

# PEL 131 UNIT-4

## COMMUNICATION SKILLS II



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## Unit IV

**Presenting your ideas effectively:** rules of pronunciation, introducing intonation and stress; introducing dignitaries using positive adjectives; presenting ideas on products using positive adjectives

# UNIT 4

## Presenting Your Ideas Effectively

### Pronunciation Rules

Any non-native English speaker can tell you that learning English is not easy. Between complex grammar structures, confusing idioms, and difficult English pronunciation rules, English can be a lot to handle. Thankfully, there is a method to the madness.

Like any language, English relies on a set of rules that dictate the order and sound of words. Unfortunately, there is no shortcut to learning all of these rules. It takes years of study and practice; and the earlier you start, the better.

So, to help you improve your English pronunciation, we are provided the following basic guide on English pronunciation rules and how to learn them.

## The Sounds of the Alphabet

With this alphabet chart, understand how to say the names of the letters and read about all the sounds of each letter from the alphabet. These are the basic phonetic sounds.

Letter	All sounds of letter	Examples
A, a	æ, ā, ah, ā-uh, uh	cat, late, all, and, around
B, b	buh	bike
C, c	kuh, suh	cake, city
D, d	duh	did
E, e	eh, ee, silent	bed, free, late
F, f	fuh	fed
G, g	guh, juh	glad, large
H, h	huh, silent	hotel, what
I, i	ah-ee, ĭ	light, sit
J, j	juh	jump
K, k	kuh	kite
L, l	luh, ul	lot, full
M, m	muh	mother
N, n	nuh	nest
O, o	ah, ō, uh, oo, ŭ	hot, slow, computer, fool, good
P, p	puh	put
Q, q	kwuh	quick
R, r	ruh, ur	race, stir
S, s	suh, zuh	stick, is
T, t	tuh, duh, N, silent, stopped tuh	table, better, mountain, interview,

		hot
U, u	uh, yoo, oo, ũ	up, use, flute, full
V, v	vuh	very
W, w	wuh, silent	well, slow
X, x	ks, zuh	box, xylophone
Y, y	yuh, ee, ah-ee (i), ĭ	yes, happy, try, cylinder
Z, z	zuh	zebra

**Areas of Sound and Spelling Inconsistencies:** The problems in sound and spelling of English can be grouped under the following headings:

- The same letter does not always represent the same sound.
- The same sound is not always represented by the same letter.
- Some letters are not pronounced at all
- We pronounce sounds in some places where there is no letter
- There are variants of the plural and past tense morpheme: (s/es) /s, z, ɪz /; (ed) /d, ɪd, t/ Attempts should be made to x-ray these problems with examples from both the consonants and vowel sounds of English.

**Same Letter Different Sounds:** The same letter does not always represent the same sound in English. Some letters can stand for as many as four different sounds. For instance,

**(A) The letter C has no sound equivalent as c. It is realized as**

i. /k/ as in cup, cat, cotton, bacon, etc. /s/ as in cellar, receive, accent, access.

**(B) The letter g is pronounced**

i. /g/ as in guess, guy, got, guide, gross, etc.

ii. /ʒ/ as in age, agenda, large, huge, etc.

**(C) The letter S is realized as**

i. /s/ as in sat, sing, socks, etc.

ii. /z/ as in bosom, busy, cousin, easy, feasible, hesitate etc.

iii. /ʃ/ as in mission, sure, sugar

iv. /ʒ/ as in vision, measure, leisure, usual

**(D) The letter U is realized as**

i. /u/ as in put, bull, sugar

ii. /aɪ/ as in buy, guy

iii. /ə/ as in succeed, succumb, suspect

iv. /ʌ/ as in bud, gull, luck, such, study, etc

v. /uə/ as in jury, rural, etc.

**(E) The letter A is pronounced**

i. /æ/ as in sat hand, match

ii. /ɑː/ as in ask, balm, part, laugh, clerk

iii /ɒ/ as in was, want, wash, because

iv /ɔː/ as in tall, all, walk

v /e/ as in any, many

vi /ɪ/ as in village, private, baggage

**Study the following consonant sounds:** - some common spelling patterns based on letters or groups of letters.

- The letter 'C' sounds

(a) hard like /k/, when it is followed by *a, o, u* as in *case, coat, cut*, and soft like /s/ , before *e, i, y* as in *cell, circle, cylinder*. (b) at the end of words it is always hard like /k/, as in *public*, and before the vowels, *e, i*, the syllable slides into the sound of /ʃ / as in *cetaceous, gracious, social*.

- The letter string- 'Ch' is heard the sound of /tʃ/ in words of English origin, as in *chip, chain*; the sound of /ʃ /in some words of French origin, *machine, parachute*; and some words of Greek origin, the sound of /k/, as in *chaos, chorus*.
- The letter string- 'Sc' is pronounced like /sk/, before *a, o, u, r* as in *scale, scoff, sculpture, scribe* and it is soft /s/, before *e, i, y*, as in *scene, science, scythe*.
- The letter 'G' has two sounds hard /g/ and soft /dʒ/, (a) always it's hard sound before *a, o, u*, as in *gate, got, gum*, and before *e, i, y*, it has the same hard sound in some words like, *get, gear, give, gynaecology*. (b) the soft sound /dʒ/ is also heard as in the words, *gem, giant, gym, age, general*. All these varieties of pronunciation are to be learnt only by practice, observation, and a dictionary.
- The letter string- 'Gh' sounds like /f/, as in *laugh, cough*, or silent as in *bought, light*.
- The letter string- 'Ph' also sounds like /f/, as in *phone, philosophy*, except in the word, *Stephen*, where it sounds like /v/, as in *of, move*.
- The letter string- 'Ng'- is a nasal sound of /ŋ/ , as in *English, sing, bang*.
- The letter string- 'Th'- produces two different sounds, / ð/ as in *then* and /θ/ as in *thin*

