

Corpus-Based Word Usage in Social Media Marketing and E-Commerce: Developing Word Lists and a Proposedly Designed Teaching

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Abstract

This study aims to explore the frequently used words in 41 research articles and 12 related books from 2000 to 2024 in the context of social media marketing and e-commerce, focusing on general words, academic words, and specialized words. The investigation also leads to an in-depth examination of collocation words using Antconc software's N-gram feature. Then, the collected words were grouped for designing the proposed design for teaching English for students majoring in social media marketing and e-commerce. In addition, grammatical usage was analyzed to provide a comprehensive picture of frequently used grammatical structure for supporting the effectiveness of a proposedly designed teaching. The investigation focuses on a large dataset of 1,675,230 tokens and 39,931 types, with keyword tokens numbering 818,111 and keyword types numbering 1,791. The vocabulary distribution contains 21.36% K1 words, 7.89% K2 words, and 18.27% from the Academic Word List (AWL), with off-word lists accounting for 52.48%. Key findings emphasize the importance of terms such as social media marketing, e-commerce, and marketing strategies, indicating the key role of social platforms and digital media in contemporary advertising practices. Furthermore, the examination of n-grams and academic vocabulary emphasizes the value of data-driven strategies, technological innovation, and consumer behavior observations. Specialized vocabulary highlights developing trends and innovations in this industry. The findings also enhance the understanding of the growing language of social media and e-commerce marketing, providing insights into current industry trends and terminology. This analysis provides the foundation for developing targeted educational instruments and methods to improve communication and effectiveness in digital marketing environments.

Keywords: corpus-based study, frequently general word list, academic word list, specialized word list, English for social media marketing and e-commerce

1. Introduction

In today's digital age, social media and e-commerce have become essential elements of business marketing strategies. Social media platforms like X (Twitter), Facebook, TikTok and Instagram, as well as e-commerce platforms like Amazon, Shopee, Lazada, and Alibaba, have provided new avenues for businesses to contact their target consumers. The worldwide reach of these platforms has significantly changed how businesses engage with their audiences, requiring a comprehensive understanding of the language used in marketing communications. Effective word choice that resonates with customers is as important to marketing success as strategic content (Ashley, 2015). As such, it is important to understand the language of social media and e-commerce marketing. However, the language used in social media and e-commerce marketing can be professional and specific, with different terminology and definitions that business marketing students may not be familiar with. Students need to possess sufficient language skills and vocabulary to be successful in the field of business marketing (Duli & Ramana, 2021). There is, however, a lack of research on the often-used academic and specialized terminology in social media and e-commerce marketing that business marketing students need to understand.

The study of Academic Word List (AWL) usage across various academic disciplines highlights its influence and variability in applied linguistics, chemistry, education, nursing, and finance. Vongpumivitch, Huang, and Chang

(2009) examined AWL usage in applied linguistics articles from five journals, finding that AWL accounts for 11.17% of the vocabulary, underscoring its significance in the field. Valipouri and Nassaji (2013) focused on chemistry research articles, creating the Chemistry Academic Word List (CAWL) from a corpus of four million words, identifying 327-word families from Coxhead's original 570 and highlighting the need for specialized vocabulary for EFL chemistry students. Mozaffari and Moini (2014) analyzed education research articles, discovering AWL coverage at 4.94% in a 1.7-million-word corpus. In nursing, Yang (2015) found that AWL accounted for 13.64% of vocabulary in 252 English nursing articles, involving 676-word families. Finally, Li and Qian (2010) investigated the AWL in the Hong Kong Financial Service Corpus, with AWL comprising 10.46% of a 6.3-million-word corpus, and explored effective teaching methods for AWL, such as AWL Highlighter, AWL Gap Maker, and concordance for collocation. These studies underscore AWL's varying presence and importance across different fields and its role in developing discipline-specific academic vocabulary.

Moreover, recent research across multiple areas of corpus-based studies emphasizes the use of specialized corpus in improving language learning and translation techniques. Giampieri (2024) addresses the legal translation gap by developing English-Italian corpora of private documents, which provide significant resources for translator training and practice. Gardner (2007) critically investigates the concept of "word" in corpus-based vocabulary research, focusing on the complexity of morphological, homophonic, and multi-word items in lexical studies. Wu (2012) examines the occurrences of Unified Medical Language System (UMLS) terms in clinical notes, providing valuable insights into term features and semantic groups for lexicon development in medical contexts. Mudraya (2006) recommends combining corpus-based methods with a lexical approach when teaching English to engineering students, demonstrating the advantages of emphasizing frequency-based vocabulary. Xu. et al. (2021) created a specialized Neurology Word List and shows that it is more effective at covering domain-specific vocabulary than general academic lists, highlighting the importance of disciplined word lists in specialized language learning. Overall, these works highlight the critical significance of specialized corpora and vocabulary lists in advancing both theoretical research and practical applications in language teaching and translation.

There is a research gap regarding a corpus-based study that examines frequently used academic and specialized words in ESP. This gap exists because there are few studies that specifically focus on the terms used in social media and e-commerce marketing and how they differ from academic and specialized language. Furthermore, there has been little research into building a specialized word list for business marketing students that incorporates these frequently used words. The available studies on this topic tend to focus on general English-language vocabulary rather than the vocabulary used in social media and e-commerce marketing. Furthermore, previous studies frequently do not give a complete word list that corresponds specifically to the requirements of business marketing students. This gap in literature shows the need for additional research in this area to better educate business marketing students about the specific language they will encounter in their careers.

Therefore, this study aims to fill the gap by undertaking a corpus-based analysis of commonly used academic and specialist words in social media and e-commerce marketing. Language processing technologies will be applied in the study to determine the most used words and phrases in these circumstances. Based on these findings, a comprehensive English word list for business marketing students will be developed that includes definitions, example sentences, and contextual information to help students understand how each word is used. Moreover, the findings of this study will be a helpful resource for business marketing students, assisting them in developing the language skills and vocabulary required for success in the profession. The research will also help to build excellent teaching materials for business marketing classes. Overall, this study has the potential to make a substantial addition to the field of business marketing education. Therefore, there are five research questions based on the scopes of the study.

1. What N-GRAM or related words occurred in the top 100 frequently used words in research articles and books on social media and e-commerce marketing?
2. What N-GRAM or related words occurred in the top 100 frequently used academic words in research articles and books on social media and e-commerce marketing?
3. What are the frequently used specialized words from research articles and books in social media and e-commerce marketing?
4. What are the frequently used grammatical structures of the top 50 general words from research articles and books in social media and e-commerce marketing?
5. How could each frequently occurring word list be classified?

6. How can a designed teaching framework of English for social media marketing and e-commerce be developed?

2. Literature Review

The following related topics are included in the literature review for a corpus-based study of frequently used academic and specialized vocabulary in social media and e-commerce marketing for producing an English word list for business marketing students:

2.1 Corpus-based Approaches in Language Analysis

The latest developments in corpus-based language analysis have demonstrated its effectiveness in giving a detailed and objective perspective of language use. This method has been extremely helpful for investigating the diversity of languages, change, and empirical support for linguistic theories (Stefanowitsch, 2020). It has encouraged the development of new tools and approaches for analyzing linguistic complexity, such as automatic tagging and classification software. However, challenges remain, such as the requirement for large and diverse corpora, as well as the difficulties related to their production. Despite these difficulties, corpus-based methodologies are becoming more popular in linguistic research and education due to their capacity to provide extensive insights into language patterns and usage (Farr, 2008).

