

# Fundamentals of Communication and Voice Dynamics

- Role and Purpose of Communication,
- Types & Flow of Communication,
- Barriers to Effective Communication,
- 7 C's of Communication,
- Code and Content; Stimulus & Response,
- Vowel Sounds, Consonant Sounds,
- Tone: Rising and Falling Tone



# What exactly do we mean when we Communicate?

The English word "communication" originates from the Latin word "*communicare*," which can be translated as "to impart," "to participate," "to share," or "to make common." It is a process that involves the interchange of facts, ideas, and opinions, and it also serves as a way through which individuals or organisations share meaning and understanding with one another.

# Some Famous Definitions:



According to Murphy et al “Simply stated, communication is a two-way process of exchanging ideas or information”.



American Management Association says, “Communication is any behaviour that results in an exchange of meaning”.



*“Communication is the transmission and interchange of facts, ideas, feelings or course of action.”* Behind Brown



# The process of communication

Communication is a two-way process that involves both a sender and a receiver. This means that communication is an interactive activity. The sender communicates the concept by encoding it and transmitting it over a channel (language).

The receiver receives the message and decodes it. Last but not least, once the message has been comprehended, the receiver will transmit the feedback to the sender.

# Elements of Communication Process

**1. Sender:** The person who encrypts the message and starts the process of communicating with the recipient.

The sender needs to have effective communication skills (SWRL), a positive attitude, confidence, abundant use of body language, a moderate tone and accent, solid subject knowledge, and so on in order for the communication to be successful.



**2. The Message:** The message is what the communicator is trying to get over to the receiver. It might be a thought, an idea, some facts, or even a feeling. The message ought to be engaging, original, reasonable, and so on.

**3. Channel:** The term "channel" in the field of communication refers to language. It is essential that the sender and the receiver share a shared understanding of its contents.



**4. Receiver:** The receiver is the person who is responsible for decoding the message. The receiver bears an equal share of the responsibility for the successful completion of the communication. It is important that he possesses a nature that is attentive, aware, and optimistic.

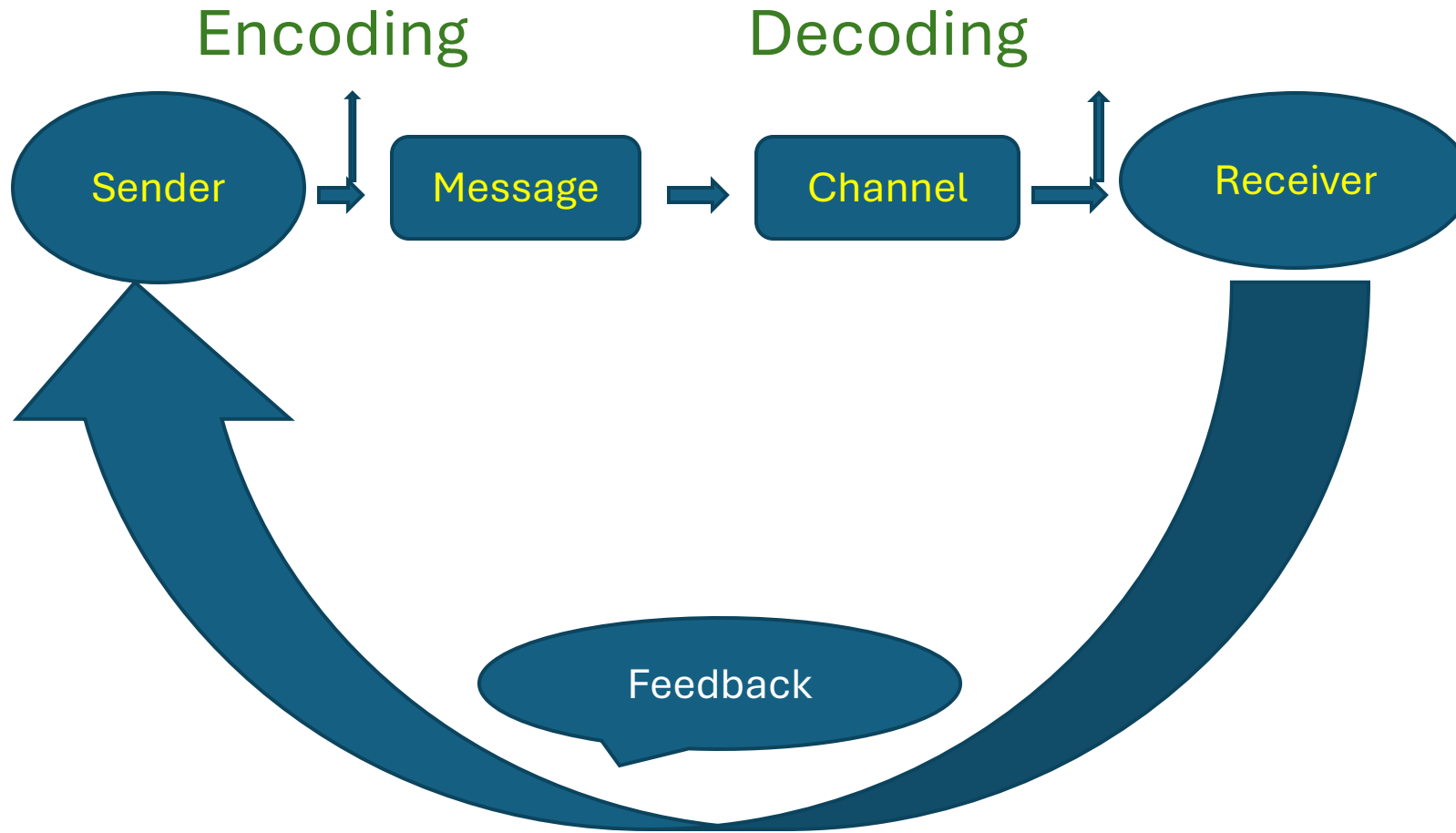
**5. Feedback:** It is the signal of the receiver's response to the speaker after decoding the message via verbal (by words) or non-verbal (gesture, posture, eye-contact, gestures, symbols, etc.)





# Communication Process Cycle

This process can be easily understood by the following diagram:





## Role and Purpose of Communication

Communication is essential in an organization, because it serves as a medium to share the important information. People, working in a company should have a mutual understanding which can be attained by sharing knowledge.

This communication turns to be effective when researches when this process of sharing takes place. Today communication is the hub of an organization.