## I. Stress & Intonation

To communicate clearly when you are speaking in English, it's important to stress the correct syllables in each word. This is called word stress, which means pronouncing one syllable of a multisyllabic word with greater emphasis (stress) than the other syllables in the word. Look at the examples of stress in words. The stressed syllables are represented by bold writing.

holiday, alone, admiration, confidential, degree, weaker, nervous, parents

### What is a syllable?

- 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.
- *examples: fry, try, cry, & dry*

## How to count syllables?

- The number of times that you hear the sound of a vowel is the number of syllables in a word.
- When two (or more) vowels are next to each other, the number of syllables depends on the number of vowel sounds.
  - *examples:* free (1 syllable), eat (1 syllable), & bio (2 syllables)
- If a vowel is silent, it is not counted as a syllable.
  - *example:* fire (1 syllable)

Here are four general rules to keep in mind about word stress as you practice pronunciation:

Stress the first syllable of:

- Most two-syllable nouns (examples: CLImate, KNOWledge)
- Most two-syllable adjectives (examples: FLIPpant, SPACious)

Stress the last syllable of:

- Most two-syllable verbs (examples: reQUIRE, deCIDE)

Stress the second-to-last syllable of:

- Words that end in -ic (examples: ecSTATic, geoGRAPHic)
- Words ending in -sion and -tion (examples: exTENSion, retriBUTION)

Stress the third-from-last syllable of:

- Words that end in -cy, -ty, -phy and -gy (examples: deMOCracy, unCERtainty, geOGRAPHy, radiOLOGy)
- Words that end in -al (examples: exCEptional, CRItical)

## What is intonation?

Intonation and stress are closely linked. In fact it's impossible to dissociate them. They go hand in hand.

Intonation is about *how* we say things, rather than *what* we say, the way the voice rises and falls when speaking, in other words the music of the language.

Just as words have stressed syllables, sentences have regular patterns of stressed words. In addition, the voice tends to rise, fall or remain flat depending on the meaning or feeling we want to convey (surprise, anger, interest, boredom, gratitude, etc.). Intonation therefore indicates the mood of the speaker.

There are two basic patterns of intonation in English: falling intonation and rising intonation.

In the following examples a downward arrow (↘) indicates a fall in intonation and an upward arrow (↗) indicates a rise in intonation.

### Falling Intonation (↘)

(The pitch of the voice falls at the end of the sentence.)

Falling intonation is the most common intonation pattern in English.

It is commonly found in statements, commands, wh-questions (information questions), confirmatory question tags and exclamations.

- Statements
  - Nice to meet ↘you.
  - I'll be back in a ↘minute.
  - She doesn't live here ↘anymore.
  - Dad wants to change his ↘car.
  - Here is the weather ↘forecast.
  - Cloudy weather is expected at the end of the ↘week.
- Commands
  - Write your name ↘here.
  - Show me what you've ↘written.
  - Leave it on the ↘desk.
  - Take that picture ↘down.
  - Throw that ↘out.
  - Put your books on the ↘table.
- Wh- questions (requesting information.)  
(questions beginning with 'who', 'what', 'why', 'where', 'when', 'which', and 'how')
  - What country do you come ↘from?
  - Where do you ↘work?
  - Which of them do you ↘prefer?
  - When does the shop ↘open?
  - How many books have you ↘bought?
  - Which coat is ↘yours?
- Questions Tags that are statements requesting confirmation rather than questions.  
Not all tag questions are really questions.  
Some of them merely ask for confirmation or invite agreement, in which case we use a falling tone at the end.
  - He thinks he's so clever, doesn't ↘he?
  - She's such a nuisance, isn't ↘she?
  - I failed the test because I didn't revise, did ↘I?
  - It doesn't seem to bother him much, does ↘it?
- Exclamations
  - How nice of ↘you!
  - That's just what I ↘need!
  - You don't ↘say!
  - What a beautiful ↘voice!
  - That's a ↘surprise!

### Rising Intonation (↗)

(The pitch of the voice rises at the end of a sentence.)

Rising intonation invites the speaker to continue talking.

It is normally used with yes/no questions, and question tags that are real questions.

- Yes/no Questions  
(Questions that can be answered by 'yes' or 'no'.)  
  - Do you like your new ↗teacher?
  - Have you finished ↗already?
  - May I borrow your ↗dictionary?
  - Do you have any ↗magazines?
- Questions tags that show uncertainty and require an answer (real questions).  
  - We've met already, ↗haven't we?
  - You like fish, ↗don't you?
  - You're a new student ↗aren't you?
  - The view is beautiful, ↗isn't it?

We sometimes use a combination of rising and falling intonation in the same sentence. The combination is called Rise-Fall or Fall-Rise intonation.

### Rise-Fall Intonation (↗↘)

(The intonation rises and then falls.)

We use rise-fall intonation for choices, lists, unfinished thoughts and conditional sentences.

- Choices (alternative questions.)  
  - Are you having ↗soup or ↘salad?
  - Is John leaving on ↗Thursday or ↘Friday?
  - Does he speak ↗German or ↘French?
  - Is your name ↗Ava or ↘Eva?
- Lists (rising, rising, rising, falling)  
 Intonation falls on the last item to show that the list is finished.  
  - We've got ↗apples, pears, bananas and ↘oranges
  - The sweater comes in ↗blue, white pink and ↘black
  - I like ↗football, tennis, basketball and ↘volleyball.
  - I bought ↗a tee-shirt, a skirt and a ↘handbag.
- Unfinished thoughts (partial statements)  
 In the responses to the following questions, the rise-fall intonation indicates reservation.  
 The speaker hesitates to fully express his/her thoughts.  
  - Do you like my new handbag? Well the ↗leather is ↘nice... ( but I don't like it.)
  - What was the meal like? Hmm, the ↗fish was ↘good... (but the rest wasn't great).
  - So you both live in Los Angeles? Well ↗Alex ↘does ... (but I don't).
- Conditional sentences  
 (The tone rises in the first clause and falls gradually in the second clause.)  
  - If he ↗calls, ask him to leave a ↘message.
  - Unless he ↗insists, I'm not going to ↘go.
  - If you have any ↗problems, just ↘contact us.



