บทที่ 7
ตัวเป็นคำภาษาทางภาษากรณ์ของเรื่องที่ย่อ
(Syntactic Markers of Cohesion)

หลังจากที่นักศึกษาได้ศึกษากลวิธีการย่อ โครงสร้างต่าง ๆ ที่จำเป็นในการย่อ หลักที่เกี่ยวข้องความรู้เดิม และมุมมองของเรื่องที่ย่อแล้ว ต่อไปนักศึกษาจะได้ศึกษていきวิธีการย่อ
ความหมายจากเรื่องที่ย่อนั้นชัดเจนมากขึ้น

ก่อนอื่นนักศึกษาจะต้องไม่ลืมว่า จุดประสงค์หลักในการย่อ คือความหมายซึ่งเป็นสิ่งที่ผู้เขียนต้องการจะสื่อให้เห็น แต่ถ้าย่อที่ย่อได้ไปสู่ความสัมพันธ์ในการย่อ ย่อมมีได้ก็จะการย่อนั้นเพื่อความหมายของคำที่นำมาใช้นั่นเอง หากย่อแล้วจะต้องให้ความสมบูรณ์กับ คำทุกคำที่ปรากฏอยู่รวมกันในประโยค โดยมิได้คำนึงถึงเฉพาะความหมายโดยรวมของประโยคแต่ประโยคแต่ประโยคก็มีความสัมพันธ์ซึ่งกันและกันอีก ด้วย

ขณะนี้ ในขณะที่นักศึกษาอย่าลืมชิ้นใด ๆ นอกจากจะต้องรู้ความหมายของสิ่งที่ทำกัวว่าจะวางและสามารถเลือกใช้ความหมายของสิ่งที่ทำในแต่ละประโยคได้อย่างถูกต้องแล้ว นักศึกษาจะต้องใช้ cohesives devices ชนิดต่าง ๆ เพื่อที่จะเข้าใจที่สำคัญของเหตุการณ์ เหตุผลและผล รวมทั้งวัตถุประสงค์ของผู้เขียน และสิ่งที่ผู้เขียนมีผลช่วยให้รู้อย่างตรงไปตรงมา และนักศึกษาจะพบจากการที่ผู้เขียนย่อได้อย่างไร ซึ่งจะช่วยให้เข้าใจจุดเน้นนั้น ๆ ได้โดยตรงยิ่ง

ต่อไปนี้ได้กล่าวมาแล้วว่า นักศึกษาจะเห็นว่าการย่อเป็นกิจกรรมที่ซับซ้อน ที่มีมาย ต้องไปได้ด้วยกระบวนการย่อแบบใดแบบหนึ่งโดยเฉพาะ แต่จะต้องอาศัยกระบวนการหลายกระบวนการประกอบกันเพื่อให้เกิดผลดูดีในการย่อ ซึ่งได้แก่ ความเข้าใจ

เมื่อนักศึกษาเรียนรู้ชิ้นใด ๆ ก็ตาม นักศึกษาจะสังเกตได้ว่าประโยคแต่ละประโยคในข้อเขียนนั้นส่วนนี้แต่ละประโยคด้านมุมต่างกัน ถึงแม้ว่าผู้เขียนจะใช้วิธีการเขียนประโยคให้ต่อเนื่องกันไปเรื่อย ๆ โดยไม่ใช้คำชี้เด็งที่ได้พื้นฐานดีอย่างที่ผ่านมา ลักษณะชิ้นใดชิ้นหนึ่ง ต้องใช้ที่ความหมายในการเขียนประโยกความคิดจากข้อมูลต่อมาเรื่องและความรู้เรื่อง cohesives devices

EN 325 119
Prices is the primary influence on quantity supplied as well as quantity demanded.¹

In addition to the $9.4 billion of agricultural commodities farmers received from the Payment In Kind (PIK) program during this period, they also benefited from the reduction in their operating costs.2

Not only can consumers buy more of a good whose price has fallen, but they can also purchase more of everything else.3

<table>
<thead>
<tr>
<th>1.2 Disjunction</th>
<th>or/ or else/ else</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>either...or</td>
</tr>
<tr>
<td></td>
<td>otherwise</td>
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Profit will increase anytime revenue increases more than costs or falls less than costs.4

Either consumers want to buy more than producers want to sell or producers want to sell more than consumers want to buy, consumers would be happier if the price were

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lower than its equilibrium price and they would be able to purchase as much as they want.  