## There are three basic objectives of communication

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1. To inform
2. To instruct and
3. To inspire

Except these three, there are other secondary purposes of communication. The purpose may change according to the mood and intention of the speaker.



# Purpose of Communication

- - \* **1. To Boost Morale of Employees:** Business Communication is made to boost the morale of the employees. It increases the productivity of the employees in his company.
- **2. To Achieve Goal:** The goal of the organization can be obtained through effective organizational communication. Everybody tries to acquire such goal and therefore it requires effective organizational communication.

**3. To Maintain Co-operation:** Communication encourages managerial efficiency. Managerial functions like planning, control, coordination, motivation cannot be discharged without communication. As management is an art of ensuring targets and targets are achieved in collaboration with other people. Communication educates personnel working. Management communicates goals, policies and targets by issuing verbal and written instructions. The yardstick for measuring managerial efficiency is of course communication that helps in it.

**4. To Plan:** Planning decides what is to be done in future. All the information and data which are required to make a plan for business can be obtained or gathered through communication.



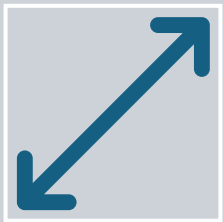
**5. To Facilitate Direction and Motivation:** The boss gives direction or order to his subordinate and managers need to motivate their employees to increase the concentration and productivity. Hence, communication helps to facilitate direction and motivation.

**6. To Achieve Efficiency:** Communication can provide information regarding past and present. It also helps to anticipate about future. So, Communication increases efficiency of the workers by providing instant information.



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**7. To Improve Employer-Employee Relationship:** To achieve the Organizational objectives, there must be good relationship between employee and employer. And to improve such relationship, there must be effective communication.

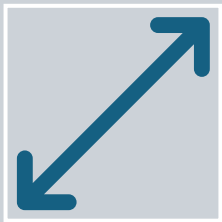


**8. To Solve Problem:** Communication can remove the gap between employees and employer. Fruitful communication ensures a network in an Organization to solve problems. Conflict arises and exists in an Organization. Fruitful communication ensures a network to solve conflict. It also removes the gap between employee and employer.

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**9. To Manage Human Resources:** To recruit, train-up & motivate human resource properly, there must be effective communication. Skilled manpower are professional and work for achievement and development.



**10. To Attract Customer:** To knock the door of potential customers with new product and service of an enterprise, there should exist an efficient communication. So better communication will cause more customers and more customers will cause more profit.



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**11. To Future Plan:** In today's modern competitive world, there is requirement of changing the plan according to environment and communication environment. This involves awareness through proper communication.

**12. To Educate**  
**Workers:** Communication helps the Organization to train-up the employees/workers through organized programs. For example, Orientation, workshops, film show, internship etc.

# Technical Communication

*“Technical Communication is that kind of communication which is used in technical subjects”.*

According to Professor J. Raleigh Nelson, *“Technical Communication is specialized form of exposition – a form of discourse distinguished from other forms in certain essential features.”*

Joseph Racker writes, *“Technical Communication involves material of a specialized nature, meant for a specific reading group.”*

Precisely, Technical Communication is that branch of communication in which knowledge of a subject in particular is required along with a set kind of technical and scientific style.

Cont...



## Salient Features of Technical Communication

**COS + BUT**

Wherein:

**C** – stands for **Clarity**

**O** – Stands for **Objectivity**

**S** – stands for **Simplicity**

**B** – stands for **Brevity**

**U** – stands for **Utility**

**T** – stands for **Technical Presentation**



# 1.Clarity:

The first significant and cardinal feature of scientific and Technical Communication is clarity. It mitigates and minimizes ambiguity and diffuseness. It crystallizes and shapes ideas, sentence and a paragraph. For maintaining clarity, it is absolutely prudent to have a clear – cut idea and comprehension of what we want to write or tell. Clarity of thought is interlinked with the Clarity of expression. For example:

- **He is a scientist as amongst others who has listened to deep humming sound of the sudden upward flight of an aircraft.**
- *He is one of those scientists who have listened to the zooming of an aircraft.*
- **Will you be kind enough to help me?**
- *Kindly help me.*

## 2. Objectivity:

The second salient feature of Technical Communication is objectivity. The element of “I”, which is a common note in a subjective communication, remains absent in Technical communication. We have to concentrate on facts and their general impact instead of subjective or individual findings.

**I believe as others also believe** that through a particular side of scientific researches, I can study **the ways and manners** of all human beings **growing ripe, old and grey – and also their decaying processes.**

*It is believed that gerontology studies the processes of growing old amongst (or in) human beings.*



### 3. Simplicity:

In Technical Communication, simplicity is equally important. As a matter of fact, simplicity makes the style interesting and effective. For this, a writer has to work hard to write simple sentences. One has, therefore, be quite cautious about the choice of words. Compound and complex sentences should be avoided so far as possible.

- **If you put a solid on heat, its temperature increases and at a certain temperature increase and at a certain temperature melts to a liquid, and on further constant temperature into the gaseous state also increase.**

***When a solid is heated constantly on a certain temperature, the vibrations of the molecules increase.***



## 4. Brevity:

- Another quality of Technical Communication is brevity. By brevity we mean briefness and shortness. A Professional does not use diffuse and round – about sentences and expressions. He has to avoid circumlocution as well as verbosity. He has to be brief, to the point, cogent and relevant. He cannot use lengthy, racy or superfluous sentences. He has to be as brief and to the point as possible.
- The scientist was inspecting a large tank in which gas was stored
- *The scientist was inspecting the gasoline.*
- *We are enclosing herewith the monthly statement for the payments due from you.*
- *The statement of ( your) account is enclosed.*





## 5.Utility:

Utility is another salient feature of Technical Communication. Utility means “the quality or state of being useful” . Without being irrelevant, a technocrat has to presents facts in a useful manner. A Technical concern or a research institute cannot afford a lot of labor and time to waste on irrelevant information. A presenter, therefore, must be straightforward and technical in presenting his views. Only useful information must be communicated.



## 6. Technical Presentation

Another important quality of Technical Communication is its Presentation. In other words, it must be technically different from General Communication. It must be clear, clean and attractive. The presenter must use figures, charts, data, table to represent his message effectively. Except it, in writing, he must know several formats of writing letters, applications, memos, circulars, articles, paragraphs. In speaking, a presenter must use CAI (***Computer Aided Instruments***) like OHP, Audio visual Aids and others.

