Beauty and the Beast
- Write Well in English: Noun Talk

June 22, 2017
Beauty and the Beast
- Write Well in English: Noun Talk

June 22, 2017
Ever since I entered the NCSIST,  
The determination of standing here lasts.

I told myself If you hate being an audience,  
Start your own business.

This will be the most glorious day of my life  
That’s worth bearing in my mind.

Thanks to everyone that came to the lecture.  
Welcome to visit https://reedjoe.com for more information.
If you hate being an audience, build your own stage. Don’t criticize how people play their roles, but play yours well.

Be passionate and enthusiastic about what you are interested in, even addicted to.

As an Aquarius, I stay curious and ever young at heart.

Insanity is doing the same thing over and over again and expecting different results.
Who I Am

- Aeronautical Engineering
- Industrial Engineering
- Teaching English as a Second Language, TESL
- Doctor in Business Administration and Management
- Marketing Management and Strategy
What I Am

- Experience in Teaching English to Junior High School Students
- Editing and Publishing
- Writing and Literature

Culture is the habit of being pleased with the best and knowing why.
What I Am

- Turbine Aerodynamics
- Knowledge Management
- Education and Training
- Project Management
- Business Administration and Management
- Marketing Management and Strategy

Culture is the habit of being pleased with the best and knowing why.
Why You Are Here

- Not to volunteer
- May be curious about the reality
- Expect to take something home - by hand or by brain
- Get information for kids learning English
Hugo ever said

Three keys to the treasure house of human wisdom:
Mathematics, Language, Notes.

An investigation on relationship between IQ and Schooling
Indicated that among them the correlation coefficient of IQ and Writing is 0.63, higher than that of for IQ and Schooling, 0.56.
It’s Worth Being Here

- Writing ability is an index to assessing students' achievement of learning outcomes in university.

- Students will be requested, from 2018, to write two assays that account for 50% of the total scores of Chinese for the university entrance examination.
God is Truth.
We know the Reality.

Culture is the habit of being pleased with the best and knowing why.
The blind men and the elephant.

Everyone has their own views about the elephant.
Culture is the habit of being pleased with the best and knowing why.
Culture is the habit of being pleased with the best and knowing why.

Reality of English Teaching and Learning

- Methodology vs. Method
- Philosophy vs. Discipline
- Western Education vs. Eastern Education
Reality of English Teaching and Learning

- Language Acquisition vs. Language Learning
- Descriptive vs. Prescriptive
- Phrase vs. Vocabulary
Methodology vs. Method

■ Methodology

- An appropriate base of theory, concepts, or other ideas.
Western Education vs. Eastern Education

- Western Education
  - Putting stress on the ideas of creativity.

- Eastern Education
  - Being all about effort and struggle.

E - duc - ation

ex lead n.

= out
Practice forms habits and habits make memory unnecessary.

- **Language acquisition**
  - Subconscious process
  - Acquired competence

- **Language learning**
  - Conscious process
  - Learned competence
  - Through formal study of rules, patterns, and conventions.

Culture is the habit of being pleased with the best and knowing why.
Language Acquisition vs. Language Learning

- **Language acquisition**
  - Competence
  - Eternal
  - Active
  - Analytical

- **Language learning**
  - Certificate
  - Temporary
  - Passive
  - Recital

Culture is the habit of being pleased with the best and knowing why.
Language Acquisition vs. Language Learning

■ Prescriptive
  - You have grammar rules, and you must follow those rules
  - Elementary grammar before 8th grade
  - Intermediate grammar before 11th grade

■ Descriptive
  - You look at examples of language in use, and describe what you read.
  - Intensive reading

Culture is the habit of being pleased with the best and knowing why.
Language Acquisition vs. Language Learning

- **Systematic approach:**
  - Longitudinal approach
  - Grade level arranged materials

- **Integrated approach**
  - Cross sectional approach
  - Vocabulary, phrase, sentence, paragraph,
  - Integrate teaching materials, tools, evaluation.
  - Reading and writing

Culture is the habit of being pleased with the best and knowing why.
Culture is the habit of being pleased with the best and knowing why.
An attractive teacher - who
- Understanding what and why he didn’t know
- Understanding what and why children don’t know

Reality of English Teaching and Learning
- ROETL
How to Teach English to Children

- No games, no tips – no fun.
- Motivations and willingness – interesting.
- !! Don’t teach English to your Children.

