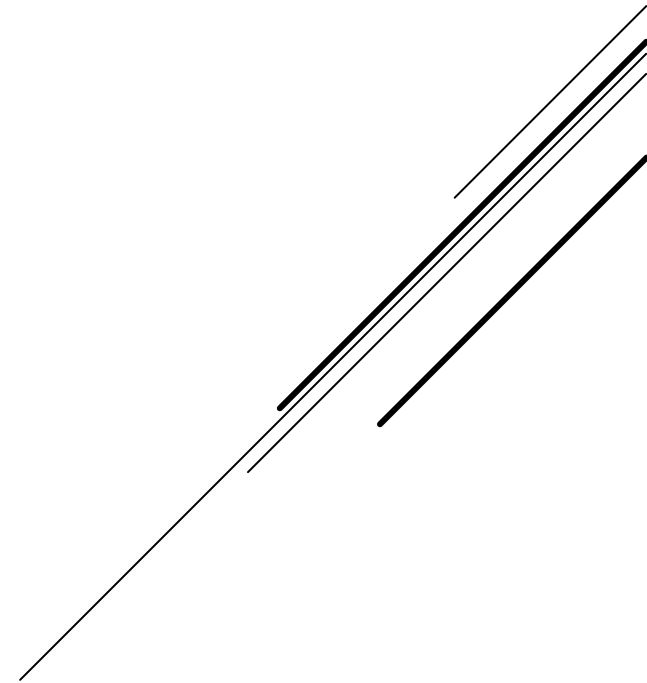
© www.funfonix.com Graphics: Thistle Girl Designs

ADJECTIVE

Adjectives are the words that describe nouns.

Think about your favorite movie.

How would you describe it to a friend who's never seen it?



ADJECTIVES

Adjectives

An adjective describes a noun or a pronoun.

Example:

happy dog

tired boy

seven girls

An adjective answers:

What kind?

Which one?

How many?



ADJECTIVE

Adjective

Definition:



An adjective is a word used to describe or modify a noun.

An adjective tells *what kind*:

- **big** book
- **red** car
- **iced** coffee

An adjective tells *which one*:

- **those** wheels
- **that** disc
- **these** earrings

An adjective tells *how many*:

- **three** amigos
- **some** shirts
- **many** hours



Adjectives

An adjective describes a noun.

Color
blue
red
green
black
orange

Size
big
small
gigantic
short
tall

Sound
loud
quiet
nice
faint
pleasant

Shape
egg/oval
round
boxy
square
triangular

Number
few
many
twenty
one
sixty

Taste
sweet
sour
bitter
salty
tangy

Weather
cloudy
windy
rainy
sunny
mild

Texture
smooth
rough
bumpy
slimy
furry

Example: The *red* strawberry tastes *sweet*.