## I. Introducing Dignitaries

### The Importance of Introduction

Knowing how to introduce a speaker is an important skill in our professional and personal lives. Everyone is expected to be proficient but most are not. Are you comfortable when asked to introduce a speaker? It is more likely you are nervous and a bit uneasy about what is expected. Does it feel like an opportunity?

Why not just let the speaker get up and start speaking?  
Why are so many introductions such a drag?

The purpose of an introduction is to gain the audience's attention. The audience may have just come from listening to another speaker on a totally different topic and are still mulling over the ideas. They may be in the middle of an interesting conversation with a friend. They may be thinking about modifying their own speech scheduled for later in the day.

A secondary purpose is to motivate the audience to listen. Just because the audience is there doesn't mean they are ready to listen. Maybe they came to be seen, take a brief nap or escape something else. You can motivate by giving a preview of the speech from the perspective of the audience. Let them know "What's In It for me"—narrow the gap between the audience and the lecturer.

## Ten Introduction Tips

- Know the speaker's name and how to pronounce it.
- Know the speaker's title or position. Do not turn and ask the speaker "Is it Associate or Assistant Professor?"
  - Do not read the introduction. It will sound flat, unenthusiastic and convey the impression that you are unfamiliar with the subject.
- Know enough about the subject to sound knowledgeable. Do not turn to the speaker and ask about the topic.
- Introductions are no place to use slides, overheads or presentation software.
- Announce the speech title as given to you by the speaker. If you have any questions about it, ask the speaker before the introduction.
- Introduction of a panel of speakers is the same except the introducer needs to describe the structure and format of the panel (speaking order, length of time) and the various points of view and perspectives of the panelists.
- Be brief. Aim for between one and three minutes. Five minutes is too long.
  - Never use the old cliché that the speaker needs no introduction. If the introduction ties the speaker to the audience and the topic then each introduction is unique, plus there is always something new about every speaker.
  - You are the catalyst, not the performer. Do not try to upstage the speaker with your knowledge of the subject.

### Guest Sample Introduction 1:

Here at Chicago, we live and die by our communications successes and failures. So it is with special excitement that I'm pleased to welcome Dr. Nick Morgan to our annual gathering. Nick is one of America's top communication theorists and coaches. He has coached people to give Congressional testimony, to appear on the Today Show, and to take on the investment community. His latest book, *Trust Me: Four Steps to Authenticity and Charisma*, was published by Jossey-Bass last year. And he has one of the best blogs on communications.

Have you ever wondered why you can't take your eyes off some charismatic public figures, while others put you immediately to sleep? Nick is going to demystify charisma and storytelling for us today, giving us lots of practical ideas we can immediately put to work when we're back in the office on Monday...

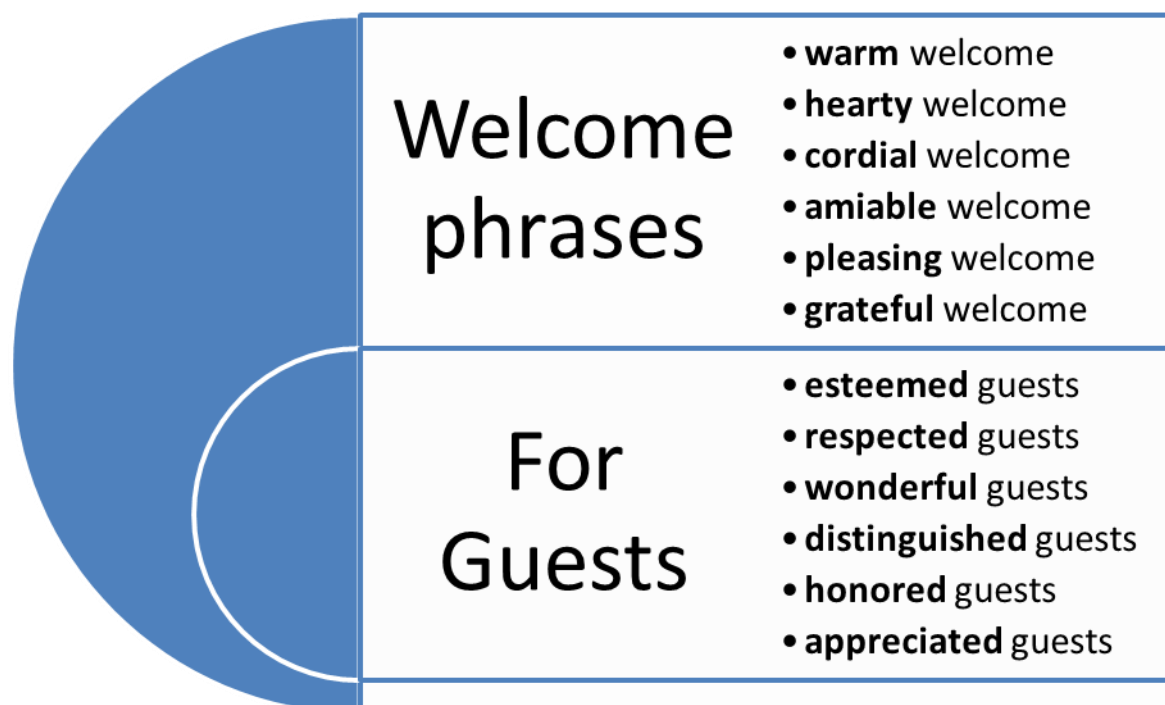
Please join me in welcoming Dr. Nick Morgan!

