

Introduction

Communicating effectively is the single most important soft skill one must possess today. Any human interaction involves the production of a message by someone, and the receipt of that message by someone else. First of all, a concept is formulated in a linguistic form in the speaker's brain and then a message is transmitted to the organs of speech by the nervous system.

When the organs of speech move to produce the speech sounds, they cause "disturbances into air in the form of varying air pressures and these sound waves strike the listener's ear". These waves are further ~~are~~ ~~further~~ conveyed to the brain. The brain decodes or interpret the message. Hence, it becomes essential that the speaker as well as the listener should share a common linguistic code.

Code and Conduct of Communication Skill

A code may be defined as any group of symbols that can be structured in a way that is meaningful to another person. In a way all languages are codes. It contains elements that are arranged in a meaningful order. A code has a group of elements (vocabulary) and a set of procedures for combining these elements meaningfully (syntax).

Content in communication means any "text matter of a document" or publication in any form. An example of content is the words inside a book. It is defined as what is inside or included in something.

Thus, code and conduct is a laymen's language - it means communicating message (content) through some symbols (code)

Stimulus and Response

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.

A 'response' is anything that an individual does as a reaction to the stimulus.

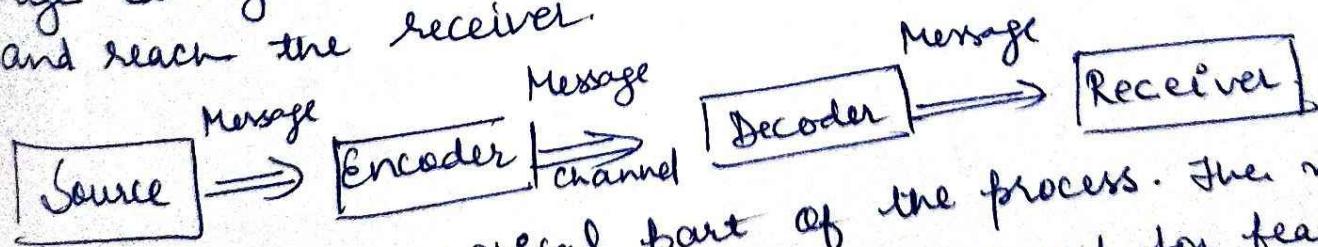
Both the terms are ultimately connected with the whole learning process. The communication objective of the source is to bring about a change in the behaviour of the receiver.

The whole communication process consists of the following:

- (1) The sender - the source of the message.
- (2) The encoding process
- (3) The channel used
- (4) The decoding process

- (5) The receiver - the person who receives the message.

At each stage, there is a possibility of error. Communication skills help avoid such errors, so that the message can glide easily through the stages of the process and reach the receiver.



- (a) Source - most critical part of the process. The message has to be planned and prepared for features including articulation clarity, amplitude, modulation, pauses and pitch using appropriate non-verbal clues along with verbal clues.

(b) The Encoding process → As language is a code, the encoding process is of vital importance. What the sender wants to convey must be encoded correctly. He must have a good vocabulary and good knowledge of grammar and syntax. Any flaw might distort the meaning of the message he wants to convey.

(c) Channel → Various written or oral channels

(d) The Decoding process → Just as successful encoding is a skill, so is successful decoding. Here the person decoding the message through a particular channel such as a letter, email, telephone, etc., must be capable of deciphering or understanding that message. He must have enough knowledge to understand the message.

(e) Receiver → She/he should be prepared for the message

Pronunciation Etiquette

Pronunciation refers to the way we speak a word.

Pronunciation affects the way we communicate.

Communication etiquette in the workplace is an

important skill to master. It is a two-way

process, the speakers as well as listeners have

to follow some norms. Some of the social etiquettes

to be followed in conversation are:

1. Don't hijack the conversation

2. Give people time to speak

3. Invite others in conversation

4. Ask questions

5. Respect others' opinions

6. Don't make disagreement personal.

7. Don't be a know-it-all

8. Listen attentively while others speak

TECHNICAL COMMUNICATION

MODULE II: DIMENSIONS OF ORAL COMMUNICATION & VOICE DYNAMICS

SPEECH AND PERSONALITY LECTURE NO. : 19

*Pronunciation Etiquettes

To develop proficiency in speaking skills, proper attention should be given to pronunciation etiquette. Some key attributes of pronunciation etiquette are given here.