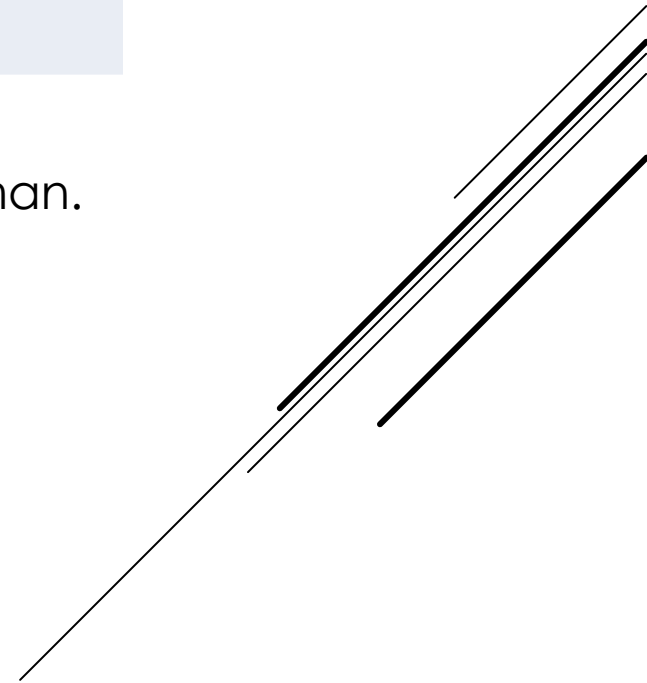


ADJECTIVE

Age	Nationality
Young	Japanese
old	American

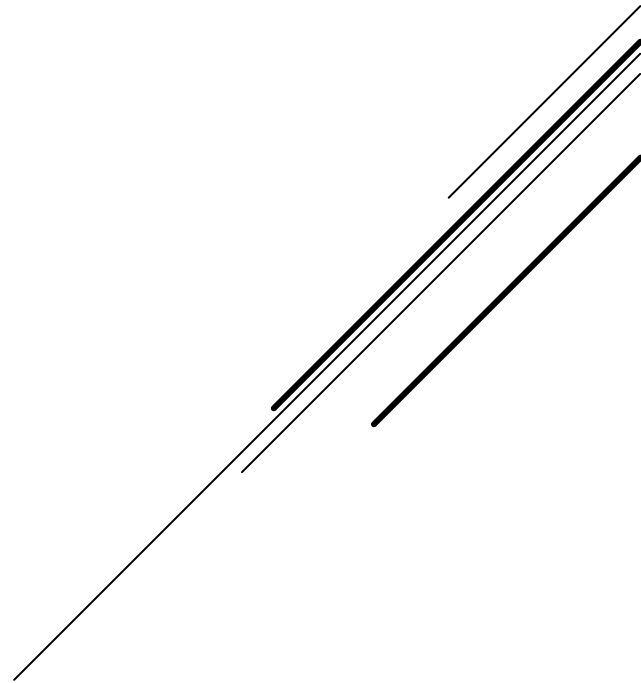
The young man greeted the old man.

He married an American woman.



Articles are words that define a noun as specific or unspecific.

ARTICLE

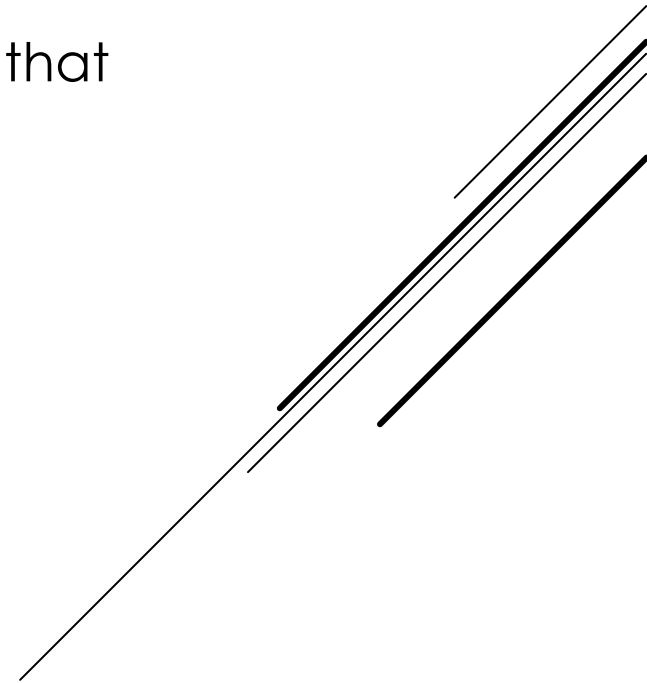


Consider the following examples:

After a long day, a cup of tea tastes particularly good.

By using the article *a*, we've created a general statement, implying that any cup of tea would taste good after any long day.