In an uncertain world, there always seem to be a few things you can count on—the sky is blue, grass is green and ketchup is red.

But the world is a little less certain today after now that Heinz has done the unthinkable—green ketchup.

Company executives hope its unexpected color and plastic bottle, which squirts a stream so thin children can draw with it, will pack in the fans.

Heinz’s market share rose to 51%, and last month the company announced a 5% increase in profits for the fourth quarter, due in part to increased ketchup sales.

Heinz’s research with young focus groups found children would like to see ketchup in some color other than red, so researchers cooked up several varieties.

They tried blue but settled on deep green because ‘it has a little more kitchen logic’, Mr. Keller said.


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Since competitive firms are price takers, each firm takes the market price as given and adjusts its output accordingly to maximize profit.\(^6\)

The price ceiling frustrates consumers in the sense that it creates a shortage. As a result, consumers will spend more time and money searching for a place where they can buy what they want.\(^7\)

**แบบฝึกหัด**

1. What does price ceiling create?

2. What does it refer to?

| 1.4 Purpose | (in order) to
|-------------|-----------------
|             | so as to
|             | in order that
|             | so that

To be an effective maximum price, a price ceiling must be less than the market equilibrium price.\(^8\)

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1.5 Concession

although/ though/ even if/ even though
in spite of/ despite

พิจารณา

As a rule, monopoly in one market will affect other markets, even if they are competitive.  

1.6 Comparison & Contrast

like/ unlike/ likewise/ similarly/
is (are) similar to ... in that
differ(s) from ... is(are) different from ....
in contrast/ on the contrary/ conversely/ on the other hand
while, whilst, whereas
positive/ comparative/ superlative forms of adjective
(as...as, more...than, the most...)

พิจารณา

The essential difference between firms in monopolistic markets and firms in competitive markets treated in previous chapters is the way they view market prices. Competitive firms are price takers and can increase their profits only by lowering their costs or adjusting output in the face of a given market price. In contrast, some firms have monopoly power, which means that the price at which they sell their output is under their control to some degree.  

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1. What is this passage talking about?
   1. The power of market prices as discussed before.
   2. Firms in monopolistic markets.
   3. Firms in competitive markets.
   4. The major difference between two types of firms.

2. We can infer from the passage that competitive firms ______.
   1. are nonprofit makers
   2. are consumer dependent
   3. need to lower costs
   4. set standard market prices

3. "They" in bold refers to ______.
   1. monopolistic firms
   2. competitive firms
   3. price takers
   4. Both 1 and 2.

4. Firms in monopolistic markets and those in competitive ones are different in their idea of ______.
   1. market prices
   2. power control
   3. profit making
   4. cost adjusting

5. The passage implies that ______.
   1. monopolistic firms can adjust their product costs as they wish
   2. both monopolistic and competitive firms hardly adjust prices
   3. competitive firms can never raise the prices of their products
   4. consumers want competitive firms to lower the offered prices
The more elastic the demand curve is, the more sales will fall for a
given price increase or rise for a given price decrease.\textsuperscript{11}

\begin{center}
\begin{tabular}{|l|l|}
\hline
1.7 Condition & If\ldots (then)\ldots / unless\ldots (omission of if) \\
& \ldots except\ldots . \\
\hline
\end{tabular}
\end{center}

If firms do not maximize their costs, then a necessary condition for economic
efficiency is violated and the economy cannot operate on its PPF.\textsuperscript{12}

\begin{center}
\begin{tabular}{|l|l|}
\hline
1.8 Time & before/ after/ on/ in \\
& as soon as \\
& as/ since/ when/ until \\
\hline
\end{tabular}
\end{center}

When the monopolist charges a higher price, the quantity produced will
generally be less.\textsuperscript{13}

Britain's largest retail bank, Lloyds TSB, is axing 3,000 jobs after profits fell
8% last year.

As France prepares to bid farewell to the franc, nearly four in 10 miss using their national currency, according to the poll to be published yesterday in the French newspaper Dimanche Ouest France.

| 1.9 Location | where, wherever/ everywhere  
|              | here/ there               |

Like other companies, we’re in the process of reorganizing to cut down exposures in area where we don’t have expertise.  

| 1.10 Manner | as/ like  
|            | as if/ as though |

Economists view monopoly as undesirable because it leads to economic inefficiency.  