The methodical collection of spoken and written language samples, stored electronically and analyzed using specialist software, is known as corpus linguistics. This strategy assists in comprehending language functions, organizing linguistic data, and broadening students' knowledge of vocabulary and linguistic structures. Corpus design considerations include size, content, balance, representativeness, and sampling (Biber et al., 1998; Pastor & Seghiri, 2010). A well-designed corpus must represent language diversity and be large enough for reliability and validity. The challenges in corpus construction focus on ensuring that the corpus is representative and balanced, utilizing effective sampling strategies to capture a real representation of the linguistic language.

2.2 Vocabulary Knowledge

Vocabulary knowledge is the understanding of words in a language, including how each term is used in conversation and its context (Kieffer & Lesaux, 2012; Waring et al., 2013; Kaboody, 2023). It consists of single functions, sentences, or chunks of several words that can have a specific meaning. Nation (2001) and Hubbard (1988) defined vocabulary in different ways, although most people comprehend them all in the same way. The most important aspect of expressing meaning is vocabulary. Vocabulary knowledge is the understanding of words and their meanings. It covers forms, meaning, and application in real-life communication settings. It is vital to remember that vocabulary knowledge can help learners advance in the field of foreign languages. Teaching and acquiring vocabulary knowledge involve not just searching for or finding the meaning in a dictionary and putting it into phrases, but also learning how to use each vocabulary appropriately and fluently (Dymock & Nicholson, 2024). According to Paul Nation, learners' vocabulary knowledge helps them improve their foreign language skills.

2.2.1 Frequency

Nation (2001) vocabulary types: Nation (2001) categorizes vocabulary into four types: high-frequency words, academic terms, technical words, and low-frequency words. High-frequency words in English are those that appear frequently in both spoken and written English. West (1953), for example, conducted research on General Service Lists of English words from several sources. Low-frequency or infrequent words that appear just once or twice in each spoken or written text are used only once or twice. Then, technical terms are employed for specific fields or specialist aspects because the same words can have various meanings in different fields. Furthermore, academic vocabulary is rarely used in everyday language, and ESL students are unfamiliar with it. However, in the academic literature required for master and doctoral degrees, all students should pay closer attention to Coxhead's academic word list.

2.2.2 Academic Words

Coxhead (2000) developed ten subsets of academic words, each of which is followed by its frequency. These sub lists were derived from corpus-based research of nearly 3.5 million running words from university textbooks and academic journals in four major areas: art, business, law, and science. The important requirement is that West's 1953 General Service List (GSL) did not cover 2000-word families. It has been demonstrated that 570-word families meet the criterion. It is currently popular and can be found on the internet. Different kinds of words serve diverse functions for each set of students. Kindergarten children, for example, must concentrate on simple and easy vocabulary or generic phrases, whereas students in specific disciplines must concentrate on technical terms.

2.2.3 Specialized Words

Words or phrases that are specific to a particular field or industry are referred to as specialized or technical vocabulary. This terminology is frequently used to define concepts, processes, techniques, or approaches that are unique or special to that specific field of expertise. Medical terminology, legal words, business context, and scientific terms, for example, are all examples of specialist vocabulary that require knowledge and comprehension of the respective subject to be used correctly (Nation (2001), Chung and Nation (2003 and 2004, Patanasorn (2018), and Coxhead and Demecheleer (2018)). Types of technical words were categorized into four parts including highly technical words, sub-technical words, semi-technical words, and non-technical word (Nation, 2001).

2.3 Academic and Specialized Vocabulary in Social Media and E-commerce Marketing Communication

In today's globalized and specialized business environment, the importance of academic and specialized vocabulary in marketing communication is on the rise. The use of specialized vocabulary in marketing communication can help students communicate and comprehend sophisticated ideas in a clear and concise manner. One of the primary benefits of using academic and specialized vocabulary in marketing communication is that it enhances the business's credibility and professionalism. The use of technical terms and terminology specific to an area can convey a sense of expertise and knowledge (Justeson & Katz, 1995). In addition, the use of specialized vocabulary can assist businesses in targeting their communications to a specific audience, such as industry professionals or specialists. However, the use of academic and specialized terminology in marketing communication can also be difficult. The potential for miscommunication or confusion among the students is one of the primary obstacles. If the students are unfamiliar with the technical terms or difficult words, it is possible that they will not comprehend the intended message (Harmon et al., 2010).

Recent research has also emphasized the need for a balance between academic and specialized vocabulary and plain and concise language. Academic and specialized vocabulary in marketing communication can be a useful instrument for communicating complex ideas and concepts to the intended audience. While the use of technical terms and jargon presents challenges, its potential benefits make it a valuable addition to the field of marketing communication. To ensure that communication is accessible and understandable to the intended audience, it is necessary to strike a balance between academic and specialized vocabulary and plain and concise language.

2.4 Developing a Designed Teaching Curriculum

English proficiency is increasingly essential for business marketing students in today's globalized business environment (Warschauer, 2000; Barat & Talukder, 2023). Students who are not native English speakers may find it challenging to understand the terminology and vocabulary used in the field of business marketing. To address this concern, this study has concentrated on developing an English vocabulary list for students studying business marketing. The potential to improve students' language proficiency and communication skills is one of the primary advantages of developing an English word list for business marketing students. By providing a comprehensive list of key terms and phrases used in business marketing, students can enhance their ability to comprehend and communicate effectively with classmates, teachers, customers, colleagues, and other stakeholders. Moreover, a word list can help students prepare for language proficiency tests and other assessments (Brown & Hudson, 1998).

This study also emphasizes the significance of compiling a word list that is relevant and up to date with current industry practices and trends. As the field of business marketing continues to adapt to new technologies and consumer preferences, it is essential that the word list reflects these changes. This necessitates ongoing collaboration between industry professionals and educators to maintain the word list's accuracy and usefulness for students. The creation of an English word list for business marketing students presents a further challenge in determining the appropriate level of language proficiency required for each term or phrase. While some terms may be commonly used and well-known among industry professionals, they may be foreign to non-native English speakers. When developing the word list, it is essential to consider the level of language proficiency of the intended audience and to provide context and examples to help students comprehend the meaning and application of each term.

3. Research Methods

The following procedures were employed as part of the research methodology for a corpus-based analysis of frequently used academic and specialized words in social media and e-commerce marketing to produce a word list of English for business marketing students:

3.1 Corpus Selection

The samples were systematically selected from wide ranges of sources highlighting social media marketing and e-commerce. The selected samples included research articles and books from academic databases and digital libraries. The criteria of choice were relevance to the core topics, publication date, and diversity to represent the current discourse in the field. The selection process was shaped by the objective of making sure the corpus could accurately represent the present situation of research and discussion.

3.2 Data Analysis

The data analysis involved a multi-step approach to extract and interpret meaningful patterns from the annotated corpus.

Step 1: Plain text samples were uploaded into AntConc, where the most frequently used words were identified. Functional words were excluded from this analysis to focus on content words. From this stage, a general word list was generated.

Step 2: The keywords from the general word list were then uploaded into VocabProfile to create academic and specialized word lists.

Step 3: The three lists—general, academic, and specialized—were then analyzed word by word using the N-Gram feature in AntConc to examine collocations and contextual usage. This step was time-consuming due to the need to explore each word individually.

Step 4: The collocations gathered from each word list were grouped based on the relevance.