- Which way should we go? 
  I don’t know which way we should go.
Don’t Listen to anyone who tells you...

- It’s important to use full sentences.
- It’s important to get your grammar right.
- It’s important to **articulate** – pronunciation and intonation
Don’t Listen to anyone who tells you...

- Incorrect punctuation or grammar can lower your credibility as well as your organization’s image.

- Give yourself an edge in this very competitive world by getting to grips with effective writing before it’s too late.
Don’t Listen to anyone who tells you...

**Inverted Sentence**

- We can no longer afford indifference to suffering outside our borders; *nor can we* consume the world's resources without regard to effect.

Culture is the habit of being pleased with the best and knowing why.
Don’t Listen to anyone who tells you...

- It’s important to **articulate** – pronunciation and intonation
  
  - The rotary engine features **innovative** cooling design…
  
  - **Centrifugal** compressor is structural robustness…
  
  - A UAV is designed for **surveillance, reconnaissance**.
  
  - Through **stealth** and **camouflage** design
Don’t Listen to anyone who tells you...

- It’s important to *articulate* – pronunciation and intonation

  - He wins World *Entrepreneur* of the Year

  - Multi-dimensional *anesthesia* depth monitor

Culture is the habit of being pleased with the best and knowing why.
Don’t Listen to anyone who tells you...

- It’s important to *articulate* – pronunciation and intonation
  
  - *Humoresque, Dvorak*
  
  - Stress a *word* by slightly changing the *pitch* of the syllable of the *stressed* word.
  
  - *Longer* period or *Louder*
  
  - As if you were talking to Chinese people

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Culture is the habit of being pleased with the best and knowing why.

_Love is blue_
Don’t Listen to anyone who tells you...

You can articulate as well

- From another perspective, with such constraints were we forced to grow.
- Only after you failed do you realize what you lacks.
Sentence structure

- S + Vi
- S + Vi + SC
- S + Vt + O
- S + Vt + IO + DO
- S + Vt + O + OC

Different ways to organize the structure and part of speech

Phrases and Clauses: Noun, Verb, Adjective, Adverb, Preposition

Culture is the habit of being pleased with the best and knowing why.
What Language Looks Like

- **Sentence structure**
  - Transitive Verb: Vt
  - Intransitive Verb: Vi
  - Subject Complement: SC
  - Direct Object: DO
  - Indirect Object: IO

- **Dative Case**

  
  Culture is the habit of being pleased with the best and knowing why.
Sentence structure

Dative Case:

• I gave him a book.
  I gave a book to him.

• My mommy bought me a gift.
  My mommy bought a gift to me.

• May I ask you a question?
  May I ask a question to you?

Culture is the habit of being pleased with the best and knowing why.
Sentence structure

Dative Case:

- I gave him a book.
  I gave a book to him.

- My mommy bought me a gift.
  My mommy bought a gift for me.

- May I ask you a question?
  May I ask a question of you?

Culture is the habit of being pleased with the best and knowing why.
Sentence structure

Dative Case:

[S] + [Vt] + [IO] + [DO]

The airborne radar can be installed in all types of aircraft to provide pilots the capability of target interception and guide fire attack beyond visual range, and to conduct regional reconnaissance using aircrafts.
Sentence structure

Dative Case:

\[ S + Vt + IO + DO \]

The airborne radar can be installed in all types of aircraft to provide pilots with the capability of target interception and guide fire attack beyond visual range, and to conduct regional reconnaissance using aircrafts.

\[ S + Vt + O + OC \]

Culture is the habit of being pleased with the best and knowing why.
Gender change

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<tr>
<th>Verb</th>
<th>record (1)</th>
<th>recording (1)</th>
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<tr>
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<td>record (2) (3)</td>
<td>to record (1)</td>
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<tr>
<td>Noun</td>
<td></td>
<td>recorded (1)</td>
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</tbody>
</table>