### Sample Introduction 2:

PDIT is fortunate to have two eminent technocrats as its Governing Body Members. Rare to see an Engineering College governed by engineers. But Ours is.

We have with us Sri Jali Basavaraj, GB Member of our College. He comes from a reputed family of educationists in Hospet. Sir has served as an engineer in MNCs at higher ranks. After his Voluntary retirement, he is running industry and business.

A very warm welcome to you, Sir.



## **Positive Adjectives: Describing People (Personality)**

**Adaptable:** Capable of fitting a particular situation or use

*When Connie's parents divorced, she proved herself to be **adaptable**. It wasn't easy, but she learned how to cope with this big change.*

**Affectionate:** Having or displaying warmth or affection

*If you like to snuggle up next to someone, then you are **affectionate**.*

**Ambitious:** Having a strong desire for success or achievement

***Ambitious** people try to get ahead in life--they look for opportunities to better their life. For the most part, this has a positive feeling, but in some people, ambition is too strong and they hurt people along the way to get what they want.*

**Amiable:** Diffusing warmth and friendliness

***Amiable** people are pleasant. They are kind, warm and friendly.*

**Compassionate:** Showing or having sympathy for another's suffering

*Someone who is **compassionate** feels a strong sense of sadness when they see others who are suffering.*

**Considerate:** Showing concern for the rights and feelings of others

*A **considerate** person looks out for other people. They often allow someone else to have the last piece of pie or they hold the door open for another person.*

**Courteous:** Characterized by courtesy and gracious good manners

***Courteous** people say, "Please," "Thank you" and "No, thanks." Their manners are present because they are nice toward other people.*

**Diligent:** Characterized by care and perseverance in carrying out tasks

***Diligent** people work hard until a job is done. They take great care in doing things right. They don't give up.*

**Elated:** Overjoyed, thrilled and delighted

*People feel **elated** when they achieve unprecedented accolades.*

**Empathetic:** Showing ready comprehension of others' states

*Someone who is **empathetic** is able to understand people better because they see things from the other person's perspective.*

**Generous:** Willing to give and share unstintingly

*A **generous** person shares what they have willingly. It might be a cupcake or their time-- either way, they're happy to share.*

**Gregarious:** Temperamentally seeking and enjoying the company of others

***Gregarious** people are fun to be around and they like being around other people. They are the "life of the party."*

**Intuitive:** Obtained through instinctive knowledge

*An **intuitive** person operates by instinct. They sort of have a special feel for a situation. The best basketball players are intuitive when it comes to finding the open teammate.*

**Inventive**: Marked by independence and creativity in thought or action

*Since the band's drummer did not show up for the concert, they got **inventive**--they asked members of the audience to come up and clap and play tambourines.*

**Persistent**: Stubbornly unyielding

***Persistent** people never give up. Even when the odds are stacked against them, they work tirelessly until the goal is achieved.*

**Philosophical**: Meeting trouble with level-headed detachment

*People who are **philosophical** often wonder, "In the grand scheme of things, is it worth it?" Philosophical people tend to look at the larger picture of life and stay above trivial situations.*

**Rational**: Having its source in or being guided by the intellect

***Rational** people are practical. They make **rational** decisions based on their logical reasoning about a situation. They don't base decisions on emotions.*

**Reliable**: Worthy of trust

*Someone who is **reliable** is trust worthy and dependable. You can "count on" a **reliable** person.*

**Resourceful**: Adroit or imaginative

*A **resourceful** person uses creativity and the things around them to tackle a problem. They see solutions (sometimes obvious ones) that others don't see.*

**Sincere**: Open and genuine; not deceitful

*A **sincere** person is honest in their feelings toward others. (Antonym: insincerely).*

**Sympathetic**: Expressing compassion or friendly fellow feelings

*You are **sympathetic** when you feel sorry for someone else. You send a sympathy card when a friend loses a loved one because you want her to know that you feel sorry for her loss.*

**Unassuming**: Not arrogant

*An **unassuming** person is awesome but does not go around bragging about it. In fact, she might not even know that she's so awesome. A girl might be a great artist, but is **unassuming** about her skill.*

**Witty**: Combining clever conception and facetious expression

*Someone who is **witty** combines humor with intelligence. A **witty** observation is funny but also sophisticated. You need to be smart to understand a **witty** person's jokes.*

## II. Introduction to Presenting Ideas on Products

### How to present your ideas effectively?

Coming up with good ideas is hard enough, but convincing others to do something with them is

even harder. In many fields the task of bringing an idea to someone with the power to do something with it is called a pitch: software feature ideas, implementation strategies, movie screenplays, organizational changes, and business plans, are all pitched from one person to another. And although the fields or industries may differ, the basic skill of pitching ideas is largely the same.

### Presenting Ideas on Products

Describe *results*, not *functions*.

A customer is more interested in what a product does *for her* than what the product does. This is hard for product description writers to do. They are so focused on the product, its unique feature, or its selling points that they forget that the product not only has *functions*, but also *results*.

### Sample Description 1:

HARTVILLE TOOL — SHOP ESSENTIALS — OTHER SHOP ESSENTIALS

< PREVIOUS - NEXT >



Click To Enlarge

### Thumbsavers

#### Thumbsavers

Have you mangled your thumb more times than you'd like to admit? Then put a halt to it with a pair of Thumbsavers!

The built-in magnet at the end of the handle grips fasteners nice and tight while you place them just right for driving with your hammer or drill.

Keeps all your fingers safely out of the danger zone. Great for positioning nails and screws in tight locations your hands can't quite get into. Aluminum body with easy grip handle.

