

# UNIT I: Basics of Communication and Spoken English

# Introduction



# Why Spoken English

- English – the language of business
- Vital in advancing your professional career
- Helps in dealing effectively with co-workers, superiors, clients, and external vendors.
- With the globalization of business, this is now becoming a standard communication channel in the business world.
- Boosts self-confidence and enhances personality
- Realize your true potential



# Our Pedagogy

- Relaxed, dynamic and interactive environment
- Lectures, case studies, group discussions, presentations, mock interviews, Tongue twisters etc.
- Listening and Reading activities and tasks
- Understanding
- Writing – Business letters and emails
- Speaking
- Building vocabulary
- Equal importance to Grammar, Pronunciation & Voice modulation



No pain, no gain!



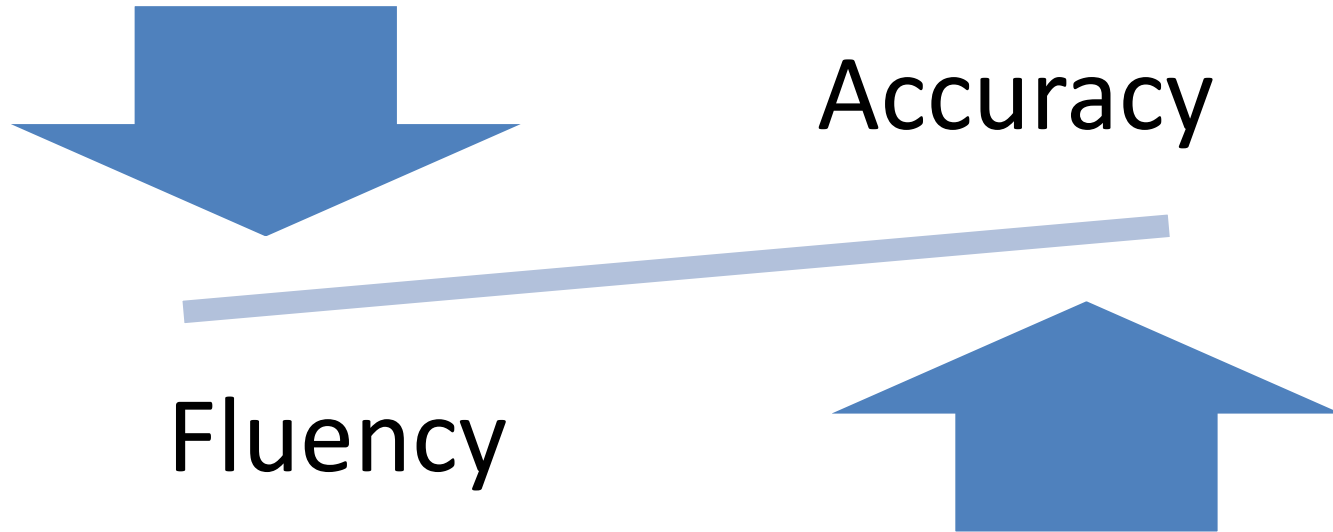
# Spoken English – Guiding principles

- Focus on getting the message across – don't aim at imitating native speakers
- Repeated listening to correct usage
- Learning grammar rules and usages simultaneously
- Confidence is sexy! Wear it everyday.

- **Speak the language aloud**
- **Think in the target language**
- **Speak in the language whenever possible**
- **Never repeat this mistake**