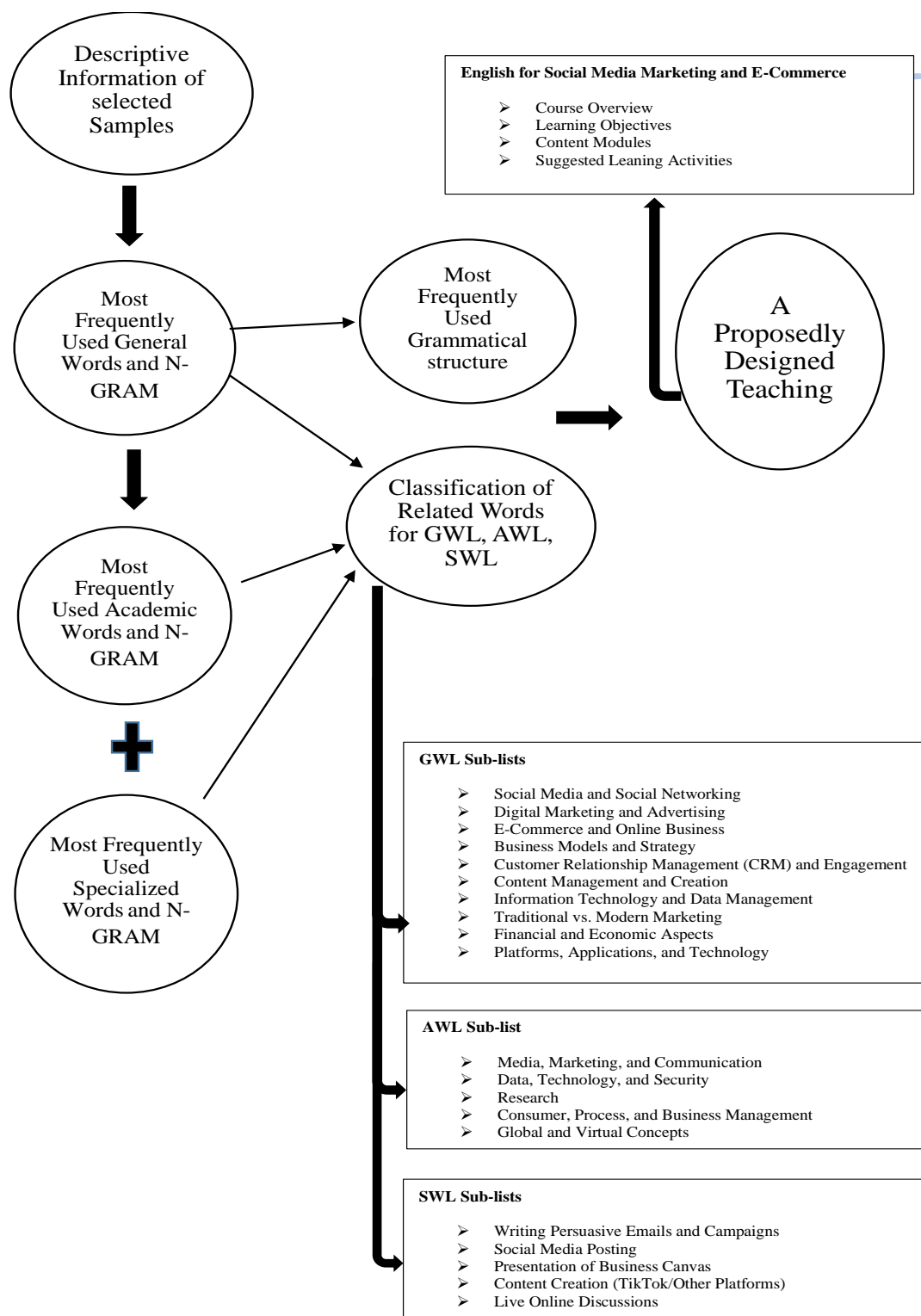
Step 5: Grammatical analysis was analyzed using the top 50 general word lists, and AntConc was used to investigate the frequency of occurrence. The hit function was set to 10-50. However, some parts of analysis cannot be done by the software, so it was counted manually for showing the representation.

Step 6: An expert in social media and e-commerce reviewed the results of the examination.

Step 7: Designing a teaching framework for teaching English for social media marketing and e-commerce.

3.3 Findings and Discussion

The result of this study is presented in seven parts based on research questions. The first part provides a general overview of the selected samples, followed by an analysis of the frequency and related words using the N_GRAM feature of general word lists, academic word lists, and specialized word lists. The fifth part is the classification of related words in each list, and they were divided into separate sub-lists. Then grammatical structure that frequently occurred in the context is presented. The final section of the results outlines the proposed design for teaching social media and e-commerce marketing in an English course. The structure of the result is presented below.



3.4 Descriptive Information of Selected Samples

The samples contain 41 research papers and 12 related publications, totaling 1,675,230 tokens of 39,931 types. Keywords have a special focus, with 818,111 tokens and 1,791 types. The study effectively disseminates vocabulary among the resources. K-1 terms, which are the most often used words in general English, account for 21.40% of the vocabulary, with 233 separate families and 386 distinctive kinds. K-2 words, which make up 7.91%, are significantly less common but significant, adding context and depth.

The academic word list, comprising 18.31% of the vocabulary, includes 183 families and 331 types, indicating a focus on more formal and subject-specific terminology. Comparing the percentage of academic words in academic papers such as Vongpumivitch, Huang, and Chang's (2009) applied linguistics articles (11.17%) and Yang's (2015) nursing articles (13.64%) reveals a similar trend.

The off-word lists, with 947 families and 947 types, dominate at 52.38%, highlighting the diverse and specialized nature of the content. This substantial proportion indicates a significant usage of niche, technical, and less common terms, reflecting the complex and evolving nature of the topics discussed. The high percentage of off-word terms highlights the emergence of new words associated with the advancement of technology. This context led to the creation of many new words.

Table 1. Descriptive Information of selected Samples

Sample	General Information			
Overview of topics in selected materials.	<ul style="list-style-type: none"> • Social media marketing • E-commerce • Marketing strategies • Social commerce 			
Type of materials	<ul style="list-style-type: none"> • 41 Files of Research articles (2015 - 2024) • 12 Files of Related Books (2000 - 2024) 			
Token	1,675,230			
Types	39,931			
Keyword Tokens	818,111			
Keyword Types	1,791			
	Percentage (%)	Families	Types	Tokens
K 1 words	21.40	233	386	387
K 2 words	7.91	86	143	145
Academic word list	18.31	183	331	331
Off-word lists	52.38	*	947	947

3.5 Analysis of N-Grams and Related Words in the Most Frequently Used General Words in Social Media and E-Commerce Marketing

The significant role of frequently occurring words can represent the direction of social media and e-commerce marketing, and a comprehensive examination of the 100 most often used words significantly emphasizes the related aspects. The examples are below.

The top occurring word is “social” with 17,537 tokens, representing its central role in contemporary marketing discussions. The related words, such as “social media, social networks, and social commerce,” frequently appear, highlighting the use of social platforms for marketing strategies and customer engagement. An ongoing trend can be seen clearly from the high frequency of words and linking brand interactions to consumer behaviors. The second top word is “media” with 9,710 tokens. This represents media strategies and platforms’ significant functions. The collocation of “media” includes media marketing, media sites, media communities which mean the emphasis on effective media channels. Similarly, “commerce” appeared with 6,481 tokens, signifying the presence of e-commerce infrastructure. The related words include “commerce platform” and “commerce sites”. It means online commercial environments are developing and focusing. There are some interesting words, such as “online” (5,771 tokens); the related words are online marketing, online shopping, and online social networking. These sets of words highlight digital interactions and primary venues for consumer engagement. The word “information” (4,981 tokens) with “information technology, data analysis” leading to the study on customer behavior, data management, data analytics, and shaping marketing strategies and performance.

In summary, the frequently used vocabulary influences current trends in social media and e-commerce marketing. Key terms such as social media interaction, media integration, digital transformation, and data management demonstrate the influence of the digital marketing path. The continual evolution and adaptation of marketing methods to new technology and digital realities provides insightful knowledge.