ARTICLE

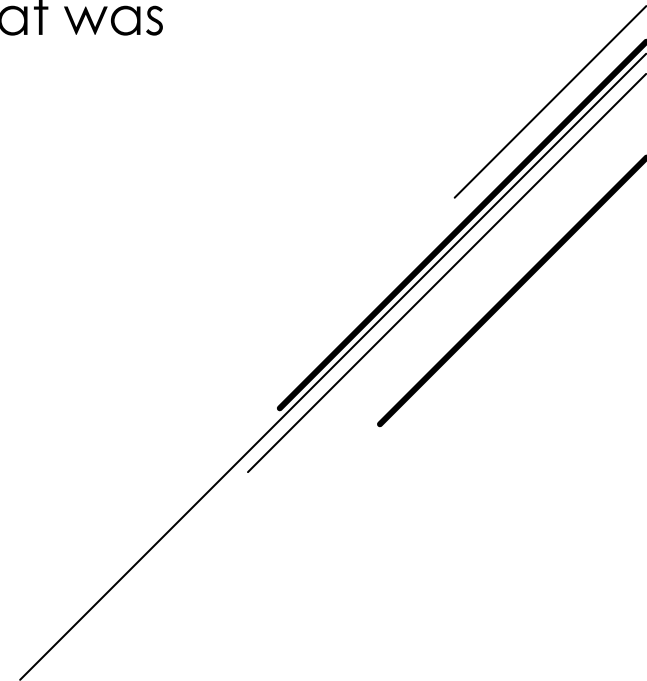


And the following examples:

After the long day, the cup of tea tasted particularly good.

By using the article the, we've shown that it was one specific day that was long and one specific cup of tea that tasted good.

ARTICLE



ADVERB

An adverb is a word that modifies a verb, an adjective or another adverb.

Examples: It rained heavily yesterday.

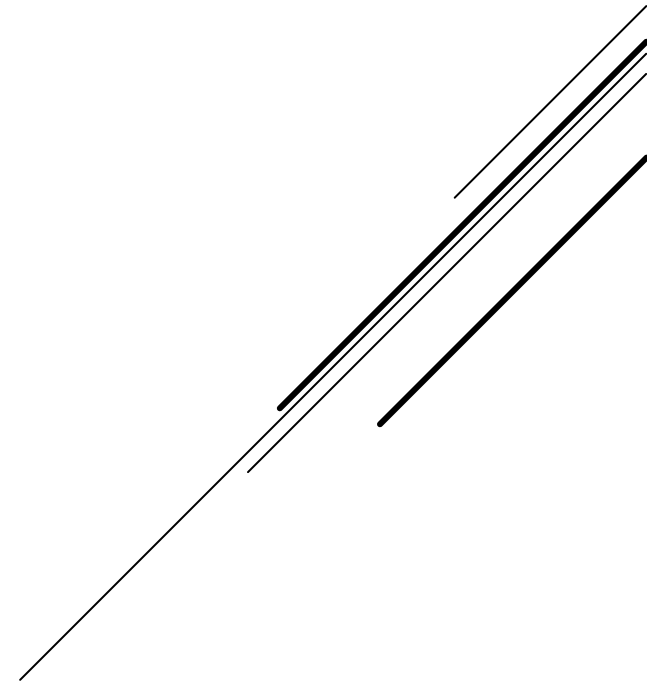
He is a very kind man.



