

Unit

4

How to get Base Knowledge



- M** : My car wouldn't start this morning.
- K** : I used to have a problem like that. Did you check the battery?
- M** : Yeah. It was dead again. I had to find someone to jump it for me. It's driving me crazy.
- K** : Well, maybe you should buy a new battery.
- M** : But I just bought this one three months ago. It's still new!
- K** : Maybe they were dishonest and gave you an old one.
- M** : Well, I don't know. Whatever it is, I'm going to return it. It's ridiculous!



1. To review for using some more adjectives for explaining the project work

Vocabulary

1. specific _____
2. identify _____
3. standard _____
4. participate _____
5. decision _____
6. argument _____
7. transparency _____
8. organization _____
9. resource _____
10. monitor _____
11. guideline _____
12. simultaneously _____



Grammar Focus

Adjective (Part 2)

Gradable / Non-gradable adjectives คำคุณศัพท์ที่จัดเกรดได้และจัดเกรดไม่ได้ (เปรียบเทียบได้และเปรียบเทียบไม่ได้)

Adjectives can be either gradable or non-gradable

Gradable

Gradable adjectives are adjectives like 'cold' 'hot' and 'frightened'. You can be very cold or a bit cold. Gradable adjectives show that something can have different degrees.

Non-gradable

Non-gradable adjectives are adjectives like 'married' or 'wooden'. You can't be very married or a bit married. Non-gradable adjectives do not have different degrees.



Adjectives like 'terrifying', 'freezing' 'amazing' are also non-gradable adjectives. They already contain the idea of 'very' in their definitions – 'freezing' means 'very cold' etc.

Using adverbs of degree

When we use adverbs of degree to modify adjectives we usually have to use different adverbs for gradable and non-gradable adjectives.

- NOT I'm completely hot.
- NOT It was very fantastic!

With gradable adjectives

- It's a bit cold in here. Shall I turn the fire on?
- He's very interested in history. Why don't you buy him a history book?
- This exercise is really difficult. I don't know any of the answers.
- I'm extremely tired. I'm going to bed.

The adverbs a bit, very, really, extremely and quite can all be used with gradable adjectives.



With non-gradable adjectives

- It's absolutely freezing in here. Shall I turn the fire on?
- He's completely fascinated by history. Why don't you buy him a history book?
- This exercise is absolutely impossible.
- That film is really terrifying. Don't go and see it on your own.

The adverbs **absolutely** and **completely** can be used with non-gradable adjectives.

Notice that really can be used with both gradable AND non-gradable adjectives.

NOTE: There are other adverbs of degree that we haven't covered in this section. The ones included here are some of the most common.



2. To study and get insight equivalent theories for plotting the suitable project work presentations



Reading 1

For practicing to make it look easier.

1. Plan your idea
2. Tell a story by these ways
3. Set the stage with

STEVE'S RULES

These are the 10 essential rules from Steve's style.

- | | |
|------------------------------|-------------------------------|
| 1. Don't live a limited life | 2. Have passion |
| 3. Design for yourself | 4. Don't sell crap |
| 5. Build a great team | 6. Don't do it for the money |
| 7. Be proud of your products | 8. Build around customers |
| 9. Marketing is about Values | 10. Stay Hungry, Stay Foolish |



Reading 2

Jack Ma : Attitude is Everything



Alibaba's Jack Ma, China's second-richest man, visits Obama at the White House. When it comes to solving really hard problems, Ma has a famous quote that we love: "Today is hard. Tomorrow will be worse. But the day after that will be beautiful. Most of your talent won't make it past tomorrow." But as a leader, you must inspire people through those hardest times: To stick with it, to move through it, and to see past it so they can make it to the day where things are beautiful. That's when you're really innovating. You have got your team there. I'm a dropout of Harvard Business School, but I took a very helpful leadership class while I was there that really stuck with me. We discussed looking at problems from every angle, and looking at the person inside the puzzle. See their picture, their concern, their point of view, and understand that people feel passionately the way they do. Your job is to see the 360° and come up with the answers. On the flip side, you have to balance this by pushing people to their boundaries. How do you get there, if most people don't make it past Jack Ma's tomorrow? You ache to get talent to do things they've never done before. And that's hard.