Culture is the habit of being pleased with the best and knowing why.
# Noun forms of the verb: Gerund and Infinitive

## Gender change

<table>
<thead>
<tr>
<th>Verb</th>
<th>manufacture (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Noun</strong></td>
<td>manufacture (1)</td>
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<tr>
<td></td>
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</tr>
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<td><strong>Adjective</strong></td>
<td>manufacturing (1)</td>
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<td></td>
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<td>manufactured (1)</td>
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</tbody>
</table>

Culture is the habit of being pleased with the best and knowing why.
Noun forms of the verb: Gerund and Infinitive

- Recording and playback functions
- Record and playback functions.
- 100 Meters, 100 Years Old: Ida Keeling breaks racing record.

Culture is the habit of being pleased with the best and knowing why.
Our R&D, engineering and manufacturing capabilities enable us to design and manufacture performance products and systems that meet the highest standards.

A method for the manufacture of a hollow fan blade for the fan.
First:

There can only be one verb in a single sentence. If there are two verbs in a sentence, you must add a “to “ to the second verb.

- Rusty loves *to bark and chase after cats*, but *hates having his bath.*
The second:

Noun form of the verb, that *preserves property of verb* and can be modified by an adverb.

- The secret to *success* implementing the program is to use a *project management software*. (?)
The secret to successful implementing the program is to use a project management software. (x)

The secret to successfully implementing the program is to use a project management software. (o)
Questionnaire Analysis

- Listening, reading, speaking
- Ways to learn English
- What common errors
- How to increase your word power
- How to teach English to children
Culture is the habit of being pleased with the best and knowing why.

Questionnaire Analysis

- Why make mistakes
- Expression and style
- How to learn English grammar
- What language looks like
Culture is the habit of being pleased with the best and knowing why.
Listening, Reading, and Speaking

- Receptive skills
  - listening
  - reading

- Productive skills
  - speaking
  - writing

Culture is the habit of being pleased with the best and knowing why.
Reading – language acquisition

- By exposure to language that is both understandable and meaningful, and concentrating on meaning.

- **Intensive reading** by **noticing** the phrases, collocations, combinations of words
Reading – language acquisition

- Should not just be looking up the vocabulary you don’t know

- Vocabulary is acquired through listening and reading
Reading – language acquisition

- Extensive reading
  - Will fill gaps in your English

- Children books:
  - *The lightning thief*
  - *The adventure of capture under pants*
How to Increase Your Word Power

- Vocabulary is acquired through listening and reading
- If you know 2,000 most frequent words, you will be able to understand 80% of what you listen to or read
- English-speaking children will have learned 2,500 to 3,000 words by the age of five or six.
How to Increase Your Word Power

• A average student learns about 3,000 words per year – 8 words a day

• Native speakers – 15,000 to 80,000 words

• The average native (educated) English speakers – 25,000 to 80,000 words
How to Increase Your Word Power

• 10,000 words is necessary to score well on a TOEFL,…
• Children acquire their vocabulary mostly from listening
• After the age of 6, is from reading.
How to Increase Your Word Power

- English dictionary
- Pronunciation, accent, spelling - Noticing
- Corpus linguistics – Phrases
- Collocations – Combination of words
- Prefix and suffix

Culture is the habit of being pleased with the best and knowing why.
Reading – language acquisition

- Should not just be looking up the vocabulary you don’t know
- Vocabulary is acquired through listening and reading
English Dictionary

- System engineering is substantially an art of team management.

Substantially: in most details, even if not completely.
How to Increase Your Word Power

- **English Dictionary**

  *Give yourself an edge in this very competitive world by getting to grips with effective writing before it’s too late.*

  **Get to grips:** Make an effort to understand and deal with a problem
How to Increase Your Word Power

- The rotary engine features **innovative** cooling design…
- **Centrifugal** compressor is structural robustness…
- UAV is capable of **intelligence acquisition, surveillance, reconnaissance**…
- Through **stealth and camouflage** design…

Culture is the habit of being pleased with the best and knowing why.
## Prefix, Root, and Suffix - Increase your word power