# Dilemma - Accuracy v/s Fluency



It is important to strike the balance between the two

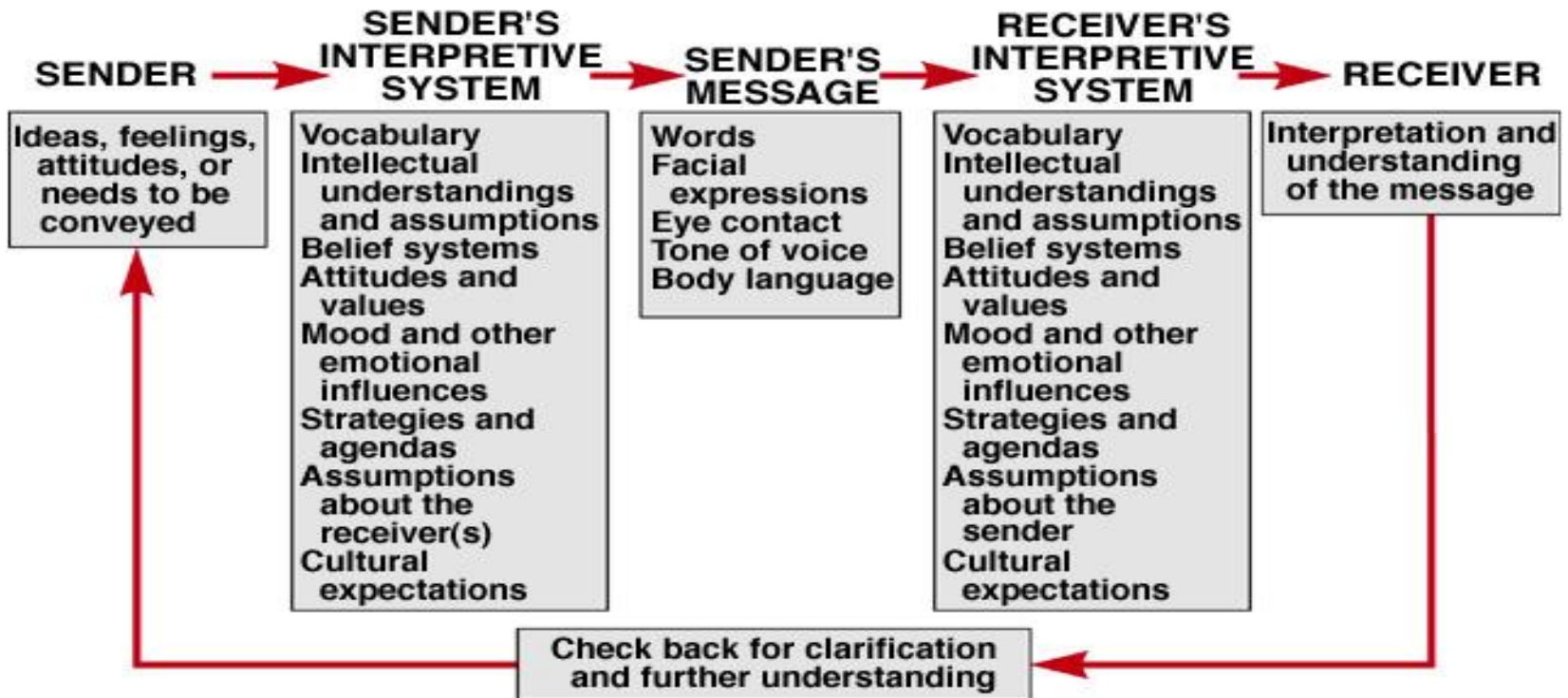
Fluency in English is accuracy with good pronunciation – **not speed**

# Basics of Communication

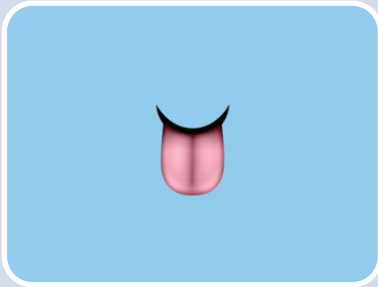




# Process of Communication



# The process of Speaking



Tongue



Mind



Listening

# Building Spoken English by Reading

Remember – Always read out aloud

- Vocabulary – x technique
- Meaning – Understanding use of expressions in English language
- Syntax Development – imbibe Grammar rules
- Fluency enhancement – read aloud until you can read it fluently
- Conversation Practice – Verbal discussion based on article without any errors



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# Pronunciation



# Pronunciation matters

- Listeners make quick judgements on your English ability based on your pronunciation
- Poor pronunciation can be difficult to listen to
- Poor pronunciation may lead to misunderstanding / non-comprehension

We are not talking about accent here. Good pronunciation doesn't mean you have sound like an American.



# Weak vowels

- In spoken English not all syllables (or beats) are of equal importance
- knowing when and how to pronounce weak syllables can make a speaker's pronunciation more natural.