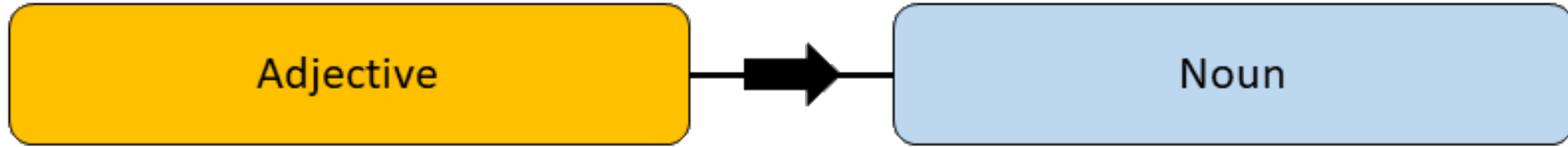
ADVERB

Definition

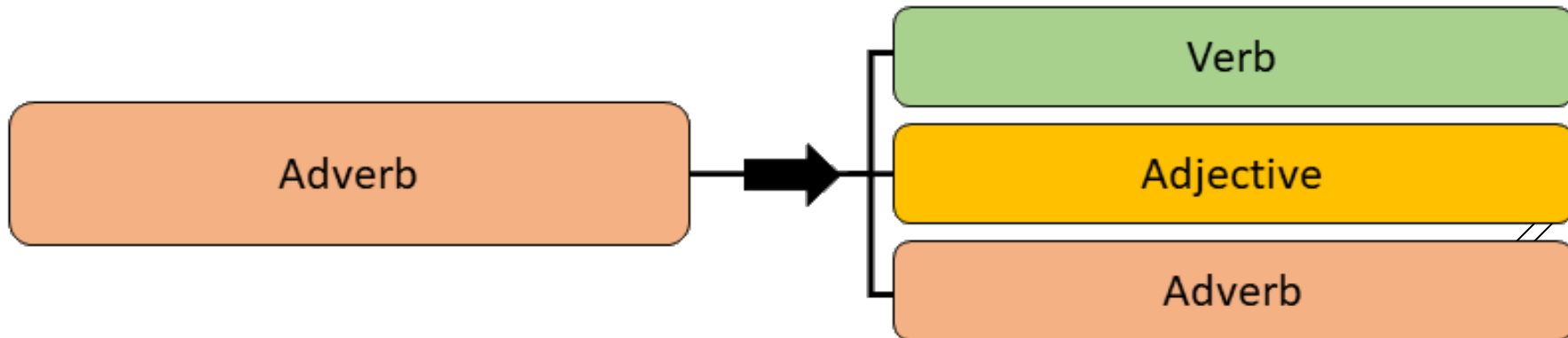
An adverb describes or gives more information about a verb, an adjective or another adverb.



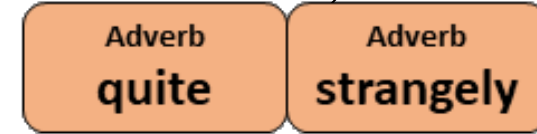
ADVERB



Examples:



Examples:



PREPOSITION

Preposition links nouns, pronouns and phrases to other words in a sentence.

Examples:

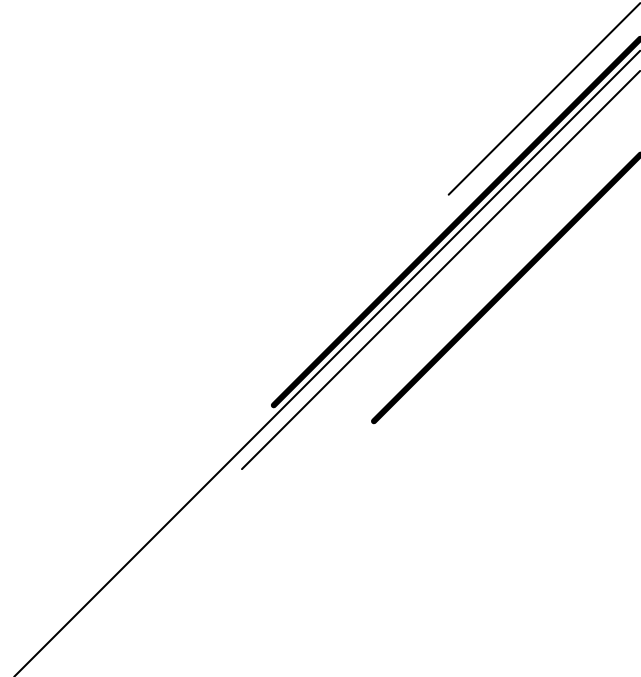
Joy came by bus (manner).

Mary is inside the room (place).

The President will visit Lagos on Monday (time).

The lecturer will be here at two (time).

The car was manufactured in Japan (source).



PREPOSITION

A *preposition* is a word which is used before a noun to show its connection to another word in the sentence.

Examples:

- a. The cat rests ***on*** the sofa.
- b. She is standing ***by*** the car.
- c. He is fond ***of*** tea.