Comes with one large and one small tool per pack. Imported

Have you mangled your thumb more times than you'd like to admit? Then put a halt to it with a pair of Thumb savers.

The built-in magnet at the end of the handle grips fasteners nice and tight while you place them just right for driving with your hammer or drill.

Keeps all your fingers safely out of the danger zone. Great for positioning nails and screws in tight locations your hands can't quite get into. Aluminum body with easy grip handle.

Comes with one large and one small tool per pack. Imported

**Why It's Compelling:** It aims for a specific customer need — “Keeps all your fingers safely out of the danger zone.”

### Sample Description 2:





Roll over image to zoom in

## Kindle, 6" Glare-Free Touchscreen Display, Wi-Fi - Includes Special Offers

by Amazon

★★★★☆ 13,484 customer reviews | 381 answered questions

Price: **\$79.99** & FREE Shipping. [Details](#)

**In Stock.**

**Want it Wednesday, Jan. 20?** Order within **1 hr 8 mins** and choose **Two-Day Shipping** at checkout. [Details](#)

Ships from and sold by Amazon Digital Services, Inc. Gift-wrap available.

Offer Type: **With Special Offers**

**With Special Offers**

**\$79.99**

**Without Special Offers**

**\$99.99**

Special offers display when you are not reading. [Learn more](#)

- Easy on your eyes—touchscreen display that reads like real paper
- Unlike tablets, no screen glare, even in bright sunlight
- A single battery charge lasts weeks, not hours
- Lose yourself in a book—Kindle doesn't distract you with social media, emails, and text messages
- Lighter than a paperback, holds thousands of books
- Massive book selection, lowest prices—over a million titles less than \$2.99
- Try Kindle Unlimited free for 30 days—choose from over 1 million titles

The positive benefits of the Kindle are it is 'easy on the eyes', 'reads like a real book' and 'has long battery life'. The problems that are prevented are 'no screen glare' and 'removes distractions while you read'.

Take note that framing, or the way we describe things, has an impact on consumer behavior. Some consumers may be more focused on what they can gain from a product while others are more interested in knowing what could be prevented.

### Sample Description 3:

Put your TV viewing into overdrive with scenes that jump off your screen when you add 3D HDTVs to your home-theater system. Alternate-frame sequencing (AFS) gives you every scene in two angles, making every image pop with clarity and intensity. This collection has HDTVs in both active and passive 3D – the difference lies in the glasses needed to view in 3D. Some models feature refresh rates as high as 600 Hz in plasma models and 480 Hz in LCD models. Look to the top names in visual entertainment, such as Panasonic, LG, Sony HDTVs and many others for 42", 47", 55" and larger screen sizes. Regardless of the size, adding a 3D HDTV to your home forever changes the way you watch TV with vibrant scenes that come to life.

### III. Adjectives

An adjective modifies a noun or pronoun by providing descriptive or specific detail. Adjectives usually precede the noun or pronoun they modify. Adjectives answer the following questions: What kind? How many? Which ones?

Example:

Tom bought a **beautiful** car. (*Beautiful describes what kind of car Tom bought.*)

Sally baked **ten** pies for the school bake sale. (*Ten tells how many pies Sally baked.*)

Bob climbed a **tall** tree in the backyard. (*Tall specifies which tree Bob climbed.*)

## POSITIVE ADJECTIVES RELATED TO PRODUCTS

**Bespoke:** designed and produced for particular customers

**Commercial:** produced **in** order **to** be sold

**Consumable:** intended **to** be bought, used, and then got rid of

**Country made:** (INDIAN ENGLISH) not made in a factory or by a skilled person as their job

**Custom-built or custom-made:** designed and built for one particular person

**Disposable:** Something that is disposable is designed **to** be thrown away after you have used it once or a few times.