- Make eye contact while speaking. This will not only give you confidence, but also will inspire others to listen to you.
- Try to make your voice sound pleasing and soft.
- Don't speak in a monotonous voice; this might have a specific effect on the audience. Change the modulation of your voice occasionally.
- Even if you feel nervous, never show it to the audience; just slow down your speech and calm down.
- Don't mumble. Speak clearly.
- Use words the meanings of which are absolutely clear to you. This might save you from embarrassment later.
- Use proper body language to show your interest in the ongoing conversation.
- At the end of the conversation, don't forget the customary etiquette of thanking the audience for listening to you patiently.
- All through the duration of a conversation, never do the following: think in your mother tongue what you want to say, then mentally translate it into English and finally speak in English. This will spoil the flow of your speech.

Phonetics

Syllables: ~~Vowel sound and Consonant sound~~ (For explanation) TECHNICAL COMM
MODULE-II
LECTURE No. 20

Introduction to Phonetics

- diff. we have 26 letters but 44 different sounds
- same letters can be pronounced differently with diff pronunciation

Know 

for ex:-
class

vowels	i: (this) (meet)	ɪ (look)	ʊ (you)
	e (get)	ə (the)	ɔ: (not)
	æ (have)	ʌ (but)	ɒ (laugh)

(year)	(say)		
ɪ ə ɔ:	eɪ		
ʊ ʌ ɒ	ɔɪ		
(our)	(boy)	(know)	(out)

consonants	p (day)	b (begin)	t (take)	d (day)	f (thin)	θ (this)	ç (chew)	tʃ (jew)	dʒ (join)	k (can)	g (go)
pairs	v (ve)	w (wet)	ð (ðeath)	ð (ðay)	s (see)	z (zoo)	ʃ (she)	ʒ (zebra)	ʒ (zebra)	ɹ (ruler)	ɹ (ruler)
single consonant	m (make)	n (name)	ŋ (thing)	h (hole)	l (look)	r (run)	w (why)	j (use)	l (look)	ɹ (ruler)	ɹ (ruler)
intervocalic	l (lawn)	r (rake)	ɾ (rake)	ɾ (rake)	ɾ (rake)	ɾ (rake)	ɾ (rake)	ɾ (rake)	ɾ (rake)	ɾ (rake)	ɾ (rake)

If you want to improve English then you should ask

- Q Where does each sound comes from?
- Q Is the jaw open or closed?
- Q What shape is the mouth?
- Q Where should be the tongue?
- Q Does air come out of my mouth when I say the sound.
- Q Is it voiced?

Forex	Busy	/bɪzɪ/
	word	w ɔ: d
	queue	kw j u:
	laughter	la:tə ft ə
	comb	k ɔv m
	chaos	k ei ɒ s

There is inconsistency between spellings and pronunciation

Proxemics

Study of how space

Phonetics

- Speech is most imp. means or medium of human comm.
- It is the science where all aspects of speech are considered and investigated
 - ↳ speech produced using speech organs
 - ↳ properties of speech sound when they travel in the air
 - ↳ how we perceive speech

It is defined as the study of sound. It is a branch of linguistics. It is derived from Greek word 'phone' meaning sound/voice

- Need - due to globalization, large no. of technocrats going abroad. Some have to face telephone interviews. Some have (working in MNC's) have to interact with people from diff cultures and language. So English plays a vital role

Speech Alphabets

(IPA) System

The International Phonetic Alphabet is a system of phonetic notation devised by linguists to accurately and uniquely represent each of the wide variety of sounds (phones or phonemes) used in spoken human languages

Phoneme - A phoneme is a sound segment of words or syllables. It is the smaller sound unit in a language that is capable of conveying a distinct meaning

For ex: the 'e's' of 'sing' and the 'i' of 'ring'?

Description of Sounds of 'bed' and 'ei' of 'bid'.

Vowels (Description of Sounds)

• English has 5 vowels but can be pronounced differently.

Primary vowels:- (a, i, e, o, u)

• Consists of vowels

Monophthongs

(is a sound produced by a single vowel)

Diphthongs

(It is a single sound produced when two vowels are joined together in a sequence).

Front, Central, Back ~~vowels~~

Consonants - Something in letters having different pronunciation.

Front vowels &

i:¹ cream, seen (long high front spread vowel)

e² bed, red

Central vowel.