<table>
<thead>
<tr>
<th>Prefix</th>
<th>Root</th>
<th>Suffix</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>E - duc - ation</td>
<td>= ex - lead - n.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>De - scrip - tive</td>
<td>= down - write, draw - adj.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre - scrip - tive</td>
<td>= before - write, draw - adj.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retro - spect</td>
<td>= backward - look</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pro - spect</td>
<td>= forward - look</td>
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</tr>
<tr>
<td>Ex - pect</td>
<td>= out - look</td>
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<tr>
<td>In - clude</td>
<td>= in - close</td>
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<tr>
<td>Ex - clude</td>
<td>= out - close</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Com - pose</td>
<td>= together - put</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Culture is the habit of being pleased with the best and knowing why.
United Airlines asking for volunteers to deplane…

Western education makes great efforts to include children with special needs into the general mass of students

De - plane: Down - plane

In - clude: In - close

Culture is the habit of being pleased with the best and knowing why.
Prefix, Root, and Suffix - Increase your word power

- **Company**: Com - pan - y
- **Prefix**: Com means Together
- **Root**: pan means bread oriented from Portuguese
- **Suffix**: y means place

- *Company* is place for us to work together to buy bread for making a living
- *Company* is a state of eating bread together.

Culture is the habit of being pleased with the best and knowing why.
Prefix, Root, and Suffix - Increase your word power

- Company - Com - pan - y
- Prefix: 30
- Root: 40
- Suffix: 30

Word Power = 30*40*30 = 36,000.

Increase word power only need to know 100

Prefix + root + suffix = 100

Culture is the habit of being pleased with the best and knowing why.
Prefix, Root, and Suffix - Increase your word power

- Total vocabulary: 1,400,000.
- The key part of speech: Noun, Verb, Adjective, Pronoun
- Noun: 90%
- Verb: Several *hundreds* of *thousands*

Culture is the habit of being pleased with the best and knowing why.
Prefix, Root, and Suffix - Increase your word power

- **Suffix for Verb:** -ate, -ify, -ize
  
  Educate, purify, organize, patronize

- **Suffix for Noun:**
  
  -ness, -ment, -age, -hood, -ship, -logy
  -ics, -ism, -ist, -ian, -ion, -ling, -ity, -ure
  
  Friendship, kindness, government, postage, childhood

Culture is the habit of being pleased with the best and knowing why.
Listening

- Listen with a script
- After fully understand the context, listen repeatedly
- Read loud out to hear pace ad rhythm, and help you get the **punctuation** in the right place
- Then, you acquire vocabulary, grammar, structure, corpus, collocations, conventions, expression, and style.

Culture is the habit of being pleased with the best and knowing why.
Speaking

- Shadowing and Roleplaying
- More Reading, More Imitation, and More Practice

Culture is the habit of being pleased with the best and knowing why.
Change What We Know about Language Learning

Writing

• Do more reading than writing
• Notice and follow the conventions
• Take notes for corpus, collocations, and grammar
• Imitation and practice

Culture is the habit of being pleased with the best and knowing why.
Corpus Linguistics

Corpus – a language database

Every word in English has certain words that more frequently go together with that words.

- James, Nov. 25, 2015

Culture is the habit of being pleased with the best and knowing why.
Corpus – a language database

We remember and retain language in our mind primarily in phrases, therefore we should learn language in phrases.

- James, Nov. 25, 2015

Culture is the habit of being pleased with the best and knowing why.
Corpus Linguistics

- Corpus – a language database

If you speak and write in phrases that native speakers expect to hear you say or write, native speakers will understand you better, and you will speak and write more specifically, naturally, and professionally.

- James, Nov. 25, 2015

Culture is the habit of being pleased with the best and knowing why.
Friends are those who believe that you can, even when everyone else says otherwise. - Harry Potter and the Half-blood Prince, 2009

Value-added features give competitive edges to companies with otherwise more expensive products.

What does a dog say?
Friends are those who believe that you can, even when everyone else says otherwise. - *Harry Potter and the Half-blood Prince*, 2009

Value-added features give competitive edges to companies with otherwise more expensive products.

What does a dog say?
Read and *notice*; pay attention to the vocabulary, phrase, collocation, grammar, structure, expression, and style.