# Features of General Communication

*The features of General Communication can be summarized by **ASP+DPF***

- **1. Ambiguity:** This term implies something that has more than one meaning. Unlike technical communication, General Communication is ambiguous. It is used in forms of General communication such as: poems, journalism, philosophy etc.
- *All students are instructed to submit their assignments bimonthly.*



# Features of General Communication

## 2. Subjectivity

- Subjectivity is one of the most important features of general communication. A general communicator is free to use his emotions, feelings and personal ideas in general communication. Novel, Drama, poetry etc. are the examples of general communication. In general communication personal emotions, feelings and ideas are more important than information.



### 3. Pomposity (Exaggeration)

Pomposity means exaggerated or decorated expressions in language.

Unlike a Technical Communicator, a general communicator uses highly decorated and pompous language to say a simple statement. Except it, many literary styles like circumlocution, euphemism, bombastic expressions, and complex idioms and phrases are used in general communication.

## 4. Diffuseness

**Diffuseness** simply means wordy or garrulous sentences. A general communicator uses wordy and garrulous language. He says a lot but the meaning is less. It is unlike technical communication who is straightforward and brief.

## 5. Pleasurability

Pleasurability means entertainment or pleasure.

Broadly speaking general communication is meant for pleasure or entertainment.

For example the sole purpose of all literary forms (drama, novel, comedy, tragedy etc.,) is to entertain.



## 6. Free Form

- **Free Form means** without any form or format. General communication requires no specific format or writing/ speaking as it is simply the expression of personal feelings or emotions. In fact emotions and feelings know no form to expose them.

Therefore, a general communicator is bound not to follow any form to convey his ideas.



# — Flows of · Communication

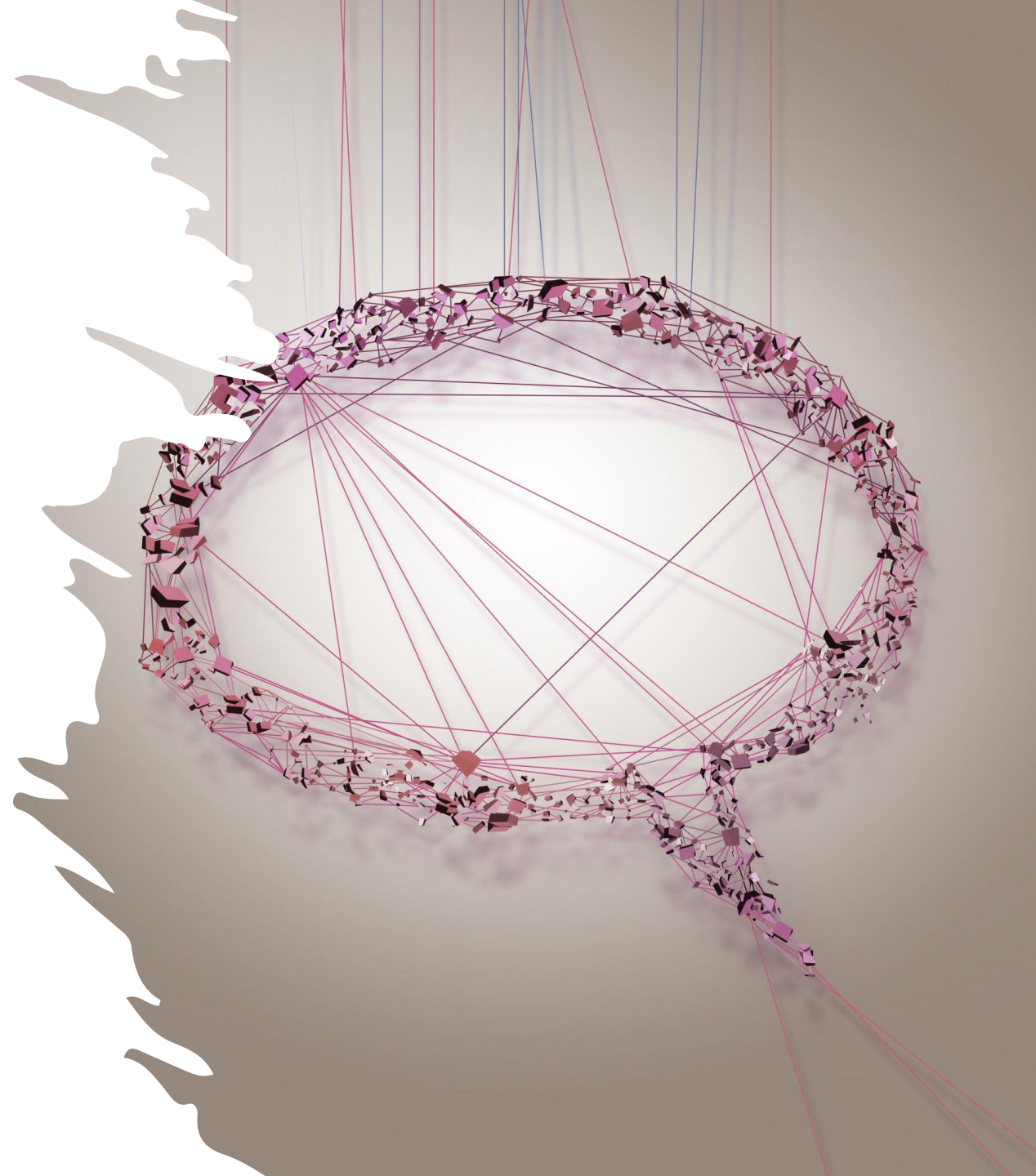
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# Various Dimensions of Communication

Communication is situational and it is used accordingly. Somewhere, informal communication is better than formal, sometimes written communication is more important than oral communication. Likewise, verbal, nonverbal, vertical, horizontal communication is used according to the suitability of the message and situation. According to the nature of communication there are four types of communication:



# Dimensions of Communication

a) **Channel:** According to the channel, Communication may be divided into two types:

1. **Formal Communication:** It is the communication following formal channels. It flows from senior to junior, junior to senior, within the organization and outside the organization.

2. **Informal Communication:** Informal communication takes place between the people having social interactions/ relationships.