/ə/ about, clever (short mid central spread)

The Back vowels

u: put, soot

ʌ: glue.

Consonants

• They are voiced or non-voiced

• It is affected by the articulation of the words

It happens/described in 2 ways:

1. Place
2. Manner

Articulation by place

- 1) Glottal articulation - used for one consonant in English like /h/ in initial position in house or hope.
- 2) Velar articulation - It is done with the back of the tongue against the velum like initial hard /g/ in (gold) and for final (ŋ) in gong.
- 3) Palatal articulation - It is done with the front of the tongue on the hard palate. Use it for /dʒ/ as in (jam) and (ʃ) in sheep, sugar.
- 4) Alveolar articulation - done with the tongue blade on the alveolar ridge. /t/ in teeth
5. Dental articulation - It is done with the tip of the tongue on the back of the upper front teeth. for eg. /θ/ (as in think) and ð (that)
6. Labio-dental articulation - It is done with the lower lip and upper front teeth. for eg. /v/ in van.
7. Labial articulation - done with the lips. for eg /b/ for boat, /m/ for most-

Articulation by manner

- (1) Stop consonants (plosive consonants)

stop-gasses & Here, the airflow is stopped, and is subsequently released, causing a burst of sound.

for ex. - (b) - boat voiceless (p) post
 (bilabial voiced)

Alveolar voiced (d) dad " (t) in top
 Velar voiced (g) grass " (k) in low

Tubes or n.

2. Affricates - It is a kind of stop consonant, where the expelled air causes friction rather than plosives.
/tʃ/ cheat and /dʒ/ jam

3. Fricatives - It is not restricting the airflow. The air passes through a narrow space and the sound arises from the friction produced.

for eg:- (a) Labio-dental voiced /v/ in role and unvoiced /f/ in foot

(b) Dental voiced /θ/ in those and unvoiced /θ/ in thick

(c) Alveolar voiced /z/ in zest & unvoiced /s/ in sent

(d) Palatal voiced /ʒ/ as in leisure and unvoiced /ʃ/ in the

end of kash.

④ Nasal Consonants - It involves closing the articulators but lowering the uvula, which normally closes off the route to the nose, through which the air escapes. There are 3

(a) Bilabial /m/ - mine

(b) Alveolar /n/ - nine

(c) Velar /ŋ/ - gong

⑤ Lateral Consonants - It allows the air to escape at the sides of the tongue
/l/ - lamp

⑥ Approximates - They do not impede the flow of air. They are all voiced but are counted as consonants chiefly because of how they function in syllables.

(a) Bilabial /w/ - water

(b) Alveolar /r/ - road

(c) Palatal /j/ - yet

There are two types of sounds, which are

1. vowels

2. consonants

Now, most of us remember our teachers telling us that there are five vowels—a, e, i, o, and u—in English. But indeed there are as many as twenty vowel sounds in English. Out of these twenty vowel sounds, twelve are pure vowels and eight of them are diphthongal glides. It means that out of these twenty vowel sounds, eight are a combination of two vowel sounds (in phonetics, when there is a glide from one vowel sound to another vowel sound, it is called a diphthong). Apart from these twenty vowels there are twenty four consonant sounds as shown in Fig. 7.1.

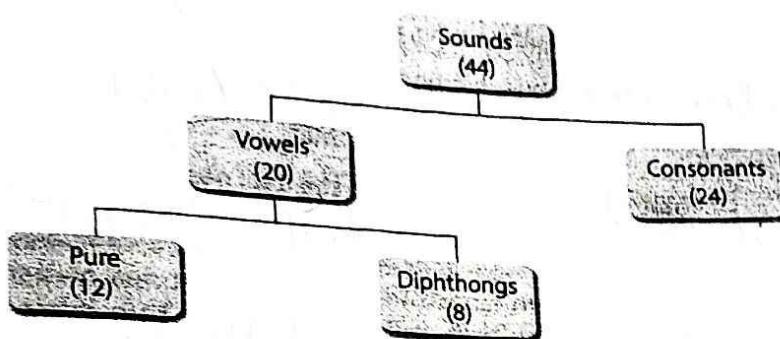


Fig 7.1 Classification of Sounds in English

So, let us learn how to correctly pronounce all the twenty vowels of English, and the symbols they are transcribed with.