**Generic:** a generic drug or other product does not have a trademark and is sold without a company's name on it

**Licensed:** licensed products are products that someone has official permission to use or to own

**Liquid:** involving things that can be sold and bought easily

**Mass-produced:** made in large quantities by using machines

**Merchantable:** of a good enough quality to be sold

**Handcrafted:** made by a person, not by a machine, and usually made with great skill

**Zero-rated:** (BRITISH) goods or services that are zero-rated do not have the tax called VAT added to them

**Land-based:** existing **in** a physical place rather than as a website.

**Market-driven:** controlled by what and how much people want to buy.

**Paperless:** storing and communicating information in electronic form rather than paper.

**Made-to-order:** made according to the specific requests of a particular person.

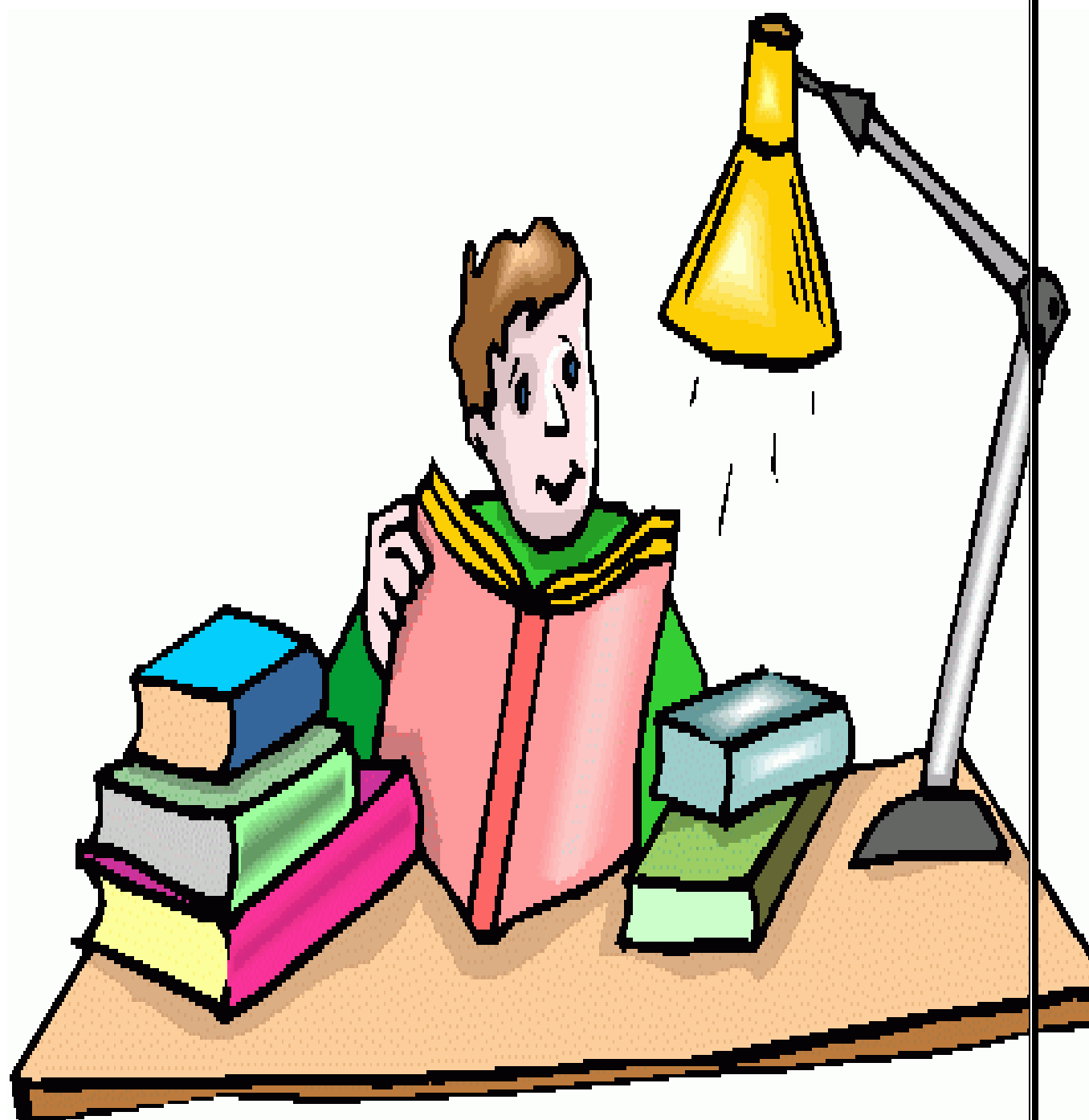
**Off-the-shelf:** sold for general use, not made for a particular person or purpose.

**Returnable:** returnable bottles **or** other containers can be taken back to a shop so that they can be used again

**Well-stocked:** a Well stocked shop has plenty of things in it to choose from

## PEL 131 UNIT-4 Tutorial Exercises





## COMMUNICATION SKILLS-II

### Unit-IV

## Presenting Ideas

### Short Questions

Q4.1. The paragraph below presents an idea. Fill in the blanks using appropriate words from the list given below:

commercialized	eco friendly	nascent
exceptional		

Have you ever wondered that a car could be run on water? Yes, We the students of LPU have developed a prototype car that actually runs on water and aluminum. It is \_\_\_\_\_ as there is virtually no exhaust. It is cost friendly too. The cost can be further decreased as the technology is \_\_\_\_\_. It runs on fuel cell technology wherein electricity is produced with a graphene rod attached to the aluminum plate with water acting as the base. Electricity thus generated is used to run a motor that drives the car. Isn't it astonishing? Moreover, it covers a staggering 1000kms in one charge. Do you know how much water it takes for these 1000kms –just 3 liters and an aluminum plate that can be replaced in 15 minutes. Isn't it an \_\_\_\_\_ idea? We are looking for investors who can buy our idea and bring this \_\_\_\_\_ technology of ours to the masses.

4.2. The paragraph below presents an idea. Fill in the blanks using appropriate words from the list given.

Effective	fruitful	Successfully	miraculous
eliminated			

Ever wondered when Coronavirus is going to be treated \_\_\_\_\_? We at Pathcific labs have designed an innovative treatment for the virus. By eating the fruits of a particular tree, Coronavirus can be \_\_\_\_\_. This fruit comes in the shape of the virus itself. It is 100% \_\_\_\_\_ and has no side effects. Many patients have reported the medicine to be extraordinarily \_\_\_\_\_ in getting rid of the disease. We have extracted the \_\_\_\_\_ pulp of the fruit in the form of a medicine. Work on the patents front is on and soon we will be able to launch this remarkable product in the market. Till then, pray to the almighty and hope for the best.

4.3. The paragraph below presents an idea. Fill in the blanks using appropriate words from the list given.

Convenient	refurbished	smart	gently used
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With over 2,800 kiosks in malls, large retailers and grocery stores across the U.S., ecoATM offers instant payment for old electronic devices. This \_\_\_\_\_ waste collection system is a \_\_\_\_\_ option for managing e-waste, helping divert more than 14 million smartphones and tablets from landfills. By Simply bringing your old devices to the kiosk nearest you , your device can be properly recycled or \_\_\_\_\_ for resale.

Consumers looking to trade in devices can receive a quote based on the condition and type of gadget. And if you're looking to purchase, Gazelle's online marketplace offers great deals on \_\_\_\_\_electronics

### **Introducing dignitaries**

#### **Short questions**

**Q4.4.Read the introductory speech and fill in the blanks using appropriate words from the list mentioned below:**

Inspiring	delectable	down to earth	mind
boggling	pinnacle		

We here at LPU always look forward to such \_\_\_\_\_ personalities who would set an example for the generations to come. One such icon is Shri Amitabh Bachchan. Having seen the \_\_\_\_\_ of success as well as the bottom pits of failure, Amitabh Bachchan has come a long way in finally coming to LPU. He has given multiple hits and enthralled the audience with his \_\_\_\_\_ performances. Moreover, he exhibits a humble and \_\_\_\_\_ persona. So please welcome the pride of our nation, the charming and \_\_\_\_\_ Amitabh Bachchan.