No.	Frequently-used words	Frequency	Part of Speech	Related Words in Social media and E-commerce Marketing (N-GRAM: Frequency ≥ 50: Hit = 100)
1.	social	17537	adjective	social media, social network(s/-ing), social commerce, social business, social marketing, social technology, social CRM, social shopping, social applications, social object(s)
2.	media	9710	noun	Media marketing, media strategy, media sites, media platforms, media communities, media addiction, media campaign
3.	commerce	6481	noun	Commerce platform, commerce sites, commerce basic, commerce system, commerce companies, commerce transactions
4.	marketing	6429	noun	digital commerce marketing, social media marketing, mobile and email marketing, location-based marketing, Influencer marketing, traditional marketing, modern marketing, marketing strategy, marketing communication, marketing effort, marketing performance, marketing campaign, marketing activities, marketing capabilities, marketing messages, marketing tool, marketing solution, marketing implementation, marketing performance, marketing opportunities
5.	business	6390	noun	Business growth, business models, business process, business objectives, business strategy, business owners, business applications, B2B, Business services, business partner, business analytics, business activities
6.	online	5771	noun	Online marketing, online customer review, online social network, online social media communities, online shopping, online retail, online advertising, online content, online consumer behavior, online payment, online information, online platform, online marketplace, online auctions, online entertainment
7.	information	4891	noun	Financial information benefits, contact information, Information Technology, information asymmetry, information security, information exchange, information management, information privacy, information service, information requirement, information stock ticker
8.	data	4546	noun	Data collection, data processing, data analysis, data sharing, data storage, data application, data protection, data security, data system, data interpretation
9.	internet	4222	noun	Internet of Things, internet users, internet-based application, internet marketing technologies, internet access, internet usage, internet advertising, internet economy, internet distributor, internet companies, internet connectivity, internet backbone, internet protocol

Figure 1. Most Frequently Used General Words

3.6 Key Academic N-Grams in Social Media and E-Commerce Marketing

It is not surprising that the terms media (9,710 occurrences), data (4,546 occurrences), and site (4,323 occurrences) frequently occur because they underscore key trends shaping this area in the current purchasing preference. To illustrate, the frequent collocation of media like "media marketing strategy" and "media platforms" emphasize the major role of media channels in enforcing effective marketing campaigns. Other terms, such as "media promotion," indicate ongoing efforts to increase brand visibility and engage consumers through various media. Similarly, data-related terms such as "data analysis" and "data protection" emphasize the importance of data-driven strategies for understanding customer behavior and verifying privacy. The term "data mining" provides actionable insights from the large data set, facilitating decision-making. Furthermore, "site management," "site optimization," and "site design" highlight significant impact on website performance and enhance e-commerce achievements.

The word related to "network" (3,790 occurrences) and "research" (2,604 occurrences) reveals the importance of leveraging social and technological networks in marketing and managing digital interactions. It also emphasizes the role of systematic research in developing and refining marketing strategies, guiding decision-making, and evaluating the effectiveness of marketing approaches. "Technology" (2,165 occurrences) and "Consumer" (2,061 occurrences) reflect modern marketing. Collocations such as "technology solutions" and "technology innovation" highlight the impact of technological advancements on marketing practices, moving to new tools and methodologies for more effective strategies. In addition, Understanding and interacting with customers is crucial for tailoring marketing efforts and enhancing retention, as highlighted in the studies on consumer behaviour and engagement. This shows that media strategies, data insights, technological advances, consumer understanding, and process optimization drive this landscape.

	AWL	Frequency	Part of Speech	Related Words in Social medial and E-commerce Marketing (N-GRAM: Hit = 100, N-Gram Size = 2-3)
1.	media	9710	noun	Media addiction, Media platform, Media use, Media promotions, Media sites, Media campaign, Media policies, Media marketing strategy, Media business horizons, Media marketing capability, Media based marketing, Media marketing efforts, Media marketing implementation, Media marketing communication, Media marketing planning, Media strategic plan, Media pricing capability
2.	data	4546	noun	Data analysis, Data mining, Data processing, Data system, Data storage, Data collection, Data interpretation, Data protection, Data sharing style, Data cloud computing, Data analysis technique, Data protection regulation, Data retention directive
3.	site	4323	noun	Site design, site management tools, site optimization, site development
4.	network	3790	noun	Network security, Network sites, Network management, Network analysis, Network theory, Network marketing, Network features, Network members, Network operators, Network platform, Network technology, Network information center, Network security law, Network security issues, Network security solutions, Network service providers, Network access points, Network risk assessment, Network architecture limitations, Network based systems,
5.	research	2604	noun	Research methodology, Research journal, Research center, Research design, Research paper, Research report, Research model, Research development, Research issues, Research topic, Research framework, Research hypothesis, Research problem, Research question, Research information, Research instrument, Research limitations, Research literature, Research strategy
6.	technology	2165	noun	Technology company, Technology platform, Technology solutions, Technology group, Technology infrastructure, Technology industry, Technology background, Technology innovation, Technology management, Technology support, Technology application, Technology association, Technology concept, Technology development
7.	Consumers/ Consumer	2061/ 1715	noun	Consumer behavior, Consumer decision, Consumer finance, Consumer information, Consumer choice, Consumer needs, Consumer attitudes, Consumer engagement, Consumer decision making, Consumer buying interest, Consumer purchase intention, Consumer purchasing behavior, Consumer decision process, Consumer generated content, Consumer behavior model, Consumer conversation rate, Consumer protection act/law, Consumer right protection
8.	process	1986	noun	Process management, Process improvement, Process reengineering, Process information, Process outsourcing solutions
9.	Community/ communities	1772/886	noun	Community member, Community service, Community empowerment, Community development, Community platform, Community service team,

Figure 2. Most Frequently Used Academic Words

3.7 Specialized Vocabulary in Social Media and E-Commerce Marketing

Social media and e-commerce marketing are characterized by various terms and practices. Social media addiction, affiliate marketing, algorithms, content curation, cybersecurity, and digitalization are key areas of focus. These terms emphasize the importance of performance-based marketing, data-driven decision-making, and curated content strategies. Branding, blockchain, influencers, and personalization are also crucial for building brand identity and leveraging personal influence. Blockchain represents emerging technologies impacting transaction security and transparency. Personalization focuses on tailoring marketing efforts to individual consumer preferences. Gamification, crowdsourcing, and subscription business models are innovative approaches to engaging consumers and exploring new revenue streams. Platforms, monetization, and scalability are essential for business growth. Security concerns include firewalls, encryption, and malicious software. These terms provide a comprehensive view of the current and emerging trends in social media and e-commerce marketing.