7.6.1 Vowels

A vowel is a sound in spoken language, such as the English 'Ah!' [ɑ] or oh! [o], pronounced with an open vocal tract so that there is no build-up of air pressure at any point above the glottis. This contrasts with consonants, such as English 'Sh!' [ʃ], where there is a constriction or closure at some point along the vocal tract.

Pure vowels A vowel sound whose quality does not change over the duration of the vowel is called a pure vowel. There are 12 pure vowel sounds in English which are given below with examples.

Sounds	Position	Examples
/i:/	Initial	each, eat
	Medial	these, seed, seen, cream, dream, shield, peach, thief, piece, deceive, seize, complete, replete, feel, peep, beat, heat, sheep, need, peel, leave, deal
/ɪ/	Final	pea, key, see, knee, plea
	Initial	it, in, is, intelligent, index, individual, induct, inch
/ʊ/	Medial	silk, thick, fill, slip, sip, hit, bit, begin, ticket, silk, cliff, city, build, money, busy, hills, live

(Contd)

	Final	duty, beauty, lonely, promptly, quickly
/e/	Initial	enter, exit, empire, entire, any
	Medial	bed, dead, head, many, said, fell, let, test, met, tell, bury, friend, leisure, melt, rest, set, wet, breath, feather, bend, men, led, red, wet, pet
	Final	Does not occur in the final position
/æ/	Initial	axe, actor, apple, at, an
	Medial	bank, man, sad, fan, mass, rank, sad, tax, cattle, back, mango, gradual, sand, stand, battle, cash, bag, back
	Final	Does not occur in the final position
/ʌ/	Initial	utter, under, understand, undo, umbrella, unable, unborn
	Medial	bus, dull, dust, gun, hunt, munch, much, pump, run, son, come, done, month, double, enough, trouble, young, blood, does, butter, country, couple, study, cup, bun
	Final	Does not occur in the final position
/ə:/	Initial	art, answer, aunt
	Medial	card, farm, hard, large, march, fast, task, master, pass, dance, branch, path, bath, staff, calm, half, laugh, bath, drama, last, rather, clerk, heart
	Final	car, jar, mar, bar, tar, far, mortar
/ɔ/	Initial	office, oxygen, object, October, odd
	Medial	hot, bottle, dog, fond, lock, not, pot, solve, borrow, quality, want, because, shone, gone, off, God, knowledge, socks, robbed, cost, top
	Final	Does not occur in the final position
/ɔ:/	Initial	all, awkward, ought, audition, August, audible
	Medial	ball, call, hall, corn, morning, north, pour, nor, water, door, thought, cause, fault, chalk, board, warm
	Final	saw, raw, claw, paw, more, sore
/ʊ/	Initial	Does not occur in the initial position
	Medial	book, cook, took, wood, cushion, push, could, would, should, woman, foot, good, look, hook, crook, bullet, wool
	Final	Does not occur in the final position
/u:/	Initial	Does not occur in the initial position
	Medial	rule, approve, groove, suit, lose, foolish, stupid, move, goose, music, beautiful, pupil, June, soon, group, wound, fruit, juice, tooth, choose
	Final	sue, new, you, shoe, two
/ɜ/	Initial	early, earn, urge, urgent, earnest, earth
	Medial	third, murder, surface, turn, nurse, purple, bird, stern, circle, dirt, thirst, burn, hurt, heard, learn, search, journey, flirt, skirt

Sounds	Position	Examples
/ə/	Final	Does not occur in the final position
	Initial	about, effort, ago, allow, ahead
	Medial	sentence, liberty, condition, factory, society, famous, gentleman, human, substance
	Final	motor, colour, doctor, beggar, collar, dollar, finger

Diphthongs

Sounds	Examples
/eɪ/	bait, mail, fail, train, age, may, say, pray, jail, aim, straight, eight, grey, weight, great, waste, date, paste, rate, drain, trail, hail, vain, pain
/aɪ/	ice, fine, pipe, nice, write, rival, silence, tidy, type, cry, dry, fly, reply, satisfy, die, flies, high, might, right, tight, child, kind, buy, Island, height
/ɔɪ/	spoil, loin, boil, choice, noise, oil, point, annoy, boy, toil, toy, foil, employ, join, soil
/əʊ/	roll, blow, home, bone, nose, rope, both, open, go, no, so, social, bold, most, post, know, narrow, window, boat, soap, shoulder
/aʊ/	sound, mouth, out, round, allow, cow, town, now, down, mouse, doubt, house, trounce, trousers, about, bound, around, crowd, town
/ɪə/	here, appear, period, mere, cheer, tear(noun), jeer, queer, career, dear, near, fear, deer, serious, zero, clear, idea, real, fierce, dear
/eə/	their, wear, there, air, chair, fair, pair, hair, bare, care, share, various, bear, tear(verb), prayer, dare, rare
/ʊə/	cruel, poor, sure, tour, actual, pure, fuel, tour, virtuous