Thoroughly understanding the context by *sentence structure analysis* - since I was at 11th grade.

Read after fully understanding the context, read loud to hear *pace and rhythm*, that help the punctuation in the right place, and *listening comprehension*.

Write and use what you have learned from time to time.
Sentence Structure Analysis

Sentence structure

\[ S + Vi \]
\[ S + Vi + SC \]
\[ S + Vt + O \]
\[ S + Vt + IO + DO \]
\[ S + Vt + O + OC \]

Different ways to organize the structure and part of speech

Phrases and Clauses:
Noun, Verb, Adjective, Adverb, Preposition

Culture is the habit of being pleased with the best and knowing why.
A bird sounds. Pronunciation matters.

She is a teacher. She is beautiful.

Rusty hates having his bath. She loves to eat.

Please write me an email.

They elected him president. We should do the thing right.

Culture is the habit of being pleased with the best and knowing why.
Single vocabulary items + grammar = Chinglish (at 7th grade)

Learned vocabulary by reading (since 7.5th grade).

Fully understand the context on grammar and structure.

Do exercise.
Change What We Know about Language Learning

- Recite sentences that interest you by reading and writing.
- Studied preliminary grammar at 9th grade.
- Finished intermediate grammar self study at 11th grade.
Read and *notice*; pay attention to the vocabulary, phrase, collocation, grammar, structure, express, and style.

- Thoroughly understanding the context by *sentence structure analysis* - 11th grade.

- Read after fully understanding the context, loud to hear *pace and rhythm*, and help you the punctuation in the right place.

- Write and use what you have learned.
Culture is the habit of being pleased with the best and knowing why.

- Listen to Global voice police broadcasting service
- Practice speaking ability by shadowing.
- Read Global voice intensively.
Change What We Know about Language Learning

- Read that through Google search while writing.
- Read and write from time to time.
- Test listening comprehension ability by CNN news, Global voice.

Culture is the habit of being pleased with the best and knowing why.
La Belle et la Bête

Culture is the habit of being pleased with the best and knowing why.
Culture is the habit of being pleased with the best and knowing why.
Singular vs. Plural
Definite Article vs. Indefinite Article

- *La Belle et la Bête*
- *Beauty and the Beast*

- *When fighters fly up in the deep sky, people see the beauty of the invention that the ASRD created*
Concrete

The radar system provides up and down link for air defense missiles.

Abstract - system

Surging takes place when compressor is operated off the design point.

You can contact me by email.
It’s getting harder to acquire advanced weapons from abroad.

Coordinating with system engineering, projects go a lot more smoothly.

The propulsion system was the most critical part of weapon systems and must be developed first.
After a missile is launched, the guidance and control system guides the missile flight path to hit targets.

However impressive the achievements were, they had been silently performing duties rarely told.

A nation cannot prosper long when it favors only the prosperous

…Express the volume $V$ as function of radius, $r$…
After a missile is launched, the guidance and control system guides the missile flight path to hit targets.

However impressive the achievements were, they had been silently performing duties rarely told.

A nation cannot prosper long when it favors only the prosperous.

…Express the volume V as a function of radius, r…
UAV is capable of intelligence acquisition, surveillance, reconnaissance…

Through stealth and camouflage design…

An Institute of technology research and development

UAV is capable of intelligence acquisition…

UAV is capable of intelligent acquisition…(x)
Compound Noun or Adjective Phrases

? Next-generation fighter concept design
? Next-generation concept design of fighter
? Concept design of next-generation fighters
? Conceptual next-generation fighter design
? Conceptual design of next-generation fighter

Culture is the habit of being pleased with the best and knowing why.
Compound Noun or Adjective Phrases

- Next-generation fighter concept design
- Next-generation concept design of fighter
- Concept design of next-generation fighters
- Conceptual next-generation fighter design
- Conceptual design of next-generation fighter
Surging takes place when compressor is operated off the design point.

Through transformation into an administrative corporation, it is expected that…

By design of…
Uncountable Noun

- Significantly extend the lifespan of materials and equipment…
- The development of fighter aircraft …
- Began to do a lot of research…

Culture is the habit of being pleased with the best and knowing why.
Expression and Style

- In detail, there are consist of couple of simulation military exercise units.