## 5.) Method:

***According to the method it is of two types:***

1. Oral Communication: It is the communication through the spoken words. It may be in form of Face to Face Communication, telephonic communication etc., It is speedy way of exchanging information.
2. Written Communication: Written Communication is a communication in form of applications, letters, memos, circulars, bulletins, etc. It is the most authentic way of communication without which organization can't survive.

## C) Expression:

According to the expression it is again of two types:

1. Verbal Communication: Verbal Communication means communication through words. When we use words in communication, we call it Verbal Communication. The information in Verbal Communication can be either oral or written.
2. Non-verbal Communication: It is communication without words like body language, hepatics, gestures, postures, appearance etc,.



- **D) Direction:**

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- According to direction Communication may be divided into three types:
  - 1. Vertical Communication: It is of two types:
    - i). Upward Communication: In this the message flows from bottom to top. ii).
    - Downward Communication: In this the message flows from top to bottom.
  - 2. Horizontal or Lateral Communication: It is communication in peer group.
  - 3. Diagonal Communication: It is a cross-wise communication.

The management transmits messages to subordinates, and subordinates, in turn, are expected to reply with their feedback. For example: when a Director General sends information to the employees, it passes through different communication networks like:





# ***There are three flows of Organizational Communication, namely:***

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- 1. Vertical Communication**
- 2. Horizontal or Lateral Communication**
- 3. Diagonal Communication**

# 1. Vertical Communication

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**Vertical Communication has two types of communication flows that are:**

**i) Upward Communication:** In upward communication, the information flows from Juniors to seniors. Its main purpose is to provide information to the seniors from juniors. This communication enables juniors to convey their opinions, suggestions, complaints etc. to their superiors. The lower-level employees initiate upward communication and the message ultimately reaches to the upper-level management.

# Vertical Communication

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**Upward communication is helpful in conveying the following types of information inside the organization:**

1. Work Progress report.
2. Employees' performance reports.
3. Problem or hindrance in performance.
4. suggestions for improving efficiency or productivity.
5. Problem solving.
6. Expression of attitudes, grievances and disputes that influence performance.

For effective upward communication a good environment is required in which subordinates are free to communicate.

## 2. Downward Communication

Through Downward Communication information is sent from seniors to juniors through different channels. The seniors send information or message containing orders, instructions, decisions etc. to the employees, subordinates, workers etc. It may be in written form such as letter, office order, notice, circulars, reports, manuals, etc. or in form of oral communication like face-to-face communication, meetings, speeches etc. it is important for the organization in many ways. Except its' usefulness it has certain limitations too. It is time consuming; it has no quick feedback, and it can distort message.

***In communication, there are many modes of upward communication. The popular written media of upward communication are discussed below:***

**Suggestion  
System:**

**Questionnaire**

**Report**

**Memo  
(memorandum)**

**Direct letters**

**Grievance  
procedure**

**Meeting**

**Open-door-  
policy**

# ***Like upward communication, there are some modes of Downward Communication:***

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Handbooks &  
Pamphlets



Posters &  
Bulletins



House  
Journals



SMS/ e-mails



Annual  
Reports



Special  
Meetings



Seminars/  
Conferences

## 2. Horizontal or Lateral Communication:

It is a communication among people at the parallel or same designation, level and position in the organization. Horizontal communication is the communication that flows laterally within the organization. It involves persons at the same level of the organization. Horizontal communication normally involves coordinating information and allows people with the same or similar rank in an organization to cooperate or collaborate. Some definitions of horizontal communication are as follows: According to Ricky W. Fraffin, ***“Horizontal communication involves colleagues and peers at the same level of the organization.”***

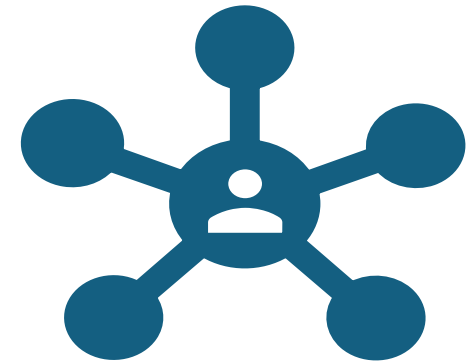


**HORIZONTAL COMMUNICATION**

# 3. Diagonal Communication

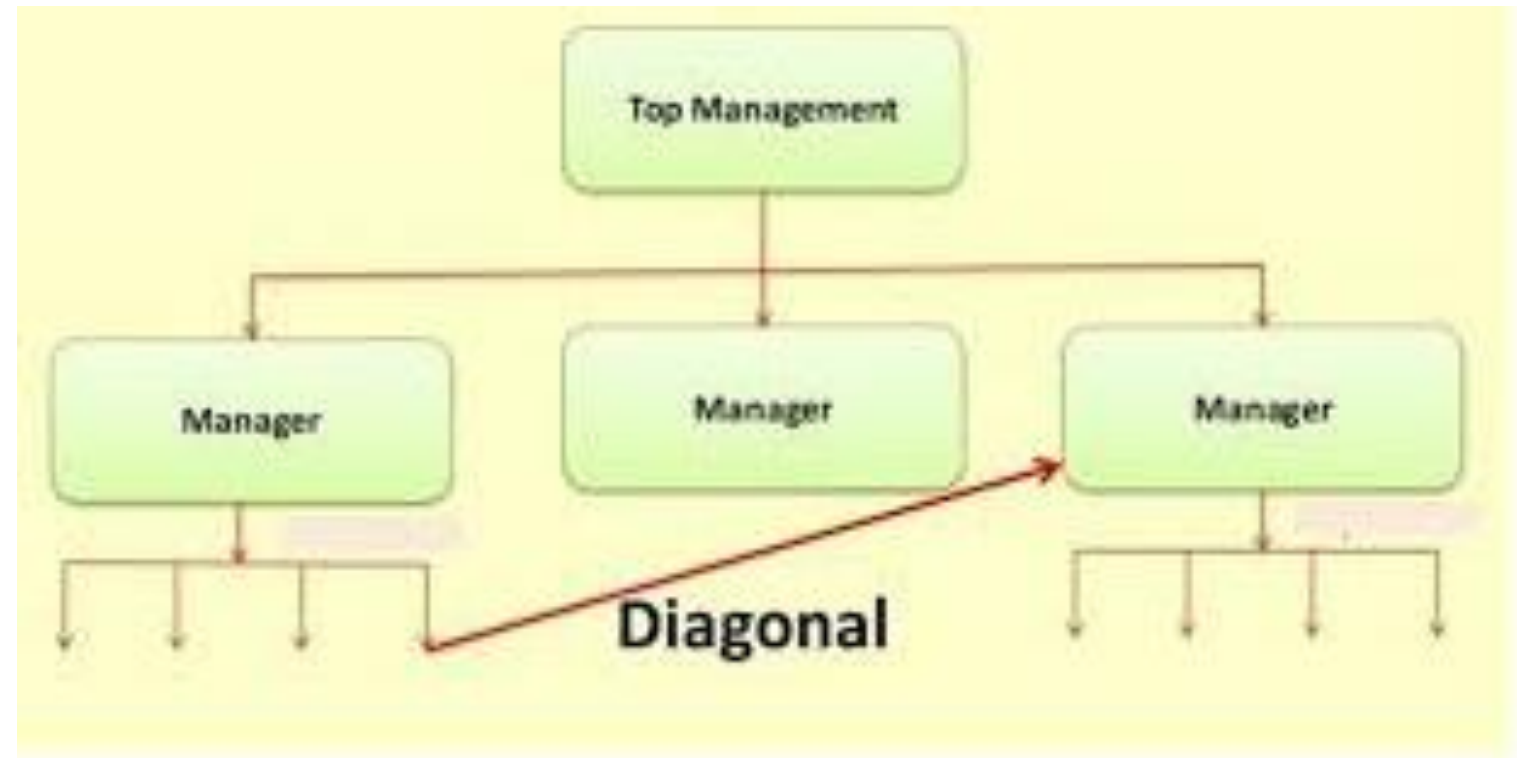
It is a Cross-functional communication between employees at different levels of the organizational hierarchy. Diagonal communication is much common in larger organizations with matrix or project- based structures.