7.6.2 Consonants

As discussed at the beginning of the chapter, there are as many as forty four sounds in English, and we have already known twenty vowel sounds. We are obviously thus left with twenty four consonant sounds. A consonant is a speech sound that is articulated with complete or partial closure of the vocal tract. Examples are /p/, pronounced with the lips; /t/, pronounced with the front of the tongue; /k/, pronounced with the back of the tongue; /h/, pronounced in the throat; /f/ and /s/, pronounced by forcing air through a narrow channel; and /m/ and /n/, which have air flowing through the nose. Some of the words using these and other consonant sounds in English are listed below:

Sounds	Examples	Sounds	Examples
/p/	pit, spill, keep	/f/	fat, feather, half
/b/	bit, imbibe, jumble	/v/	vat, wave, velvet
/t/	tin, after, what	/θ/	thin, thank, wrath
/d/	din, lead, order	/ð/	then, feather, breathe
/k/	cut, character, leak	/s/	sap, sound, pistol, cross

(Contd)

Sounds	Examples	Sounds	Examples
/g/	gut, girl, eager	/z/	zap, zing, maze, gaze
/ʃ/	cheap, nature, watch	/ʒ/	she, nation, shout
/dʒ/	jeep, jealous, judge	/ʒ/	measure, pleasure, treasure
/m/	map, remind, mime	/h/	harm, house
/n/	nap, near, line, Christian	/r/	run, ruin, craze
/ŋ/	bang, song, bring, singing	/w/	we, wicked, watch
/l/	left, relate, detail	/j/	yes, yell, yesterday

7.6.3 Consonant Cluster (CC)

A consonant cluster in a word is a group of two or more consonants with no vowels in between them. The consonant sounds that come before vowel sound are called **onset**, the ones that come after vowel sound **coda**, and the consonant cluster between the vowel sounds is known as **medial**.

Examples

black, bread, trick, twin, flat, splash, spring, strong, scream – the highlighted consonant sounds are **Onset**

length, sixths, bursts, glimpse, auray – the highlighted consonant sounds are **coda**

handspring, sightscreen, abridge, drastic, perquisite – the highlighted consonant sounds are **medial**

PRACTICE TEST 7.1

Identify the sounds represented by the underlined letter(s) in the following words.

Example: occasion = /k/

- | | | | | |
|------------|--------------|----------|------------|------------|
| 1. Curious | 3. Dishonest | 5. Birds | 7. Approve | 9. Exploit |
| 2. Boats | 4. Tragedy | 6. Trunk | 8. Aware | 10. Dearth |

PRACTICE TEST 7.2

Give two examples in orthography for each of the following:

- | | |
|-----------------------------|-----------------------------|
| 1. Words with two syllables | 3. Words ending in /g/ |
| 2. Words ending in /dʒ/ | 4. Words beginning with /ð/ |

PRACTICE TEST 7.3

What phonetic symbol/symbols would be used for the underlined letter(s) in each of the following words?

- | | | | |
|---------------|-----------|------------|---------------|
| 1. fathom | 3. noises | 5. liberty | 7. diamond |
| 2. vocabulary | 4. valyes | 6. raised | 8. occurrence |

Prosodic Features

TECHNICAL COMMUNI
MODULE IX

① Stress or loudness - It is a relative emphasis or prominence given to a certain syllable in a word, or to a certain word in a phrase or sentence. We use stress to convey some kinds of meaning such as urgency or anger or for such things as imperatives.

② Intonation - It is a term used for the levels of pitch or the relative height of the voice in a sentence. We find frequent rises and falls in the person's voice. This variation in the pitch pattern of voice is called Intonation.

The part of a sentence over which a particular pattern extends is called a tone group. A short sentence often forms a single tone group, while longer sentences are made up of two or more tone groups. Every one group has a nucleus which is its most prominent part.