2. การใช้เครื่องหมายวรรคตอน (Punctuation)

นักศึกษาจะได้ข้อมูลที่เป็นรายละเอียดของเรื่องที่อ่านอีกทางหนึ่งจาก การสังเกตการณ์เครื่องหมายวรรคตอนในรูปเรื่อง  الفرنิ่มมาตรฐานวัลแรมบวณที่มีคุณค่าในเรื่องเหล่านี้ ทำให้ทราบว่าเครื่องหมาย – หรือ (....) เพื่อเข้าไปหรือขยับความ โดยเฉพาะที่กั้นและ noun opposition

Trademarks/ court action

BELGIANs WIN KIPLING DISPUTE

Kochakorn Boonlai

A Thai businessman has lost a trademark-violation suit filed against Kipling, the Belgian maker of handbags that have become highly popular in Thailand.

The available evidence indicated that Bamrung Sae Tang, the plaintiff, was in fact the party that had copied the Kipling trademark, the Central Intellectual Property and Intellectual Trade Court said.

Mr. Bamrung would be required to pay legal and related fees of about 3,000 baht, though he would have one month in which to appeal, a court spokesman said.

"The court’s dismissal of the case filed by Mr. Bamrung, who was a large distributor of products under the Kipling trademark, will serve as a definite reference in dealing with trademark violations in the country," said Chatchawan Sae-Wee, the lawyer for Kipling Belgium.

Mr. Chatchawan said Kipling Belgium would seek to cancel Mr. Bamrung’s trademark, which could be used until the cancellation became official.

Mr. Bamrung could not be reached for comment. He had sued Kipling Belgium
for trademark violations in the middle of this year, asking the court to order the cancellation of the trademark registered in Thailand by Kipling Belgium.

He testified that he had asked a friend to design the trademark with the form derived from “Kimlong”, the name of his father. He had registered the trademark with the Intellectual Property Department in 1989.

Kipling Belgium testified that its trademark had been designed by a Belgian national to identify a line of travel handbags, and had been registered in 1987.


Identify what the following information refer to.
1. Kipling
2. the plaintiff
3. a large distributor of products under the Kipling trademark
4. It could be used until the cancellation became official.
5. Kimlong

แบบฝึกหัดที่ 2

So far as the concept of the self-sufficient economy of (8) is concerned, during economic crisis on 5 December 1997, His Majesty the King said the following at his seventieth birthday celebration: “To become one of the big tigers (NICs) is not important to Thailand; only a self-sufficient economy that obtains a reasonable standard of living is necessary (setthakit baeb pho-mi pho-kin)”. Moreover, at the 71th birthday celebration of December 1998, this idea was repeated again. The idea of a self-sufficient economy was explained to the prime minister and the 2,000 representatives from various fields and classes. His Majesty the King said: “a self-sufficient economy (setthakit baeb pho-mi pho-kin) here does not mean the
A economy that meets all of the requirements, but means an economy that reduces the requirements to one quarter. In other word, in Thailand today, one person seeks more than 100 percent of his needs, while the other lacks even minimum basic needs. Thus my hope is for a self-sufficient economy where all of the people will be able to enjoy their living evenly. The idea became the key word of the strong society argument and the idea of Social Governance, which will be addressed in the next section.


Write down the answers in the spaces provided.
1. The main idea of this passage is ________________________________
2. What is “setthakit baeb pho-mi pho-kin”?
3. What did the king say on 5 December 1997?
4. What is the exact meaning of “setthakit baeb pho-mi pho-kin”?
5. When was the same topic addressed by His Majesty the King for the second time?

3. การให้คำจำกัดความ (Definitions)
บางครั้ง สูตรใช้อาจให้ความหมายของคำที่ต้องการจะสื่อโดยการให้คำจำกัดความ ถ้าที่จะพิจารณาให้ใช้ verb to be เช่น is หรือ is called... หรือ refers to... และกล่าวถึงโดยใช้ verb to be known as...เช่น
Consumer’s surplus is consumers’ gain from buying the quantity of a good or service they choose to purchase.16

An individual or household's real income refers to the quantity of goods or services that its money income can buy.\footnote{Fleisher, B. M., Ray, E. J. & Kneisler, T. J. (1987). \textit{Principle of economics} (p. 37). IA: Web.}