It is helpful in overcoming some of the barriers to communication within a business. It reduces the chances of distortion or misinterpretation of message. Diagonal communication also reduces a manager's communication workload because he doesn't have to act as an intermediary between his direct reports and other managers.





### 3. Diagonal Communication



# Barriers to Communication (Noise)



Anything that distorts the message sent or received may be called Barrier to Communication. There are several barriers that often distort communication process. For better understanding these may be divided into four categories.

## Four Categories of Communication Barriers



# 1. Semantic or Language Barriers

## Unclear message:

- *If the message is not clear, it may cause barriers to communication.*

## Faulty translation:

- *Sometimes Grammatical mistakes can cause wrong expressions, that results into barriers to communication.*

## Specialists language:

- *Specialists Language is also a barrier to communication*

## Unclarified assumption:

- *Sometimes unclarified assumptions leads to barriers to communication.*

A row of wooden figures, with one red figure standing out among several white ones.

## 2. Psychological Barriers

- ◎ **Difference in perception:** If there is a difference in perception of the communicator and the receiver then there will also be misunderstanding between them. **Difference in Perception** therefore leads to faulty communication.
- ◎ **Closed minds: Closed Mind** is another having biased , wayward or whimsical opinion about something.
- ◎ **Inattention:** The third factor in psychological barrier is **inattention** which too leads to faulty communication.
- ◎ **Emotion: Emotion** is another psychological barrier which disturbs complete communication.
- ◎ **Distrust of communication:** The fifth element is **Distrust of Communicator** which is also a strong psychological barrier.

# 3. Personal Barriers

- Attitude of Superiors:
- Lack of confidence
- Insistence of proper channel
- Ignoring Communication
- Filtering of Information
- Lack of Time
- Message Overload

# 4. Organizational Barriers

Status  
Relationship

One-way  
Flow

Rules and  
Regulation

Distance  
Barriers

Physical  
Barriers

Mechanical  
Barriers



# 7 Cs of Effective Business Communication

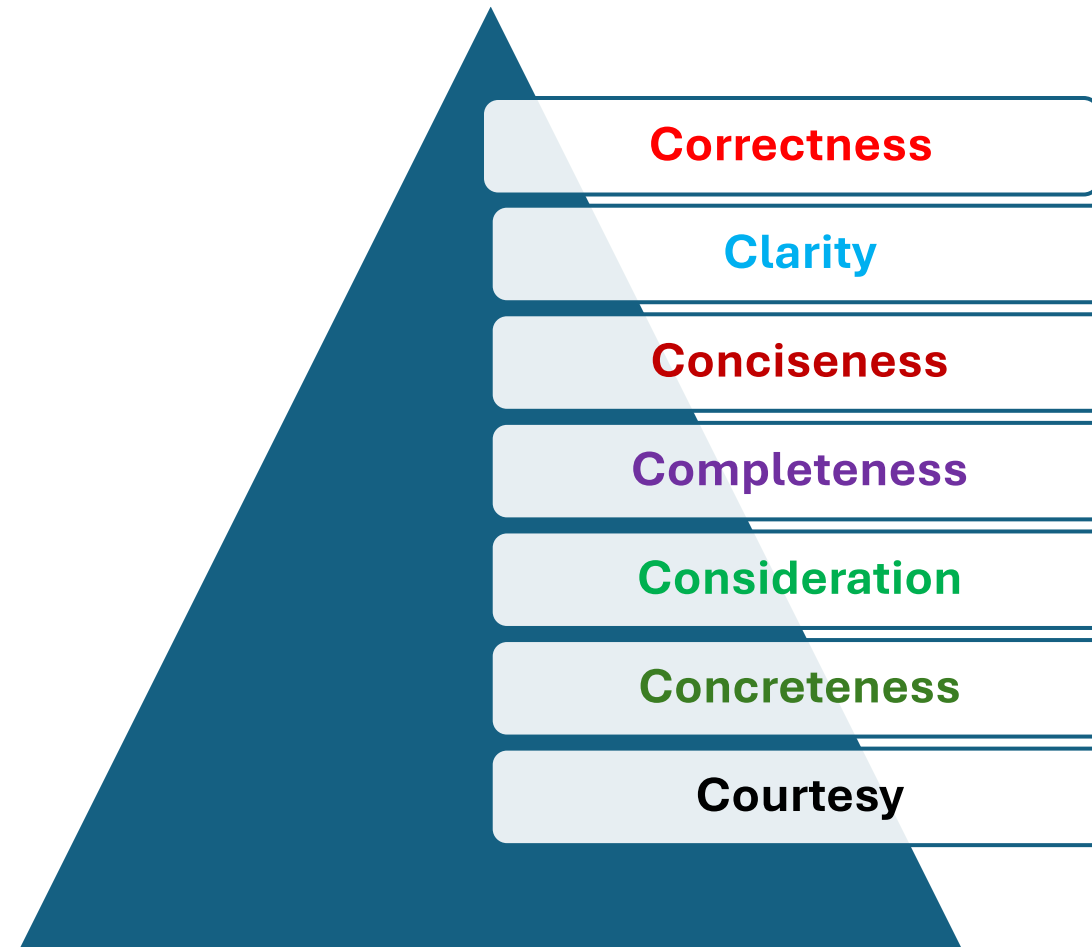
The message is said to be effective when the receiver understands the same meaning that the sender intended to convey.