Therefore, four types of nucleus are mentioned below:

(i) ['] Falling Tone

(a) Statements have a Falling tone at the end.
It signals a sense of finality, completion, or belief in the content of the utterance.
For ex:

(i) I went to 'Delhi'

(b) WH-question (who? what, why? when? where? How?)
have a falling tone at the end.
For ex.

(i) When did he 'come'?

(ii) How did you spend your va'cation?

Syllables

A syllable is a basic unit of spoken language which consists of an uninterrupted sound that can be used to make up words. In other words, a syllable always has one vowel sound. So, a word has as many syllables as there are vowel sounds.

Here, C - used to denote Consonant

V - " " " Vowel

For ex:-
(i) man, code, eye, lead - have one syllable.
(ii) A-go, ho-tel, free-dom-ee - have two syllables
(iii) Syl-la-ble, re-la-tion - have three syllables

Rule for counting syllables

- (1) Count the vowel sounds in the word
- (2) Subtract any silent vowel, such as the silent /ə/ at the end of the word.
- (3) Count diphthongs as only one vowel sound
- (4) The number of vowel sounds is the same as the number of syllables.

Ex:- (1) Came, rule, name, have two vowels, but the e is silent. Therefore, one syllable in each of these words.

(2) The word Out-side has 4 vowels, but the

e is silent, therefore, there is only one vowel sound and the ou is a diphthong which counts as only one sound, so this word has only two vowel sounds, and therefore two syllables

(c) Tag questions take the falling tone. For ex:-

- (i) He was operated on yesterday, 'wasn't he?
- (ii) Radhe comes here every day, 'doesn't she?

(d) Imperative statements have a falling tone.

for ex:-

- (i) Go and see a 'doctor'.
- (ii) Come and wash your 'face'.

2) ['] Rising Tone

(a) Yes-No questions. For ex:-

- (i) Could you pass me the curd, please?

(b) Rising intonation is used at the end of the questions which do not have an interrogative word. For ex:-

- (i) You are coming tomorrow?
- (ii) He has enough money to buy a new house?

c) Requests have a rising tone too.

- (i) Please post this letter.

3) [") Falling - rising tone

Fall-rise signals dependency, continuity,

and non-finality. For ex:-

- (i) Private enterprises are more successful

4) [") Rising - falling tone

Rise-fall signals enthusiastic agreement, questions showing suspicion, mockery etc, expressions of haughtiness, sarcasm etc, irony. For ex:-

- (i) It was horrid
- (ii) What has he been doing? (suspicious)

- (iii) How good for you! (sarcasm)

* Tempo- ~~oris~~

It is the speed at which we speak. We speak more or less quickly for many different reasons and purposes. Occasionally it may be that we are adapting our speech to the tone we have in which to utter it (for ex: horse-racing commentary). But mostly tempo reflects some kind of attitude or meaning.

* Rhythm

Patterns of stress, tempo, and pitch together create a rhythm - English is a stress-timed language which tends toward a regular rhythm of broadly equal-length beats on stressed syllables, the unstressed syllables being 'compressed / squeezed' to fit the available time, and frequently reduced to a weak form. In other words, it means that the stressed syllables follow each other at intervals of about the same length, which sounds like a pulsating rhythm.

LECTURE NO: 29

Professional Personality Attributes

An individual's behaviour style plays an important part in social exchanges in a social gathering as it governs interpersonal relationships upon which lies the success of an individual as a professional.

To some extent, the success of a professional lies in cultivating the positive attributes which are the part and parcel of a balanced personality. The aspects such as the faculty of decision-making, motivation, positive thinking, empathy, considerateness, leadership and competence affect the style of conversation. Some of them are listed below:

b9,3

(1) Empathy → Empathy has been defined as a quality of sharing of joy of others. This ability enables the person to sense other people's emotions and also imagine what someone might be thinking or feeling.

(2) Considerateness → It makes a professional compassionate and caring and this helps him to make his audience to feel part of their community and contribute positively.

(3) Leadership → Leadership quality imparts confidence to the speaker when he realizes that he has the ability to fulfil a particular role. The speaker gains

strength, courage to face those challenges which require energy and positivity.

(4) Competence:- The attribute of competence refers to the quality of possessing required skill, knowledge, qualification or capacity. Job competency is an underlying characteristic of an employee. It is knowledge, skill, motivation, values and self-control which distinguish him from other employees.