	Specialized Words	Part of Speech	Meaning in Thai	Meaning in Marketing
1.	Addiction (social media addiction)	noun	การมีใจหรือความรู้สึกเป็นเวลานานจนเกินไป ทำให้เกิดผลกระทบกับการงาน การเรียน และการใช้ชีวิตประจำวันจนไม่สามารถ自拔ได้	When a person feels an extreme compulsion to log in or use social media.
2.	Affiliate Marketing	noun	Affiliate Marketing คือ รูปแบบการทำการตลาดให้กับบุคคลหรือบริษัทอื่นด้วยการไม่รับเงินเดือนและเสียค่าตอบแทนจากการขายสินค้าหรือบริการผ่านทางช่องทางออนไลน์อย่าง Social Media หรือการสร้างเว็บไซต์และแอปพลิเคชัน โดยมีวัตถุประสงค์ให้กลุ่มลูกค้าเลือกซื้อสินค้าหรือบริการที่มาจากแพลตฟอร์มที่เราทำการตลาดให้	The process by which an affiliate earns a commission for marketing another person's or company's products.
3.	Affinity	noun	ความสัมพันธ์ที่ใกล้ชิดและคล้ายคลึงกัน คำที่ใช้บ่อย ๆ คือ Affinity Mapping/Grouping (การกำหนดความสัมพันธ์กับสิ่งต่างๆ กัน คือ กระบวนการจัดการข้อมูลต่างๆ)	A close similarity between two things, or an attraction or sympathy for someone or something, especially because of shared characteristics
4.	Algorithm	proper noun	อัลกอริทึม หมายถึง ขั้นตอนหรือลำดับการประมวลผลในการแก้ปัญหาโดยที่ผู้ทำมันมีขั้นตอนที่ผู้เขียนโปรแกรมเขียนขึ้น การเขียนโปรแกรมอย่างง่ายเช่น	A set of mathematical instructions or rules that, especially if given to a computer, will help to calculate an answer to a problem
5.	Amplification	noun	การขยายผลทำให้คนเห็นหรือมีผู้รู้มากขึ้น	Amplification in a marketing and communication context refers to the strategies and tactics used to increase the reach and impact of a message or content.
6.	Bidding	noun	การประมูลราคา การประมูล	The act of offering to pay a particular amount of money for something, by different people
7.	Blockchain	proper noun	บล็อกเชน คือ ระบบในการเก็บข้อมูลที่มีความน่าเชื่อถือ ไม่โกง และไม่ใช่อะไรที่คนกลาง เพราะระบบทำงานบนความเชื่อใจของคนในระบบ	A system used to make a digital record of all the occasions a cryptocurrency (= a digital currency such as bitcoin) is bought or sold, and that is constantly growing as more blocks are added
8.	Blogger	noun	บล็อกเกอร์ คือ คนที่สร้างคอนเทนต์ และเผยแพร่ผ่านสื่อต่างๆ เช่น Facebook, YouTube, Instagram, Website หรือ TikTok	A regular record of your thoughts, opinions, or experiences that you put on the internet for other people to read
9.	Bookmarking	noun	การบันทึก เป็นวิธีที่เรานำลิงก์หรือเอกสารที่เราสนใจมาบันทึกไว้ในภายหลัง	The practice of saving, organizing, and categorizing web pages or online resources for future reference.

Figure 3. Most Frequently Used Specialized Words

3.8 Developing a Comprehensive Word List for English in Social Media and E-Commerce Marketing

3.8.1 Grouping General Word List (GWL)

The following criteria are applied to effectively categorize the terms: social media and social networking are mostly about online interactions, platforms, and brand engagement. Digital marketing and advertising refer to the methods, techniques, and tactics used to promote goods and services online. E-commerce and online business cover a wide range of topics, including online transactions, platforms, and purchasing experiences. Business models and strategy include strategic management, growth, and company planning principles. Customer relationship management (CRM) and engagement are strategies for increasing customer engagement, satisfaction, and relationships. Material management and creation are the processes of creating, distributing, and managing digital content. Information technology and data management include technological infrastructure, data security, and analytics management. Modern marketing draws a sharp distinction between traditional marketing and modern digital methods. The financial and economic components deal with economic growth, transactions, and financial measurements. Platforms, apps, and technologies are the tools and software that enable digital activities.

Table 2. Classification of general word list

Focus	Lexical Categorization
Social Media and Social Networking	Social media, Social network(s/-ing), Social commerce, Social business, Social CRM, Social shopping, Social applications, Social object(s), Online social network, Online social media communities, Social customer service, Social customers, Brand's social media (pages, handles, community, interaction), Brand community, Brand outposts
Digital Marketing and Advertising	Social media marketing, Media marketing, Media strategy, Media campaign, Location-based marketing, Influencer marketing, Traditional marketing, Modern marketing, Marketing strategy, Marketing communication, Marketing effort, Marketing performance, Marketing campaign, Marketing activities, Marketing capabilities, Marketing messages, Marketing tools, Marketing solutions, Marketing implementation, Marketing opportunities, Display ads, Banner ads, Target ads, Sponsored ads, Video ads, Media ads, Online advertising, Advertising network, Interactive advertising bureau (IAB), Advertising campaigns, Advertising firms, Advertising market, Advertising online, Advertising platforms, Advertising costs, Advertising fee, Google's search engine, Google Analytics, Google images, Digital promotion capability, Digital advertising, Digital marketing
E-Commerce and Online Business	Commerce platform, Commerce sites, Commerce basic, Commerce system, Commerce companies, Commerce transactions, E-commerce platform, Digital commerce marketing, Mobile commerce, Payment platform, Social shopping, Online shopping, Shopping cart, Shopping experience, Shopping environment, Shopping habits, Shopping communities, Shopping decision, Shopping process, E-commerce model, System of E-commerce, Process of E-commerce, Internet-based applications, Social media applications, Web-based applications, Application development, Application server
Business Models and Strategy	Business growth, Business models, Business objectives, Business strategy, Business owners, B2B, Business services, Business analytics, Business activities, Strategic management, Strategy-performance cycle, Industry structure, Industry standards, Key industry strategic factors, Industry efforts, Industry analysis, Business model, Revenue model, Revenue stream, Revenue generation strategies, New business model, Business applications, Business process, Business partner, Business activities, Social business model, Value proposition, Value exchange, Customer value perception, Production model, Scheduling model, Model of computing, Model of consumer, A cognitive-behavioral model of pathological, A triad relational model of socio economics
Customer Relationship Management (CRM) and Engagement	CRM, Customer relationship, Customer service representatives, Customer engagement, Online engagement, Social media engagement, Engagement portion, Engagement process, Engagement tactic/strategy, Customer satisfaction, Customer perception, Customer expectation, Customer value, perception, Target audiences, Specific audiences, Niche audiences, Intended audiences, Loyal audiences, Audience measurement products, Audience shares, Potential customers, Social customers, User experience, User identity, User-generated content, User consent, User's device, User

	preferences
Content Management and Creation	Content creation, Content calendar, Content marketing, Content delivery, Content management, Content distribution, Content provider, Content validity, Content consumption, Video content, Video ads, Video ideas, Video game, Video marketing, Video sharing, Video production, Application programming interfaces (APIs), Digital content, Digital media, Digital platform, Digital product
Information Technology and Data Management	Information Technology, Information asymmetry, Information security, Information exchange, Information management, Information privacy, Information service, Information requirement, Data collection, Data processing, Data analysis, Data sharing, Data storage, Data application, Data protection, Data security, Data system, Data interpretation, Information systems, Payment systems, EDI systems, E-procurement systems, Web design, Web analytics, Web presence, Web service, Web traffic, Web address, Web-based social networking, Website, Web server
Traditional vs. Modern Marketing	Traditional media, Traditional marketing, Traditional e-commerce, Traditional online marketing,, Traditional CRM marketing, Traditional business model, Traditional offline retail, Traditional advertising, Traditional commodity circulation, Traditional print, Traditional market research, Traditional channel of communication, Traditional payment method, Traditional logistics, Traditional retail chain, Traditional enterprise marketing, Traditional desktop marketing, Traditional mortgage, Modern marketing, Modern business models, Digital transformation, Digital economy, Digital currency, Digital advertising, Digital asset management
Financial and Economic Aspects	Financial services, Financial transactions, Financial market, Financial management, Financial institutions, Financial industry, Financial information, Financial Technology Associations (FTA), Financial growth, Financial performance, Economic growth, Growth rate, Sales growth, Revenue stream, Operating income, Net profit, Financial statement, Financial institution, Financial service, Financial system
Platforms, Applications, and Technology	Technology platform, Technology industry, Technology companies, Technology support, Mobile app, Mobile platform, Mobile payment, Mobile local marketing, Mobile marketing, Mobile commerce, Cloud-based software, Internet access, Internet usage, Internet connectivity, Internet backbone, Internet protocol, Internet distributor, Internet companies, Internet marketing technologies, Web-based applications, Software development, Software package, Software program, Computer software, Digital product, Digital transformation, Digital marketing change, Digital promotion capability

3.8.2 Grouping Academic Word List (AWL)

The analysis focuses on the following criteria for a suitable categorization of academic vocabulary: Media, Marketing, and Communication covers ideas on numerous media platforms, marketing strategies, and communication approaches. The area of data, technology, and security includes data management, technological systems, and privacy regulations. The study focuses on methodology, analysis, and assessment approaches employed in academic and real-world situations. Consumer, process, and company management covers fundamental topics such as consumer behaviour, process management, and company operations. Worldwide and Virtual Concepts investigates worldwide commercial practices and virtual settings, including global e-commerce and virtual worlds.