For any communication in business, in order to be effective, it must have seven qualities. These seven attributes are called **Seven C's of Effective Business Communication**.

(All these attribute starts with the alphabet 'C' so are called **7 C's**)



# 7 Cs



# 1. Correctness

- At the time of encoding, if the encoder has comprehensive knowledge about the decoder of message, it makes the communication an ease. The encoder should know the status, knowledge and educational background of the decoder. **Correctness means:**
  - *Use the right level of language*
  - *Correct use of grammar, spelling and punctuation*
  - *Accuracy in stating facts and figures*

*Result: Correctness in message helps in building confidence.*

## 2. Clarity

- Clarity demands the use of simple language and easy sentence structure in composing the message. When there is clarity in presenting ideas, it's easy for the receiver/decoder to grasp the meaning being conveyed by the sender/encoder.

**Result:** *Clarity makes comprehension easier.*

# 3. Conciseness

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A concise message saves time of both the sender and the receiver. **Conciseness**, in a business message, can be achieved by avoiding wordy expressions and repetition. Using brief and to the point sentences, including relevant material makes the message concise. Achieving conciseness does not mean to loose completeness of message.

***Result: Conciseness saves time.***

## 4. Completeness

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- By completeness means the message must bear all the necessary information to bring the response you desire. The sender should answer all the questions and with facts and figures. and when desirable, go for extra details.

***Result: Completeness brings the desired response.***

## 5. Consideration

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Consideration demands to put oneself in the place of receiver while composing a message. It refers to the use of You attitude, emphasizes positive pleasant facts, visualizing reader's problems, desires, emotions and his response.

***Result: Consideration creates understanding of human nature.***

## 6. Concreteness

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Being definite, vivid and specific rather than vague, obscure and general leads to concreteness of the message. Facts and figures being presented in the message should be specific.

***Result: Concreteness reinforces confidence.***

## 7. Courtesy

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In business, almost everything starts and ends in courtesy. Courtesy means not only thinking about receiver but also valuing his feelings. Much can be achieved by using polite words and gestures, being appreciative, thoughtful, tactful, and showing respect to the receiver. Courtesy builds goodwill.

***Result: Courtesy strengthen relations.***



# Code & Content

# Code and Content in communication skills

- Any human communication system involves the production of a message by someone, and the receipt of that message by someone else.
- To encode a message, one must possess the necessary encoding skills.



# 1. Languages are codes :



i. A code may be defined as any group of symbols that can be structured in a way that is meaningful to another person.



ii. The English language, like any other language, is a code which contains elements that are arranged in a meaningful order.



iii. A code has a group of elements (vocabulary) and a set of procedures for combining these elements meaningfully (syntax).

## 2. Content :



i. **The message content**, i.e., the message that is selected by the source to express its purpose.



ii. Content, like codes, has both element and structure. When more than one piece of information is to be presented, they should have some order or structure.



iii. An individual may sometimes be identified by his characteristic way of structuring messages. This is because the individual communicates in a way that is distinctive to him.



iv. An individual uses a distinctive way or method, which has become



his habit by constant use.

# Stimulus and Response in communication skills

A stimulus is *a thing that a person can receive through one of his senses*. In fact, it is a thing that can produce a sensation

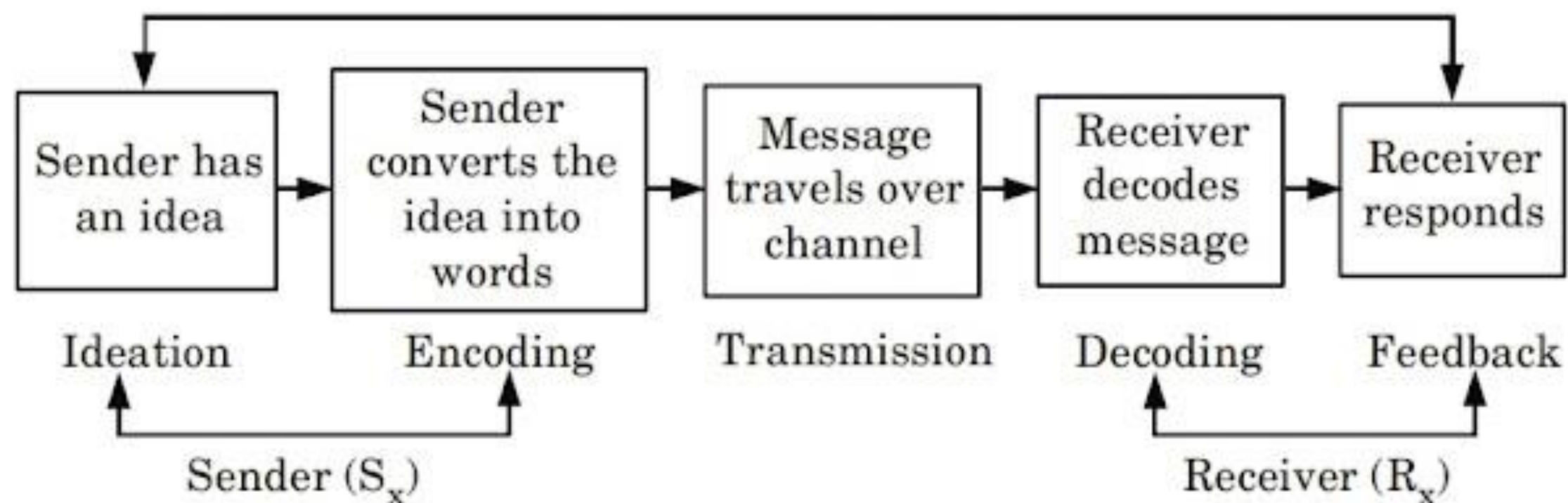
2. A response is a thing that an individual does as a reaction to the stimulus.