- We absolutely cannot leave the hot potato issues and heavy burdens to the next generation.

- However impressive the achievements were, they had been silently performing duties rarely told.

- Passion doesn’t make things easier, but it sure makes them a lot more fun.
Expression and Style

- It is not unusual that...
- To provide effective and innovative solutions for the industry...
- As a pioneer dedicating to the...
- Create a new era of...
- With the increasingly prosperous technology,....
Expression and Style

- It is trending that...
- Despite of these, ...
- Consequently, NCSIST has entered the supply chain of...
- Under the government policy on...

Culture is the habit of being pleased with the best and knowing why.
Expression and Style

- By collaborating with...
- It is expected that...
- Being capable of suppressing the enemy radar systems...
- The glow of dawn lights the morning sky, and a day begins.
- Whether in terms of range, agility, and size, it is a superior...
Expression and Style

- It’s getting harder to acquire advanced weapons from abroad.
- Coordinating with system engineering, *projects* go a lot more smoothly.
- Whenever *an idea* came to mind at midnight, we would get out of bed and rush to the lab.
- We were subject to severe aerodynamics given, the structure then had to bear the load.

Culture is the habit of being pleased with the best and knowing why.
-expression and style-

- The propulsion system was the most critical part of weapon systems and must be developed first.

- After a missile is launched, the guidance and control system guides the missile flight path to hit targets.

- It being at the front end of the missile, materials need to be designed to bear high load and high temperature.
Expression and Style

- Failure breeds success.
- If you never fail, you only control the knowledge already known.
- However impressive the achievements were, they had been silently performing duties rarely told.
Expression and Style

- Make yourself at home
- Help yourself to some fruit
- Mind your own business
- Talk nonsense

Culture is the habit of being pleased with the best and knowing why.
Expression and Style

- A friend in need is a friend indeed.
- Where there is a will, there is a way.
- Make hay while the sun shines.
- There is no use crying over the spilt milk.
- Spare the rod, spoil the child.
- You can’t be too careful.
However humble it may be, there is no place like home.

When it comes to making a thing by myself, I am all thumbs.

If you want something done well, do it yourself.

Culture is the habit of being pleased with the best and knowing why.

All that glitters is not gold.

I am the last man that betrays you.
Expression and Style

- No dreams are unachievable; only those that were given up too soon. - *Ratatouille*, 2007

- If you love someone now, it's called affection; if you like someone forever, then that's called love. - *The Notebook*, 2004

- Passion doesn't make things easier, but it sure makes them a lot more fun. - *The School of Rock*, 2003
Expression and Style

- The past can be hard to look at, but it’s only because of what happened then that made you who you are.

- Sometimes you pretend to be happy, just so others don’t ask you why you are sad.
  - *Infernal Affairs*, 2002

- Most pleasant surprises come from those things or people that you don’t already know.
  - *The School of Rock*, 2003

Culture is the habit of being pleased with the best and knowing why.
… a nagging fear that America’s decline is inevitable, and that the next generation must lower its sight.

- 2009

We absolutely cannot leave the hot potato issues and heavy burdens to the next generation

- 2012

Achieve generational justice, and deliver to the next generation a better country.

- 2016

Culture is the habit of being pleased with the best and knowing why.
Expression and Style

… a nagging fear that America’s decline is inevitable, and that the next generation must lower its sight.

- Obama, 2009

We absolutely cannot leave the hot potato issues and heavy burdens to the next generation

- Ma, 2012

Achieve generational justice, and deliver to the next generation a better country.

- Tsai, 2016
Figure Out a Way to Have Courage

- I am not expecting my boss walking on the street with nothing on.
  - A scenario of the short tale
    “The Emperor’s New Clothes.”

- Is a promotion worth hiding who you are?
  - Harvard Business Review

- Figure out a way to have courage
  - Take it to heart and it will change your life.
  - Jay W. Forrester, Father of System Dynamics

Culture is the habit of being pleased with the best and knowing why.
Create an Established and Elegant Writing Style

Culture is the habit of being pleased with the best and knowing why.