PREPOSITION

English Prepositions



Preposition	Meaning	Example of use
above	<i>at an upper or higher level</i>	Planes generally fly above the clouds.
against	<i>in contact with</i>	The sofa is against the wall.
among	<i>surrounded by</i>	Peter was among the spectators.
beneath	<i>under</i>	The pen was beneath the book
between	<i>in the space separating two things</i>	The dog sat between the two children.
down	<i>from high to lower</i>	Julie pulled down the blind.
in	<i>at a point within an area</i>	The pen is in the drawer.
into	<i>enter a closed space</i>	A customer went into the shop.
near	<i>close to</i>	A policeman was standing near the entrance.
next to	<i>beside</i>	The bank is next to the cinema
on	<i>in a position touching a surface</i>	The plate is on the table.
onto	<i>to a position on a surface</i>	The cat jumped onto the roof of the car.
opposite	<i>facing, on the other side</i>	Meg sat opposite Tom at the table.
out of	<i>move from a closed space</i>	Jack got out of the taxi and paid the driver.
over	<i>above or across / more than</i>	Eva put her hand over her eyes. It cost over 200€!
round	<i>in a circular movement</i>	The earth moves round the sun.
through	<i>from one side to the other</i>	The Thames flows through London
up	<i>towards a higher level</i>	A group of visitors walked up the steps.

PREPOSITION

<i>about</i>	<i>below</i>	<i>excepting</i>	<i>off</i>	<i>toward</i>
<i>above</i>	<i>beneath</i>	<i>for</i>	<i>on</i>	<i>under</i>
<i>across</i>	<i>beside(s)</i>	<i>from</i>	<i>onto</i>	<i>underneath</i>
<i>after</i>	<i>between</i>	<i>in</i>	<i>out</i>	<i>until</i>
<i>against</i>	<i>beyond</i>	<i>in front of</i>	<i>outside</i>	<i>up</i>
<i>along</i>	<i>by</i>	<i>inside</i>	<i>over</i>	<i>upon</i>
<i>among</i>	<i>concerning</i>	<i>in spite of</i>	<i>past</i>	<i>up to</i>
<i>around</i>	<i>despite</i>	<i>instead of</i>	<i>regarding</i>	<i>with</i>
<i>at</i>	<i>down</i>	<i>into</i>	<i>since</i>	<i>within</i>
<i>because of</i>	<i>during</i>	<i>like</i>	<i>through</i>	<i>without</i>
<i>before</i>	<i>except</i>	<i>near</i>	<i>throughout</i>	<i>with regard to</i>
<i>behind</i>		<i>of</i>	<i>to</i>	<i>with respect to</i>

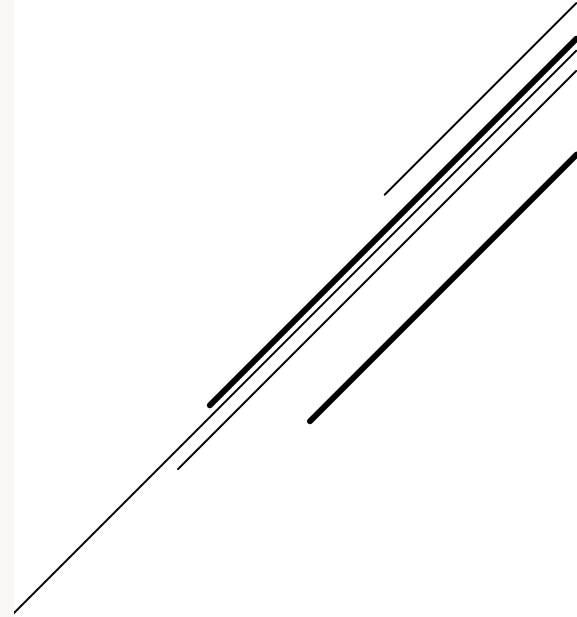
CONJUNCTION

What is a Conjunction?

- A conjunction is like glue. It helps things to stick together.



- A conjunction joins words, phrases, and sentences, which are called clauses.