The relationship between the price of a good and the total amount purchased is called the demand, or the demand curve, for a good.\footnote{Fleisher, B. M., Ray, E. J. & Kneisler, T. J. (1987). \textit{Principle of economics} (p. 37). IA: Web.}


\begin{quote}
While the word market may call up images of supermarkets, the stock market, or a flea market, the term market refers to any setting in which buyers and sellers agree on prices and engage in exchange. Markets exist by correspondence (for example, the mail-order market), by telephone or by direct contact. The labour market, for example, consists of many isolated contacts between employers and perspective workers.
\end{quote}


In the space provided, state whether the following statement is true or false. If it's true, write T. If it's false, write F.

\begin{itemize}
\item _____ 1. One can engage in exchange on telephone.
\item _____ 2. “Market” refers to a supermarket, the stock market or a flea market.
\end{itemize}
Origins of Bia Kud Chum

The first community currency system began in Canada in 1983. Since then, the concept has spread to more than 2,000 communities across North America, South and Central America, Europe, Africa, and Asia.

The mechanics of these systems change to reflect individual circumstances; however, the basic concept of an interest-free, community-controlled exchange medium has remained the same.

The Thai Community Currency Systems project (TCCS) was started in 1997 as a collaboration of various Thai NGOs including the Local Development Institute, Thai Volunteer Service, Focus on the Global South and the Spirit in Education Movement.

Canadian and Dutch volunteers, working with CUSO and VSO respectively, acted as advisers—facilitating the exchange of information between Thai organisations and community currency groups worldwide. Funding came from the Japan Foundation Asia Centre.

In September 1988, a community currency workshop was held at the North-eastern Thai (NET) Foundation Training Centre in Surin.

More than 50 representatives of peoples’ organisations from across the northeastern region attended—including four villagers from Kud Chum.

Prior to the workshop, community members had been trying to come up with ways to ensure that income from the cooperatively owned rice mill stayed within the community. As they understood it, community currencies might be able to help them do just that.

Initially, TCCS project staff spent several months in Kud Chum, learning about the community, its development activities, and the history of exchange in that area.

Two interested individuals from each of six villages formed an organising
committee. Monthly meetings were held to discuss how-to details of establishing a system.

After a notes-based system was decided upon, a competition was held to create the pictures which would adorn the bia.

In front of the note bears drawings of the various stages of rice planting and harvesting; on the back are traditional festivals. Also, on each note is a spirit poem, or kem kwan, written in the local dialect.

At the same time as members of the organising committee were hammering out the implementation of the system, activities were begun to allow villagers to better understand where their money was going.

In Santissuk, villagers discovered they were spending, on average, more than 3,000 baht per year on kid’s snacks. In later analysis, it was pointed out that, not only were these processed snacks detrimental to their children’s health, but, since a majority of snacks were produced by internationally-owned companies based around Bangkok, all the money spent on them was immediately leaving the country.

This was undesirable. The question remained how to first create and then support the purchase of locally produced alternatives.


Skim the reading and answer the following questions.

1. With what are the paragraphs mostly concerned?

2. What does the writer talk about in paragraph 1?

3. What is Bia Kud Chum?
4. What is the principle of community currency system that is still uncharged worldwide?

5. Who supported the expense of the project preparation?

6. Why did the TCCS project staff stay in Kud Chum for a long time before the workshop?

7. Who could be members of an organizing committee?

8. What is bia?

9. According to the passage, what might be the benefit of the use of a community currency?

10. What does the writer want to say about Bia Kud Chum?

Scan for the following information.

1. What was the first community currency system introduced in Canada?

2. What is TCCS?

3. Where was the workshop held?

4. How many people attended the workshop?

5. How often did the organizing committee meet?

6. What is kham kwan?
Read the paragraph and answer the questions.

Unlike history, mathematics, English, and chemistry, economics is a subject that most students encounter only briefly, sometimes not at all before they begin college. If you came to this course with the common misconception you would learn to balance your checkbook or get rich in the stock market, you're about 90 percent wrong. Economics is a basic discipline, like those just listed, not an applied subject like accounting or drafting in which specific skills are taught.


1. What is the best title?
   1. What is economics?
   2. What is a basic discipline?
   3. A common misconception.
   4. A difficult subject.