2.

diligent	Reliable	shining	adaptability	resilience
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It is rightly said that success is a way of life. It is not a one time phenomenon. One has to continuously show grit and determination in order to become the \_\_\_\_\_ star. Today we have before us the symbol of these qualities who is also referred to as "The Wall". Yes I am talking about the \_\_\_\_\_ and dependable Rahul Dravid, the eternal one-down batsman of the Indian Cricket team. His \_\_\_\_\_ or toughness has been unwavering. He is a man of character with nerves of steel. His \_\_\_\_\_ nature has credited him with 13,288 test runs and 10,889 one day international runs. Although he started with being a good test player, he showed \_\_\_\_\_ and adjusted himself to the shorter version of the game. Let's join hands to welcome the pride and delight of Indore, Rahul Dravid.

3.

global	compassionate	considerate
philanthropist	responsibility	

As an engineer ,one has to have a sense of \_\_\_\_\_ towards the society.We need to give back to the people at large what we have attained from them.Showing such \_\_\_\_\_ behavior has been Azim Hasham Premji who has guided Wipro through four decades of diversification and growth to finally emerge as one of the \_\_\_\_\_ leaders in the software industry.He is also referred to as the Czar of the Indian IT industry.He is also a \_\_\_\_\_ having pledged to donate at least half of his wealth to “Giving pledge foundation”. Being \_\_\_\_\_ towards the educational needs of children in our country,Azim Premji donated 15000 crores to Azim Hasham foundation for Education in India.

#### **Q 4.5MCQs on adjectives**

1.Which word is closest in meaning to "polite"?

- A.charming
- B.sincere
- C.courteous
- D.Hungry

2.Which word is closest in meaning to "hard-working"?

- A.pro-active
- B.resourceful
- C.diligent
- D.extra ordinary

3. Which word is closest in meaning to "funny"?

- A.humorous
- B.convivial
- C.plucky
- D.sarcastic

4. Which word is closest in meaning to "sociable"?

- A.amusing
- B.gregarious
- C.diplomatic
- D.Insipid

5. If you consider the needs or feelings of others, you're a \_\_\_\_\_ person.

- A.reserved

B.considerate

C.faithful

D.harmonious

6. If you have a relaxed attitude and don't worry too much, you're

\_\_\_\_\_.

A.easygoing

B.versatile

C.patient

D.tense

7. If you express strong feelings or beliefs about something, you're \_\_\_\_\_ about it.

A.passionate

B.romantic

C.compassionate

D.flamboyant

8. If you often feel sympathy for people or animals that are suffering, you're a \_\_\_\_\_ person.

A.passionate

B.romantic

C.compassionate

D.disgusting

9. Which word is closest in meaning to "sensible"?

A.sensitive

B.rational

C.reliable

D.outrageous

10. If you don't depend on other people or need much support, you're an \_\_\_\_\_ person.

A.adventurous

B.energetic

C.independent

D.obnoxious

#### Q4.6 A **Pronunciation**

1. Which letter is silent in the word CLIMB

A. c

B. l

C. i

D. m

E. b

2. Which word starts with a silent K

A. kidney

- B. kind
- C. know
- D. kitchen

**3. Which group of words has different sounds of the letter C**

- A. center, coin, chair
- B. back, car, music
- C. scene, cinema, city
- D. chain, much, match

**4. Complete: The teacher probably asked for \_\_\_\_\_ during his lesson**

- A. quit
- B. quite
- C. quiet
- D. none of the above

**5. 'raiz' is the phonetic transcription of**

- A. Rise**
- B. Rice**
- C. Raise**
- D. risk**

**6. The letter 'o' in the word, 'about' is pronounced like letter, 'o' in the word:**

- A. go
- B. boy
- C. got
- D. now

**7. Choose the group of words which does not use the K sound for the letter C.**

- A. cube, culture, scull
- B. faculty, abacus, acumen
- C. cusp, focus, sculpture
- D. veracity, cinema, placid

**8. Choose the group of words which does not use the K sound for the letter C.**

- A. attic, cynic, pathetic
- B. associate, society, recipe

- C. panic, tragic, magic
- D. Prolific, antibiotic, artistic

**9. Choose the group which uses neither the K sound nor the S sound for the letter C.**

- A. church, arch, porch
- B. architect, crack, science
- C. vociferous, cataclysm, back
- D. coniferous, chord, chronic

**10. Choose the group of words which does not use the S sound for the letter C.**

- A. common, cover, counter
- B. cease, cement, cede
- C. cess, peace, space
- D. receive, recede, recess

**11. Choose the group of words which uses the hard G sound, as in GIRL.**

- A. argue, guerilla, gum
- B. figure, vague, gutter
- C. hangup, languish, guilty
- D. All the above

**12. Choose the group of words which does not use the soft G sound as in GERM.**

- A. gamut, gallow, elegance
- B. allege, bridge, edge
- C. mirage, genocide, gene
- D. germs, geometry, ledger

#### **Q 4.6 MCQs on stress**

Find out which syllable is stressed in the following words?