CONJUNCTION

**You must pick
an orange **or** pear
and eat at the table.**



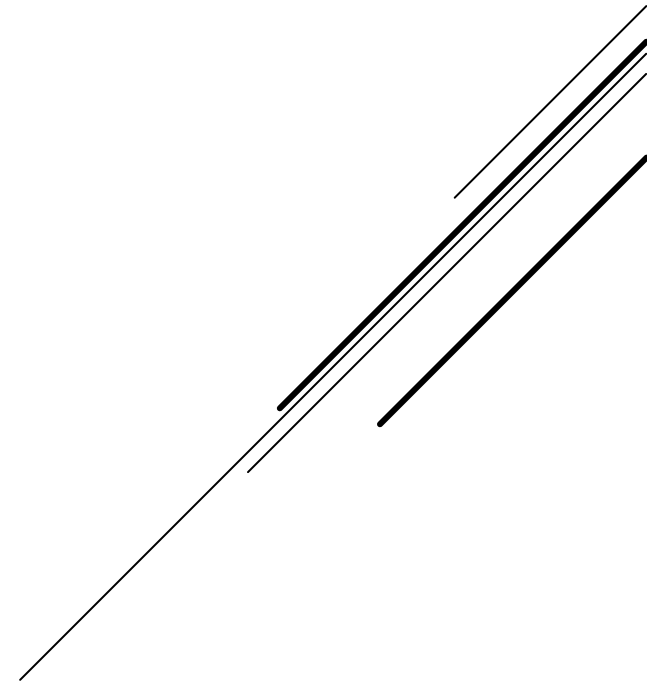
Examples:

My brother worked hard **but** he did not succeed.

I love you **and** you love me too.

The door was open **so** he went in.

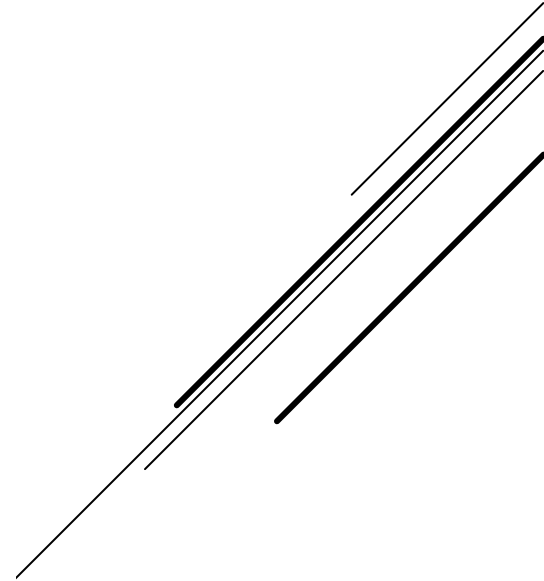
CONJUNCTION



INTERJECTIONS

INTERJECTIONS

An Interjection is a word which is used to express a sudden feeling of joy or sorrow

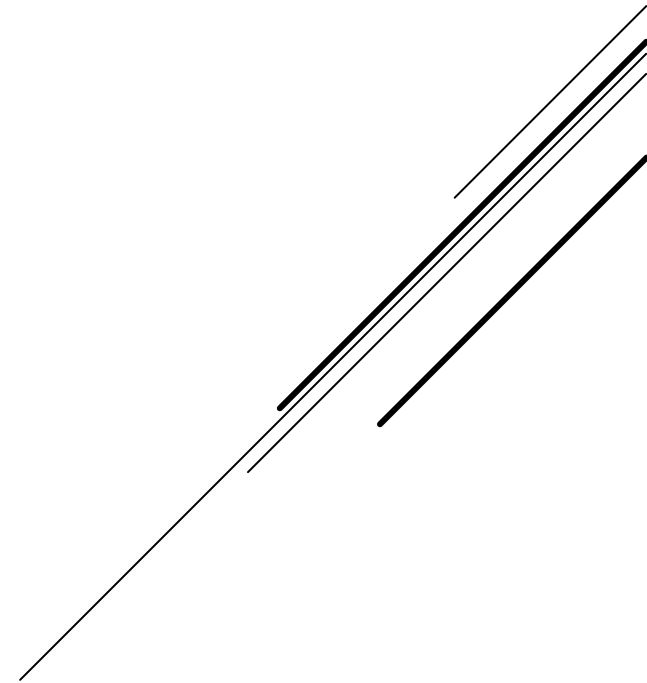


Wow! That bird is huge.

Uh-oh, I forgot to get gas.

We're not lost. We just need to go, **um,** this way.

INTERJECTION



REF.

<https://www.learngrammar.net/english-grammar/verb>