Table 3. Classification of academic word list

Focus	Sub-Topics	Lexical Categorization
Media, Marketing, and Communication	Media Concepts and Marketing Strategies	Media addiction, Media platform, Media use, Media promotions, Media sites, Media campaign, Media marketing strategy, Media marketing capability, Media based marketing, Media marketing efforts, Media marketing implementation, Media marketing communication, Media marketing planning, Business strategy, Retail strategy, social media strategy, Revenue model, Revenue growth, Revenue stream, Revenue source, Revenue opportunities
	Communication and Interaction	Communication channel, Communication technology, Communication capability, Communication service, Communication strategy, Direct interaction, Positive interaction, Two-way interaction, social interaction, Customer interaction
Data, Technology, and Security	Data Management and Technology	Data analysis, Data mining, Data processing, Data system, Data storage, Data protection, Data protection regulation, Data retention directive, Technology company, Technology platform, Technology solutions, Technology group, Technology infrastructure
	Security Concepts	Network security, Network sites, Network management, Network analysis, Network theory, Security threats, Security solutions, Security issue, Security service, Security development, Security law, Security policy, Security privacy, Security standard, Security technology
Research	Research Methodology	Research methodology, Research journal, Research center, Research design, Research paper, Research report, Research model, Research development, Research issues, Research topic, Research framework, Research hypothesis
	Analysis and Evaluation	Data interpretation, Data sharing style, Data cloud computing, Data analysis technique, Behavioral analysis, Detailed analysis, Modeling analysis, Theoretical analysis
Consumer, Process, and Business Management	Consumer Behavior & Process Management	Consumer behavior, Consumer decision, Consumer finance, Consumer information, Consumer choice, Consumer needs, Consumer engagement, Consumer decision making, Consumer buying interest, Consumer purchase intention, Consumer purchasing behavior, Process management, Process improvement, Process reengineering, Process information, Process outsourcing solutions
	Business Operations	Product innovation, Technological innovation, Innovation cycle, Commerce innovation, Legal team, Legal department, Legal digital currency, Legal counsel, Legal tender
Global and Virtual Concepts	Global Business	Global E-commerce, Global payment, Global management, Global environment, Global network, Global application, Global site designs, Global social networks, Global positioning systems, Global human resources
	Virtual Worlds	Virtual trade, Virtual goods, Virtual worlds, Virtual store, Virtual communities, Virtual logistics, Virtual merchants, Virtual shopping environment, Virtual private networks

3.8.3 Grouping and Analyzing Specialized Word List (SWL)

This comprehensive analysis classifies specialist terminology within many digital categories. This study focuses on the examination of social media dynamics, the development of digital strategies, and the administration of e-commerce, mobile marketing, data-driven business practices, and emerging technologies. A comprehensive comprehension of these terminologies is crucial for effectively navigating and achieving success in the dynamic digital environment.

Table 4. Classification of specialized word list

Focus		Lexical Categorization
Social Trends and Challenges	Web:	Addiction (social media addiction), Affinity, Blogger, Bookmarking, Crowdfunding, Crowdsourcing, Cyberbullying, Digitalization, Eyeball (Eyeball driven), Gamification, Hashtag, Hype, Impressions, Influencer, Microblogging, Sentiment, Viral Marketing, Views
Strategic Playbook	Digital	Affiliate Marketing, Amplification, Branding, Content Curation, Entrepreneur, Freemium, Launch, Personalization, Platform, Sponsorship, Tactic, Transparency, Touchpoint, SWOT
E-Commerce Essentials and Expansion	and	Bidding, eBay, Ebitda, E-Book, Ecommerce, Goods, Inventory, Marketplace, Merchandise, Monetization, Storefront, Subscription Business Model, Transaction (Business Transaction), Vendor
Mobile Marketing Dynamics		Interface, Interactivity, Mobile Notifications, Mobile Apps, Mobile Gamification, Pipeline, Personalization
Data-Driven Profits		Algorithm, Cronbach's alpha, Hadoop, JavaScript, Integration (Business Integration), Markup, Scalability, Leverage, Monetization, Microservice
Digital Frontiers: The Next Wave		Blockchain, Broadband, Broker, Cyber Security, Cyberspace, Encryption, Enterprise, Firewall, Hacker, Infringement, Intangible assets, Malicious/ Malware, Proprietary Trading, Stakeholder, Patent, Penetration, Verification, VoIP

Focus 1. The social web: trends and challenges

Effective social media engagement requires understanding online interaction dynamics. Influencers, viral marketing, and hashtags are key. Addiction and cyberbullying are issues on these platforms. As users become more fully engaged, healthy engagement and addiction become blurred, potentially affecting mental health. Influencers and microblogging show that social media can be positive and negative. Because misinformation and destructive content spread rapidly, this power comes with responsibility. Understanding these interactions is crucial for individuals and organizations as social media evolves.

Focus 2. Strategic digital playbook

Effective digital strategies are crucial for success across online platforms. This involves understanding strategic concepts and tools, creating and managing content that resonates with target audiences, and using tools like content curation and branding strategies. Cybersecurity is essential for protecting digital assets from threats and maintaining customer trust. Algorithm-driven platforms require strategic interactivity and interface design to ensure secure experience. As businesses expand their digital footprint, a comprehensive approach that integrates these strategic elements is essential for long-term success and sustainability in the digital age.

Focus 3. E-commerce essentials and expansion

E-commerce is a rapidly growing industry, requiring businesses to understand and manage digital storefronts, platforms, and processes. This involves selling goods, managing storefronts, and handling transactions. Platforms like eBay provide infrastructure for buying and selling, while effective inventory management and vendor relationships are crucial for customer satisfaction. As online marketplaces grow, procurement strategies and scalability become more important. Businesses must create seamless shopping experiences, involving technical aspects, strategic product placement, and customer service. Mastering e-commerce operations is crucial for success in the digital marketplace.

Focus 4. Mobile marketing dynamics

Mobile technology has significantly impacted marketing, communication, and business operations in the digital age. Businesses must adapt to consumers' constant mobility, requiring fast and reliable connections for seamless communication. Mobile marketing strategies require businesses to target customers through targeted notifications and mobile-friendly content. The rise of scalability and integration in mobile environments necessitates businesses to adjust their logistics and operational frameworks to cater to a mobile-first audience. This includes optimizing websites for mobile viewing and leveraging mobile apps for customer engagement. Maintaining security is crucial, with firewalls and malware protection being essential.

Focus 5. Data-driven profits

Data-driven marketing is a crucial aspect of business strategy in the digital era, enabling companies to optimize

monetization strategies and improve financial outcomes. Tools like Hadoop help manage and analyze large datasets, revealing patterns and trends that inform decision-making and marketing tactics. Understanding financial metrics like equity and expenditure is essential for evaluating marketing effectiveness. Leverage and penetration concepts demonstrate how businesses can expand their market reach and increase their share. However, the complexity of data management also brings challenges, including robust security measures to prevent fraud and protect sensitive information.