1. Adaptable

- A. A-daptable
- B. a-DAPT-able
- C. adapt-A-ble
- D. adapta-BLE

2. Affectionate

- A. AF-fectionate
- B. af-FEC-tionate
- C. affec-TION-ate
- D. affection-ATE

3.Ambitious  
A.AM-bitious  
B.am-BI-tious  
C.ambi-TIOUS

4.Amiable  
A.A-miable  
B.a-MI-able  
C.ami-A-ble  
D.amia-BLE

5.Compassionate  
A.COM-passionate  
B.com-PAS-sionate  
C.compas-SION-ate  
d.compassion-ATE

6.Considerate  
A.CON-siderate  
B.con-SID-derate  
C.consид-ER-ate  
D.consider-ATE

7.Courteous  
a.COUR-teous  
B.cour-TE-ous  
C.courte-OUS

8.Empathetic  
A.EM-pathetic  
B.em-PA-thetic  
C.empa-THET-ic  
D.empathet-IC

9.Gregarious  
A.GRE-garious  
B.gre-GA-rious  
C.grega-RI-ous  
D.gregari-OUS

10.Dilligent  
A.DIL-ligent  
B.dil-LI-gent  
C.dilli-GENT



**Q 4.7 Instructions: Which syllable is stressed in the following words:**

Q1 - Photographer

- A. Ist syllable
- B. IInd syllable
- C. IIIrd syllable
- D. IVth syllable

Q2 - Electricity

- A. Ist syllable
- B. IInd syllable
- C. IIIrd syllable
- D. IVth syllable

Q3 - America

- A. Ist syllable
- B. IInd syllable
- C. IIIrd syllable
- D. IVth syllable

Q4 - Illuminate

- A. Ist syllable
- B. IInd syllable
- C. IIIrd syllable
- D. IVth syllable

Q5 - Organise

- A. Ist syllable
- B. IInd syllable
- C. IIIrd syllable

Q6 - Practice

- A. Ist syllable
- B. IInd syllable

Q7 - Innocent

- A. Ist syllable
- B. IInd syllable
- C. IIIrd syllable

Q8 - Pandemonium

- A. Ist syllable
- B. IInd syllable
- C. IIIrd syllable
- D. IVth syllable
- E. Vth syllable

Q9 - Persuasion

- A.Ist syllable
  - B.IInd syllable
  - C.IIIrd syllable
- Q10 - Objective
- 1 A.Ist syllable
  - B.IInd syllable
  - C.IIIrd syllable

Q 4.9 MCQs on Intonation

- 1.What is Intonation?
- A.Syllables and stress
  - B.The beat of a language.
  - C.The individual sound of a language.
  - D.The melody of a language.

2.When do we use rising intonation?

- A. Finished giving information.
- B.Yes/No questions
- C.Wh- questions
- D.Information you are certain about

3.Choose the correct intonation:

"He lives in Norway."

- A.Rising
- B.Falling

4. Choose the correct intonation

Where do you live?

- A. Rising
- B.Falling
- C.Rising Falling

5. Choose the correct intonation

Do your Assignment

- A. Rising
- B.Falling
- C.Rising Falling

6. Choose the correct intonation

The moon goes round the earth,doesn't it?

- A. Rising
- B.Falling
- C.Rising Falling

7. Choose the correct intonation

Are you afraid of the ghosts?

A. Rising

B. Falling

C. Rising Falling

8. Choose the correct intonation

Would you like full cream or light milk?

A. Rising

B. Falling

C. Rising Falling

9. Choose the correct intonation

That's not what you wanted, was it?

A. Rising

B. Falling

C. Rising Falling

10. Choose the correct intonation

It shouldn't look like that, should it?

Match the sentence above with the correct intonation patterns?

Falling intonation

Rise fall intonation

Fall rise intonation

Rise intonation

11. Choose the correct intonation

It's hot in here, isn't it?

A. Rising

B. Falling

12. It's the first on the left, isn't it?

A. Rising

B. Falling

13. Which of the sentences/phrases below shows the rise- fall intonation?

A. It can be true

B. Red, yellow, green and blue

C. It won't hurt

D. All of them

14. "He isn't flying to Paris tomorrow. His brother is."

Which sentence conveys meaning of the line stated above?

A. He isn't flying to Paris tomorrow.

B. He isn't flying to Paris tomorrow.

C. He isn't flying to Paris tomorrow.

D. He isn't flying to Paris tomorrow.

15. You'll get it right.

What is the function of the sentence above?

To express disappointment

To seek confirmation

To encourage

To list

### **Descriptive questions on presenting Ideas**

Q1. Promote your start-up idea to an angel investor.

Hint: You can choose any product or service and talk about its features using appropriate adjectives.

Q2. Make an elevator pitch about your new car design to the research head of Maruti Suzuki.

Hint: An elevator pitch is a short message that conveys your idea in a complete manner and lures the listener into going further with your deal.

Q3. You have done a research on using bio fuels for generation of electricity. Present your idea in the form of a short paragraph. Make appropriate use of adjectives.

Or

You can also talk about any other research that you have done or are interested in doing.

### **Descriptive questions on introductory speech**

Q1. Sachin Tendulkar is coming to your campus to have a gala time with you people and also to give the commencement speech to the batch of 2022. Prepare an introductory speech for the master blaster.

You can take help of the following words: (you can also use your own adjectives)

Swashbuckling ,midas touch,humble,down to earth,ambitious

Q2.The Prime minister of the kingdom of Bhutan, Lotay Tshering is coming to LPU for throwing light on the revolutionary idea of Gross National Happiness(GNP instead of GDP) and sustainable development.Make an introductory speech for him.

Q3.The ex president of the United States,Barack Obama is coming to India for a charity program organized by LPU for the children of the villages of Chaheru and Maheru near LPU broadcasted live on NDTV.

Introduce the great stalwart to the citizens of this country.

**Descriptive questions with pictures on presenting ideas**

**Q1.Describe the device below with all its qualities and functionalities.**



Q2.Describe the product shown below with all its specifications:



Q3. Describe the object shown below with all its specifications and attributes.