- English spelling does not tell you how to pronounce English vowels

Example - the vowels in the underlined syllables in have exactly the same sound, despite having different spellings. All are pronounced [ə].

offer

sofa

forget



# Pronunciation of Vowels

[I:] As In TREE:

- Equal – Even – Evening – Evil – Recent – Region
- Sea – Tea – Team – Cream – Clean – Lead – Read

[I] As In NEAR

- Fear – Hear – Ear – Near – Clear – Rear

[I] As In BIT

- Hit – Him – His – Is – It – Fit – Did
- Cabin – Habit – Unit – Justice – Public

[E] As In BED

- Red – Bed – Bet – Let – Met – Set – Sell
- Embrace – Employ – Engage – Enjoy – Enlarge

[E] As In FARE

- Care – Dare – Bare – Rare – Share – Spare – Scare
- Fair – Hair – Air – Affair – Pair – Repair – Despair





# Pronunciation of Vowels...contd

## [Æ] As In BAT

- Land – Hand – Sand – Stand – Command – Demand
- Dance – Chance – Glance – Fancy – Answer – Dancer

## [A:] As In TAR

- Car – Card – Hard – Are – Far – Bar – Garden
- Mirage – Garage – Massage – Facade – Ensemble

## [O:] As In SHORE

- Core – More – Bore – Before – Shore – Sore – Store
- Boring – Story – Sorry – Borrow – Sorrow – Tomorrow

## [O] As In HOT

- Hot – Lot – Not – Got – Forgot – Forgotten – Bottle
- College – Dollar – Tom – Bomb – Comment – Compliment



# Pronunciation of Vowels...contd

## [U:] As In RULER

- Rude – Rule – Rumor – Brutal – Lucy – June – Junior
- Food – Cool – School – Fool – Foolish – Pool – Tool

## [U:] Or [U]

- Room – Broom – Roof – Root – Soot – Hoof – Coop – Boulevard

## [Yu:] As In USER

- Use – Useful – Union – Unit – Unite – Unique – University
- Fuse – Refuse – Future – Cute – Cube – Huge – Humor – Human

## [U:] Or [Yu:] As In TUMOR

- Tune – Tulip – Tumor – Student – Studio – Stupid
- New – Newspaper – Nude – Nuclear – Numeral – Nutrition



# Pronunciation of Vowels...contd

## [U] As In BOOK

- Book – Cook – Hook – Look – Shook – Took – Good – Hood
- Put – Push – Pull – Full – Bull – Bullet – Bush – Butcher

## [ʊr] As In SIR

- Her – Herb – Verb – Serve – Perfect – Person – Certain
- Mister – Cover – Buyer – Better – Teacher – Finger

## [ʊ] As In BUT

- But – Nut – Fun – Sun – Dull – Lucky – Ugly – Suddenly
- Correct – Collect – Contain – Memory – History – Freedom



# Stressing on words in Speech

## Example

- **Here** is your Indian friend. (= the friend is standing near the speaker)
- Here **is** your Indian friend. (= the friend has not left yet)
- Here is **your** Indian friend. (= he is your friend; not his nor mine)
- Here is your **Indian** friend. (= not French)
- Here is your Indian **friend**. (= not enemy)



## Stressing on words in Speech contd...

HOSpital

HANdicap

iMAGine

CHALLENGE

exHAUsted

comMITment

comMITment

MANager

eMOtional

NEWSpaper

COMpanies



## Stressing on words in Speech contd...

- potatoes \_\_\_\_\_
- bananas \_\_\_\_\_
- computer \_\_\_\_\_
- oranges \_\_\_\_\_
- monitor \_\_\_\_\_
- customer \_\_\_\_\_
- understand \_\_\_\_\_
- remember \_\_\_\_\_
- another \_\_\_\_\_
- devotion \_\_\_\_\_



# Tongue-twisters

Read out the following sentence as loud as you possibly can-

**Peter Piper picked a peck of pickled peppers.**

**She sells sea-shells on the sea-shore.**

Objective: To slow down your rate of speech so that you can focus on pronunciation and clarity



# English – Where is the challenge?

## What Stops Us?

Different speakers have different motives behind learning English - some learn it to clear their examination papers, while some to get job offers, and there are some who learn English simply because they love the language.

English can only be learnt out of the love to be able to hold a meaningful conversation in it.