Focus 6. Digital frontiers: the next wave

Digital marketing and business landscapes are evolving rapidly, with emerging trends like block chain, crowdfunding, and start-ups playing a crucial role. Block chain technology promises transparency and security in digital transactions, while crowdfunding allows entrepreneurs to raise capital without traditional funding. The rise in micro services and proprietary trading reflects a shift towards agile, specialized business models. Personalization and niche marketing are also gaining importance. These trends will shape the future of digital marketing and business, driving innovation and growth in the ever-changing digital economy.

3.9 Grammatical Usage Occurred in General Frequently Used Words

M.A.K. Halliday's Systemic Functional Linguistic is an approach developed by Michael Alexandra Kirkwood Halliday, who is an Australian linguist. Halliday's Systemic Functional Grammar is a part of Systemic Functional Linguistic (SFL), which is used in the linguistic field, particularly in language education, and for discourse analysis or the foundation of critical discourse analysis and pragmatism. This concept can be divided into two terms: systemic grammar and functional grammar. Systemic grammar aims to describe the system network of language relations. Therefore, this part can be analyzed by pointing to verb tense, modality, voice, and some frequently used propositions; however, the pronoun was not included in the analysis because it is not the focus of language usage in social media marketing and e-commerce.

3.9.1 Verb Tenses

The verb tense used frequently in the samples is the present simple tense. Present simple tense is often used for mentioning current situations or facts, especially in insightful current trends, which are useful for discussing consumer behavior in social media. For instance, phrases such as "*Social media marketing is critical for small firms to develop marketing capabilities*" and "*Consumers today are interested in buying products online*". The second frequently used tense is past simple tense for summarizing or referring to the prior or completed action or data such as "*The online questionnaire was designed to collect the responses as a survey from the participants*". In contrast, linking the past situations to the current situation showing the relevance can be presented by using the present perfect tense. The top three frequently employ the perfect present tense. For instance, the phrases "*Various studies have revealed that people prefer to go through the prior reviews and feedback*" and "*Many respondents have stated that they follow social media influencers because they provide valuable feedback*" are examples of this. The ongoing marketing strategies and consumer behavior are linked with the earlier findings.

The fourth tense refers to present continuous tenses, which are less frequent but effectively represent evolving and ongoing trends. It also describes trends or actions that are developing over time, such as "*One of the major issues concerning customers during transaction through e-commerce and m-commerce is maintaining the privacy and the security of information.*" Lastly, the simple future tense is rarely used, but it can indicate future implications, predictions for anticipated outcomes, research plans, or expectations, such as "*This will lead to a change in their buying behavior.*" And "*They will be able to appreciate the various critical factors which ensure the success of e-commerce and m-commerce.*".

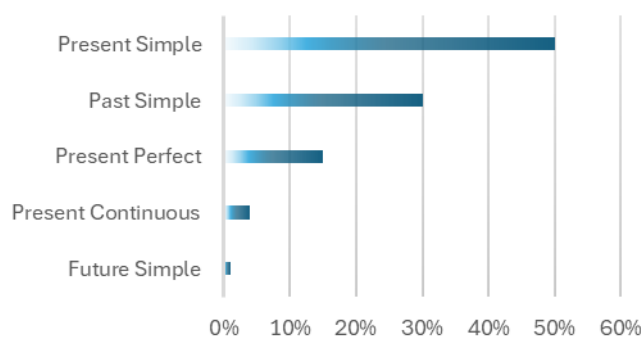


Figure 4. Most Frequently Used Verb Tenses

3.9.2 Voices

The analysis of selected texts in the field of social media marketing and e-commerce revealed that the passive voice is the most structured, being used approximately three out of four times. This is not surprising, as this pattern can significantly improve clarity and comprehension, and it emphasizes the "subject" of the action and shows direct engagement. However, despite its rarity, the passive voice can effectively convey the intended meaning. The examples below demonstrate how the passive voice emphasizes the action rather than the subjects, resulting in more outstanding and attention-grabbing results.

- “Social media marketing **is used** as a product marketing tool.”
- “Growth in social media sites **is not limited** to a young demographic.”
- “Electronic payments **are not introduced** to replace cash but to be a better alternative to cash and trade barter.”
- “An attempt **has been made** to analyze the extent of influence of social media as a buying decision maker.”
- “After cross-border e-commerce enterprises receive orders, the order information **will be sent** to overseas suppliers at the same time.”
- “It does show amplification of a conversation that **was being fostered** in social media, which can eventually produce more two-way dialogues.”

3.9.3 Prepositions

In the analysis, prepositions are one of the essential components for language clarity and communication. The top four prepositions found in the samples are "Of" (43802 tokens: possession, association, or relationship between nouns) and "To" (40627 tokens: directional preposition). "In" (26333 tokens: spatial relationship), and "For" (17046 tokens: indicating purposes or specific context). They were used for various specific purposes, such as defining relationships, expressing spatial contexts, and guiding directions. As in the samples shown below, prepositions were used to inform strategic decisions and scopes of focus.

- “An analysis of the preferences of the respondents in terms of the personality traits of the social media influencers.”
- “Internet connectivity on mobile phones allows people to connect to the internet”
- “Fujifilm wanted to compliment this launch with an engaging campaign in the social media space specially on Twitter”
- “The role of social media in consumer decision-making has become an important one for the first time in marketing history.”

3.9.4 Modal Verbs

In this example, the implication of modal verbs in the selected texts was used to convey the attitudes of the speakers or subjects. They can express communication strategies and confidence level. For example, "can" is used to show ability and possibility. The samples selected show the potential of digital platforms as a tool for reaching consumer priorities. In addition, the use of "may" conveys the possibility, and the uncertainty can lead to a level of caution. The third modal verb that occurs frequently is "will" for indicating future possibility or capability, and the commonly used pattern is "will be able to...", as the below example showed the confident projection.

Modal Verb	Tokens
can	7606
may	3664
will	3216
would	995
should	953
could	722
might	649
must	541
shall	19

Figure 5. Most Frequently Used Modal Verbs

- “The digital platform can be used to reach the top if the consumer is treated as the priority.”
- “This may be a very effective campaign”
- “Based on e-commerce, supplier of superior products will be able to offset price transparency.”
- “The companies should be able to use social media as a marketing communication channel to build good relationship with customers.”

3.9.5 If Clause

Conditional sentences are highlighted since the occurrence of “if” in the samples is almost 2279 tokens. Conditional sentences were mostly used to express logical guidelines and strategies in the context of social media marketing and e-commerce. It reflects the preparation and in-depth research before making decisions in a business context that can achieve expected outcomes. The most common patterns are those of possibility (if/when + present simple, present simple and if/when + present simple, will + infinitive.), which emphasize facts and scenarios that can occur in the present and future.

- “If you want Instagram performance, you need to learn which kinds of posts perform well.”
- “If you are a manager or market executive, you will want a website operating in a way that fulfills customer’s expectation”

3.10 A Proposed Design for Teaching “English for Social Media Marketing and E-Commerce”

The teaching curriculum is divided into six modules, each aligned with specific aspects of social media marketing and e-commerce. Each module incorporates corpus-based word lists to ensure vocabulary development is tied to practical, real-world applications. A designed teaching curriculum outlines a structured approach to teaching English for social media marketing and e-commerce, detailing course Overview, the learning objectives, content modules, communication focus, and learning activities, this curriculum design provides a proposed framework for how the course will be taught and what students are expected to achieve.

Component 1. Course Overview

This course is designed to enhance students' English language skills by focusing on the terminology and communication strategies used in social media marketing and e-commerce. Through a combination of writing, speaking, and content creation exercises, students will develop their abilities to create and present persuasive marketing content in English. The course emphasizes practical language use in professional settings like email writing, pitching ideas, and content creation for platforms such as TikTok.