2. According to the passage, economics is not ________.
   1. a basic discipline
   2. a subject
   3. an applied subject
   4. a course

3. The passage implies that the students who enroll an economic course might think that they would be taught ________.
   1. when to play in the stock market
   2. what specific skills are required
   3. how to invest their money wisely
   4. why basic discipline is needed
4. There are ___ subjects compared with economics, in this passage.

1. 4  
2. 5  
3. 6  
4. 7

5. Which is correct?

1. Students are unlikely faced with chemistry before going to college.
2. History, mathematics, English, and economics are basic disciplines.
3. Neither accounting nor drawing is an example of applied subjects.
4. Specific skills are taught in mathematics, accounting and economics.

Read the second part of the same passage and write T if the statement is true. Write F if it is false.

1. _____ Economists do not use mathematical tools.
2. _____ Historical experiences are not only important for historians but also for economists.
3. _____ The scientific method is used by the economists only.
4. _____ English grammar helps economists in reaching some conclusions.
5. _____ Economics is both descriptive and analytical.

Economics has some similarities to mathematics because logical reasoning and mathematical tools are used extensively. It also has some similarities to history because economics studies people as they interact in social groups, often drawing on historical experience. Like chemistry, economics employ the scientific method, although some of economics has a descriptive rather than an analytical flavor. Finally, like English grammar, economics has a few simple rules and principles, but from these principles economists can derive many powerful conclusions.

Skim and scan the reading and do the following exercise.

**In the Money**

Today's financial markets move faster than ever before. Protecting the value of your money means staying in touch with market trends, developments, and products.

While keeping your cash in a locked box in the back of your closet might seem safe and secure, it isn't a smart investment. Inflation erases away at the value of your money with each passing day. Breaking even means finding an investment strategy able to beat inflation, estimated at around 10 percent this year.

Investment options and instruments span a broad spectrum, from bank deposits, stocks, and bonds to fine art, gold, and land. Choosing how much money to invest at the right time in the right instrument is known as the art of portfolio management.

Professional financiers recommend would-be investors to think carefully about their personal needs and objectives before making any commitments. For instance, a retired couple dependent on their savings for income should focus on low-risk bank deposits or money market instruments. A young professional, on the other hand, willing to salt away several thousand baht a month might consider a mix of stocks, bonds and bank deposits.

The risk investors are willing to take in their 20s and 30s begin to look foolish for people approaching their 50s and 60s.

Other factors include the liquidity of an investment—the ease of converting the assets back to cash. Property, for example, has low liquidity when compared to listed stocks.
Tax and fees will eat away at your investment returns. Interest on bank deposits, for instance, is taxed at 15 percent, while many mutual funds ask for commissions with each transaction.

Your choice also depends on how much time you are willing to spend monitoring your investments. Bank deposits are easy—sign the note, transfer the money, and come back in three or six months. Successful investment in stocks, however, can require more active participation.

All investment choices represent a trade-off between risk, rewards and convenience. Professional financiers agree, however, that for most investors, a diverse mix of investments is the best approach for reducing risks while maximizing returns.

Say you have 100 baht to invest. A balanced approach would put 50 baht in stocks, 30 baht in fixed-income instruments and the rest in cash.

Stock prices typically move in the opposite direction to interest rates. When interest rates are high, share prices are depressed because private companies must pay more for their loans.

By diversifying risk among different instruments, investors can maximize gains in periods of market swings.

Investment professionals recommend investors not only to scatter funds across different instruments, but also to commit to a regular schedule.

Making regular contributions to funds or stocks, a technique called cost averaging, helps to smooth out variations in prices over a period of time. What follows is a list of investment options: bank deposits, stocks, mutual funds, insurance, property, and gold, diamonds and fine art.


1. What does the passage mainly discuss?
2. In what aspects should someone consider when they want to get benefits from their money?

3. Why don't we keep our money at home?

4. What is the art of portfolio management?

5. Which investment choice is the one that the old and the young share between them?

6. What do the words "salt away" mean?

7. Who are the investors who are more likely to be prepared to take risks?

8. Which can be sold more easily: property or stocks?

9. How can investors decrease their risks?

10. How many baht should be left in cash out of B100?

11. Who suffers a lot from high interest rates?

12. What does the word "their" in bold refer to?

13. How can one get more benefits when the market is shaky?

14. What do investment professionals suggest to would-be investors?

15. According to the passage, into how many groups are the investment options divided?