3. Stimulus and response are the two terms that are frequently used in

any discussion on the communication process.

4. Stimulus and response are ultimately connected with the whole learning process.

5. The communication objective of the source is to bring about a change in the behaviour of the receiver.





# Process of technical communication consists of five stages :

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## 1. Ideation :

1. It begins with ideation which refers to the formation of idea or selection of message. It consists of the 'what' of communication and is concerned with the content of the specific message to be presented.
2. The scope of ideation is generally determined by the sender's :
  - a. Knowledge
  - b. Experience
  - c. Abilities
  - d. Purpose of communication
  - e. Context of the communicative situation





## 2. Encoding :

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- i. ***It is the process of changing the information into some form of logical and coded message. It involves :***
  - a. Selecting a language : It is essential for effective coding, verbal messages need a common language code, which can be easily decoded by the receiver.
  - b. Selecting an appropriate communication form : It form largely depends on the sender-receiver relationship, need and purpose of the communication.
  - c. Selecting a medium of communication : It involves making the right choice out of many available options. There are three





# 3. Transmission :

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- i. It refers to the flow of message over the chosen channel.*
- ii. It involves choosing the :
  - a. Proper time (When to communicate)
  - b. Proper place (Where to communicate)
  - c. Proper way (How to communicate)



# 4. Decoding :

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- i. Decoding is the process of converting a message into thoughts.
- ii. The process of decoding involves interpretation and analysis of a message.
- iii. Decoding involves reading and understanding of the written communication, listening and understanding of the oral communication.

# 5. Feedback / Response :

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- i. Response is the last stage in the communication process.
- ii. It is the action or reaction of the receiver to the message.
- iii. Response is the key to communication. It helps the sender to know that the message was received and understood.



# Stimulus and Response of Communication Skills

Stimulus and response are the two terms that are frequently used in any discussion on the communication process. A ‘**stimulus**’ is anything that ***a person can receive through one of his senses.***

In fact, it is anything that can produce a sensation. And a ‘response’ is anything that an individual does as a reaction to the stimulus.

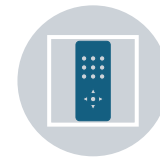
These two terms, *stimulus and response, are ultimately connected with the whole learning process*. The communication objective of the source is to bring about a change in the behavior of the receiver. The whole communication process consists of the following:



**1. The sender**—the source of the message



**2. The encoding process**



**3. The channel**



**4. The decoding process**

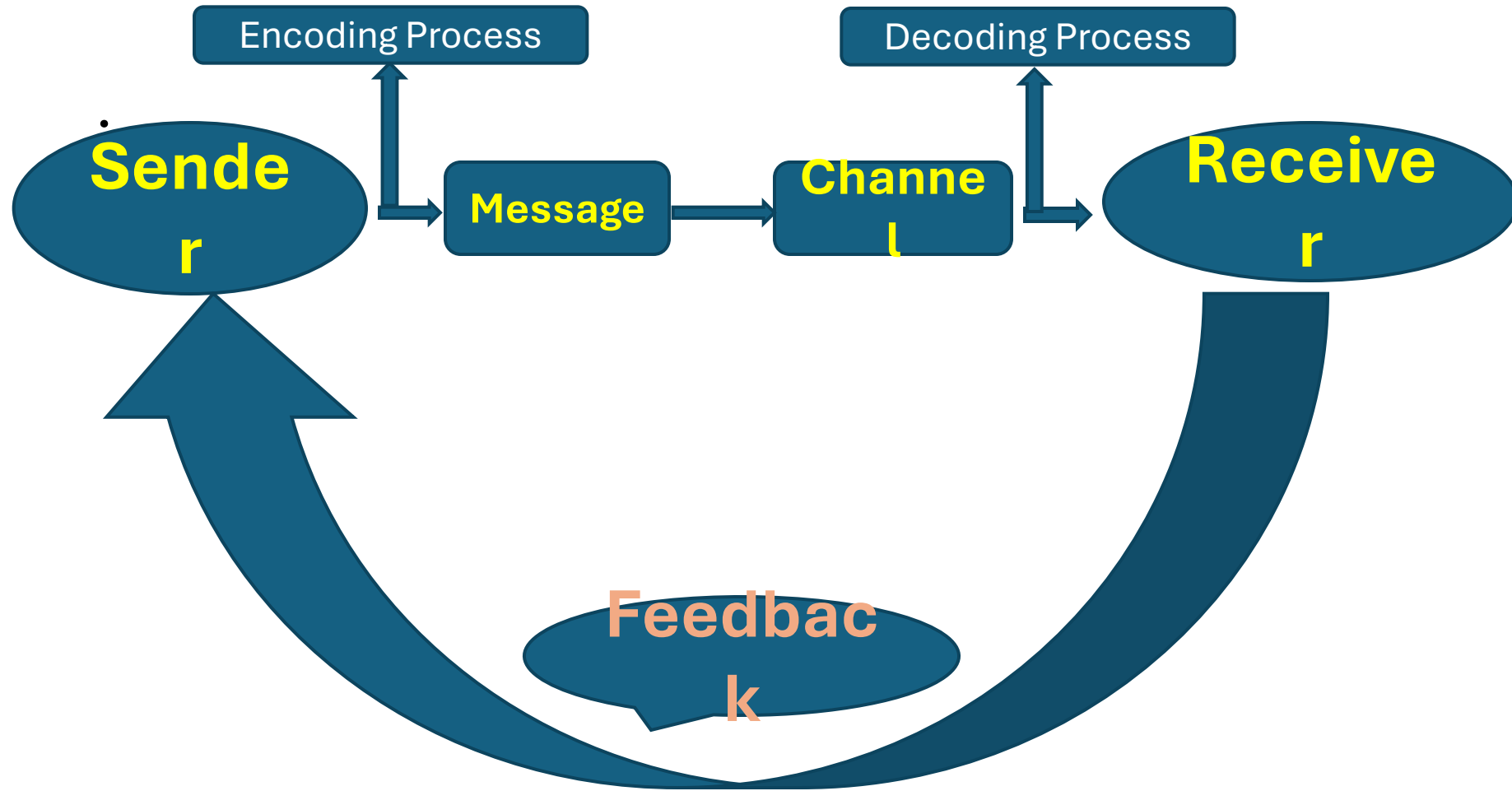


**5. The receiver**—the person who receives the message



**6. Feedback**

# Communication Process Cycle



# Pronunciation Etiquettes

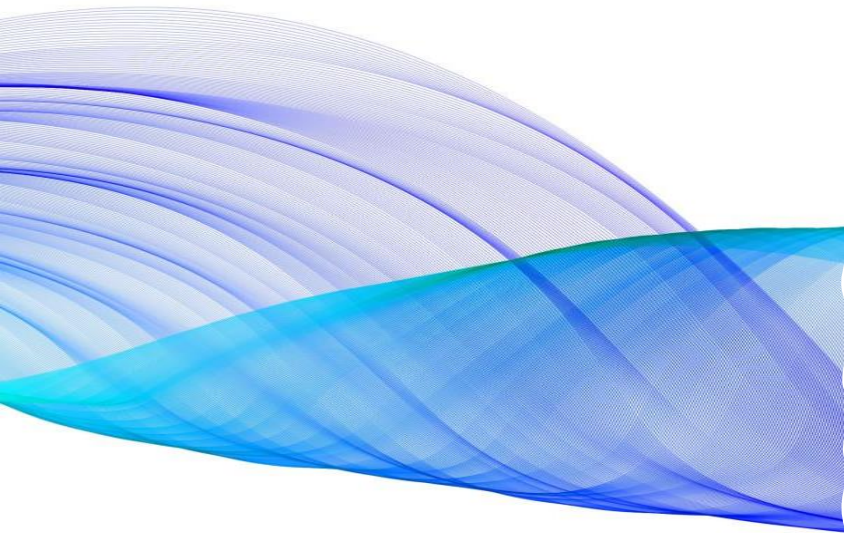


**A. Vowel sounds**

**B. Consonant sounds**

**C. Syllables & Tone**

**D. Intonation: Rising tone; Falling  
Tone**



# VOWEL & CONSONANT SOUNDS

1. Vowels: The vowel is a sound in the production of which the air stream does not meet an obstruction and there is no noise component. In British English, there are 20 vowel sounds divided into 5 long vowels, 7 short vowels and 8 diphthongs (gliding vowel sounds, which are composed of a combination of two short vowel sounds).

2. Consonants: Consonants are defined phonetically as sounds made by a closure or narrowing in the vocal tract so that the airflow is either completely blocked or restricted with an audible friction. There are 24 consonant sounds.



iː see	ɪ his	ʊ put	uː too
e ten	ə ago	ɜː her	ɔː saw
æ hat	ʌ but	ɑː car	ɒ hot

ɪə ear	eɪ say	
ʊə pure	ɔɪ boy	əʊ so
eə air	aɪ buy	aʊ now

p pen	b book	t tea	d day	tʃ chair	dʒ jam	k key	g go
f four	v very	θ thin	ð that	s sun	z zoo	ʃ she	ʒ vision
m man	n no	ŋ sing	h hat	l look	r red	w want	j yes

VOWELS

long sounds

short sounds

DIPHTHONGS

CONSONANTS

voiced consonants

unvoiced consonants

# IPA CHART

The International Phonetic Alphabet (IPA) is an alphabetic system of phonetic notation:

# SYLLABLE

A unit of pronunciation having one vowel sound, with or without surrounding consonants, forming the whole word or a part of a word id called syllable.

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For example:

Cat has one syllable (words of one syllable are monosyllabic)

Water has two syllables ((wa / ter) this word is Disyllabic)

Computer has three syllables ((com / pu / ter) this word is Polysyllabic)

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Category has four syllables (cat / e / gor / y) so on.

# SYLLABLE

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- ❑ A syllable is the sound of a vowel (A, E, I, O, U) that is created when pronouncing the letters A, E, I, O, U, or Y. The letter "Y" is a vowel only if it creates an A, E, I, O, or U sound. For example: fry, try, cry, & dry.
- ❑ The number of times, you hear a vowel is the number of syllables in a word. When two (or more) Vowel are next to each other, the number of syllables depends on the number of vowels. For example: free (1 syllable), eat (1 syllable), & bio (2 syllables)
- ❑ In case of the words end with "le" or "les", this is a syllable if the letter before the "le" is a consonant.
- ❑ If a vowel is silent, it is not counted as a syllable for example: fire (1 syllable)



# TONE

Tone is the overall behavior of pitch and pitch is frequency of vibration of vocal cords. Tone is the attitude or how somebody sounds whereas intonation is the rise and fall of voice, sound or tone of certain words within a sentence.

Intonation is about how we say things, rather than what we say. Without intonation, it's impossible to understand the expressions and thoughts that go with words. Listen to somebody speaking without paying attention to the words: the melody you hear is the intonation. Intonation is a term used to refer to the distinctive use of different patterns of pitch that carry meaningful information.



# INTONATION

According to Philip Carr, 'The kinds of pitch modulation which are found in whole utterances.

It (intonation) can highlight intended elements in an utterance, to bundle words together into information chunks, & to convey speaker's attitude to what he/she is saying.'

# RISING & FALLING INTONATION

In many descriptions of English, the following intonation patterns are distinguished: Rising Intonation means the pitch of the voice rises over time. Falling Intonation means that the pitch falls with time. Dipping or Fall-rise, where Intonation falls and then rises.

- A rising intonation pattern would simply be a rise in the human voice; it would be a change in pitch; a glide in the pitch of our voice upwards. when we're asking questions or listing , for instance: 'would you like a cup of tea?' and 'I'd like some eggs, some milk, some cheese and some bread.' etc.
- A falling intonation or downward intonation pattern, would simply mean that the pitch of the voice drops down. So I would say, for instance, if I'm making a statement, command or exclamation: 'that's wonderful', 'put that down!', 'go over there' and 'stand against the wall' etc.

# Pronunciation Etiquettes

## ***Ways to make your Pronunciation effective:***



1. Learn to listen and focus on the pronunciation of other people.
2. Pay attention to your tongue & notice how your mouth and lips move.
3. Learn Syllable & break words down into sounds.
4. Add proper stress to sounds and words.
5. Ask yourself which dialect of English you want to learn.
6. Write out difficult words by their sounds.
7. Write down what you hear.
8. Practice pronunciation with tongue twisters.
9. Record yourself to find your problems.
10. Practice with someone (in fact anyone).
11. Speak as much as you can.



Keep Learning on

...

Thanks