Component 2. Learning objectives

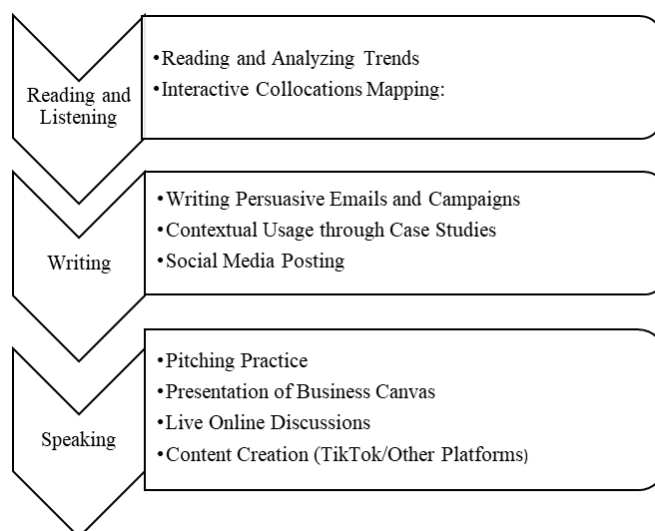
1. Students can effectively use related English vocabulary and expressions to promote products, engage with customers, and promotes brand stories in social media marketing and e-commerce contexts.
2. Students can analyze and critique marketing content in English, identifying persuasive techniques and providing feedback on social media posts and e-commerce campaigns.
3. Students can create engaging, grammatically accurate marketing content tailored for various social media platforms.
4. Students can interpret marketing and e-commerce data reports in English and present findings through clear, well-structured. Students can actively participate in English-language discussions on marketing strategies, offering well-constructed arguments and pitching ideas.
5. Students can draft and edit professional e-commerce and social media marketing documents in English, including emails, reports, and campaign plans, using appropriate tone and style.

Component 3. Content modules

Table 5. Content modules

Module	Scope	Communication Skills	Grammar Focus	Scopes of Vocabulary (Based on the grouping of each type)
1.	Social Media Spotlight	Reading and Analyzing Trends Interactive Collocations Mapping	Present simple and continuous for explaining current trends	GWL: Social Media and Social Networking, and Platforms, Applications, and Technology AWL: Media, Marketing, and Communication SWL: Social Web: Trends and Challenges
2.	Crafting Digital Strategies	Writing Persuasive Emails and Campaigns Social Media Posting	Modal verbs for offering marketing advice and suggestions	GWL: Digital Marketing and Advertising, Business Models and Strategy AWL: Business Operations and Security Concepts SWL: Strategic Digital Playbook
3.	E-commerce Unboxed: The Basics and Beyond	Contextual Usage through Case Studies Presentation of Business Canvas	Comparatives and superlatives for comparing the effectiveness of campaigns and strategies Conditional sentences for discussing potential strategies	GWL: E-Commerce and Online Business, Customer Relationship Management (CRM) and Engagement AWL: Consumer Behavior & Process Management SWL: E-Commerce Essentials and Expansion
4.	Going Mobile: Marketing on the Move	Content Creation (TikTok/Other Platforms)	Use of narrative tenses for describing completed actions and sequencing actions or campaigns in the past/ ongoing action in the past	GWL: Content Management and Creation, Information Technology and Data Management AWL: Data Management and Technology, Research Methodology SWL: Mobile Marketing Dynamics
5.	Turning Data into Dollars	Live Online Discussions	Passive voice for reporting and discussing data and analysis	GWL: Traditional vs. Modern Marketing AWL: Consumer Behavior & Process Management SWL: Data-Driven Profits
6.	The Future of Digital Marketing	Pitching Practice	Future forms (will, going to, present continuous for future) for making predictions and planning	GWL: Financial and Economic Aspects AWL: Global and Virtual Concepts SWL: Digital Frontiers: The Next Wave

Component 4. Suggested Learning Activities:



Contextual Usage through Case Studies: Real-world case studies can enhance vocabulary knowledge in a practical manner, enabling learners to comprehend the content and apply it to their studies and future careers. A case study can be presented in terms of using terms in social media for analysis of the brand's performance, social media metric and engagement, or customer's need. In addition, apply a list of questions to encourage students to answer and share ideas using the related vocabulary provided.

Example of questions

- What is the level of engagement for this brand?
- What are the factors affecting the sale?
- Based on the case study you analyzed, which post do you think reached the most engagement and why?
- How can we enhance the brand's conversion rate in this case study?

Interactive Collocations Mapping: Mind mapping of collocations in social media marketing and e-commerce can broaden and check the comprehension of students. The beginning step is setting themes such as social media and social networking, digital marketing and advertising, or customer relationship management and engagement. And then they have to read the passages or details of each of them and choose the provided list of collocations and design the “mind mapping”.

Writing Persuasive Emails and Campaigns: Students will practice writing persuasive emails, social media posts, and marketing campaigns using appropriate terminology and clear language.

Pitching Practice: Students will create and present a business canvas or campaign plan in English, pitching their ideas to the class or in a live online session.

Social Media Posting: Students will create persuasive social media posts and content designed to promote products or services, paying attention to tone, audience, and engagement.

Presentation of Business Canvas: Students will develop a business canvas and present it in English, explaining their marketing strategies and objectives.

Live Online Discussions: Students will participate in discussions on marketing trends, analyze real-time data or case studies, and provide critical feedback.

Reading and Analyzing Trends: Students will read articles or reports on new trends in social media marketing and e-commerce and summarize their insights during group discussions.

Content Creation (TikTok/Other Platforms): Students will create short TikTok clips or video content for other platforms, using engaging English to promote a product, service, or brand, focusing on audience interaction and persuasive language.

4. Conclusion

This study investigates the vocabulary used in social media and e-commerce marketing, identifying key patterns from a vast collection of research publications and books. Students studying in this field could benefit from the lists, which will enhance their comprehension of the technical terms generated by technological progress.

Technological advancements, marketing trends, and customer behavior can be represented through the occurrence of vocabulary. In addition, the analysis of N-grams and commonly used collocations emphasizes the importance of digital communication, consumer involvement, and data management in campaign definition, demonstrating that marketers must progressively adapt to the changing digital landscape. Comprehensive knowledge of the language in social media and e-commerce marketing can be seen from the classification of general, academic, and specialized word lists. Those who develop a precise vocabulary framework can comprehend the complex landscape of the digital market and communicate more effectively.

The word list, classification of collocation in each word list, and grammar focus of selected samples are especially useful for developing the material and learning activities in the English course, specifically in social media and e-commerce marketing. The proposed design includes vocabulary development into six modules, grammar focus, and each module undertakes marketing abilities (trend analysis, content creation, strategy presentation, and pitching) to convert four main language skills. For writing skills, formal email writing and persuasive social media posting are also mentioned, leading the engagement in the discussion in the real world. These learning activities assist students in using marketing-specific English in real-world circumstances and equip students with the language skills required to succeed in the rapidly changing business areas of social media and e-commerce marketing. However, there is a limitation of this study in terms of grammatical and language structure. So, in the part of design teaching cannot place an in-depth information of language focus.

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Authors contributions

Nipapat Pomat was responsible for the entire project, starting with the proposal writing, data collection and extraction, data analysis, manuscript writing, and final manuscript revision.

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Data sharing statement

No additional data are available.

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Appendix

Appendix A

General Word List	
Link	https://drive.google.com/file/d/10c0_RVXOxyVbpDqxBkKNgsRm7qKd_uZ4/view?usp=sharing
QR Code	

Appendix B

Academic Word List	
Link	https://drive.google.com/file/d/17xMfqhXyLY7iw9VyYzghY3gqypoPGu82/view?usp=sharing
QR Code	

Appendix C

Specialized Word List	
Link	https://drive.google.com/file/d/1oOX-epzRuwn5P9TfHAzUirRG5gLgP7Yy/view?usp=sharing
QR Code	