

# English - Introduction

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## Learning Outcome:

*Learn English pronunciation and language rules through Synthetic Phonics methodologies and Functional Grammar concepts.*

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People with good communication skills are likely to be understood even though they make errors in other areas, whereas people with bad pronunciation will not be understood, even if their grammar is perfect.

## **Pronunciation**

Pronunciation is the way words are spoken. It is very important and critical for proper communication because the incorrect use of pronunciation inevitably leads to the message being misunderstood by the recipient. It is an integral part of spoken language and plays an important role in the sound system of any language. Major components of pronunciation include:

- Segment – collection of sounds of a language for example, intonation, syllable, phrasing
- Rhythm -- voice quality to indicate how the voice is projected
- Gestures and Expressions: closely related to the way we speak language

## **Phonemic Awareness**

Correct pronunciation of words in English requires an understanding of the different sounds of spoken English.

A phoneme is a speech sound. It's the smallest unit of sound that distinguishes one word from another. Since sounds cannot be written, we use letters to represent sounds. There are approximately 44 sounds in English, with some variation dependent on accent and articulation. These 44 sounds are represented by the 26 letters of the alphabet individually and in combination.

Further, these sounds are broadly divided into 2 groups based on the functionality and they are called **Vowels & Consonants**. There are 20 vowels and 21 consonants in English language. Every word in English language is a combination of vowels and consonants. Hence it is very important to understand the sound and usage of these vowels and consonants for right pronunciation. However in this section, we are only working on the basic understanding of Vowels and Consonants to increase the efficiency in Pronunciation and Communication.

## COMMUNICATION DEVELOPMENT

The following table lists 44 sounds with the clue words to understand the usage of the phoneme. Please note the following table is split to explain the different types of Vowels (short and long) and Consonants.

### Understanding the table:

Sounds underlined represent SHORT Vowels. In a Short Vowel word, you hear the sound of the letter. Usually a word with Short vowel is made up of ONLY ONE VOWEL Sound. This follows CVC (Consonant Vowel Consonant) Format.

For example, Cat, Pet, Sit, Pot, Cut.

In the above examples, /a/ /e/ /i/ /o/ /u/ you hear the SOUND of these letters.

Sounds in the boxes represent LONG Vowels. In a Long Vowel word, you hear the name of the letter. Usually a word with Long vowel is made up of 2 vowels. This follows CVVC, CVCV formats.

For example: Rain, Teeth, Pie, Toast, Cue, Kite

In the above examples, /ai/ /ee/ /ie/ /oa/ /ue/ - You hear the NAME of the respective first letters

In the following table, all the underlined letters represent SHORT Vowel sound and all the letters in the box represent LONG Vowel sound. Rest of the letters represent CONSONANTS sounds.

<b>s</b> Sun	<b><u>a</u></b> Ant	<b>t</b> Top	<b><u>i</u></b> Ink	<b>p</b> Party	<b>n</b> Net
<b>c/k</b> Cake, King	<b><u>e</u></b> End	<b>h</b> Horse	<b>r</b> Rain	<b>m</b> Monkey	<b>d</b> Drum
<b>g</b> Gurgle	<b><u>o</u></b> Pond	<b><u>u</u></b> Umbrella	<b>l</b> Land	<b>f</b> Fish	<b>b</b> Bat
<b>ai</b> rain	<b>j</b> jam	<b>oa</b> goat	<b>ie</b> pie	<b>ee</b> teeth	<b>or</b> fort
<b>z</b> zig-zag	<b>w</b> winter	<b>ng</b> ring	<b>v</b> van	<b>oo</b> book	<b>oo</b> moon
<b>y</b> yellow	<b>x</b> xerox	<b>ch</b> catch	<b>sh</b> shark	<b>th</b> feather	<b>th</b> moth

## Summary: Parts of Speech

Following table provides the summary of all the parts of speech. Use it as a quick reference:

Part of speech	Definition	Example Words	Example Sentences
<b>Noun</b>	Thing or person	pen, dog, work, music, town, London, teacher, John	This is my <b>dog</b> . He lives in my <b>house</b> . We live in <b>London</b> .
<b>Pronoun</b>	Replaces a noun	I, you, he, she, some	Tara is Indian. <b>She</b> is beautiful.
<b>Verb</b>	Action or state	(to) be, have, do, like, work, sing, can, must	EnglishClub <b>is</b> a web site. I <b>like</b> EnglishClub.
<b>Adverb</b>	Describes a verb, adjective or adverb	quickly, silently, well, badly, very, really	My dog eats <b>quickly</b> . When he is <b>very</b> hungry, he eats <b>really</b> quickly.
<b>Adjective</b>	Describes a noun	good, big, red, well, interesting	My dogs are <b>big</b> . I like <b>big</b> dogs.
<b>Preposition</b>	Links a noun to another word	to, at, after, on, but	We went <b>to</b> school <b>on</b> Monday.
<b>Conjunction</b>	Joins clauses or sentences or words	and, but, when	I like dogs <b>and</b> I like cats. I like cats <b>and</b> dogs. I like dogs <b>but</b> I don't like cats.
<b>Interjection</b>	Short exclamation, sometimes inserted into a sentence	oh!, ouch!, hi!, well	<b>Ouch!</b> That hurts! <b>Hi!</b> How are you? <b>Well</b> , I don't know!

## Sentences

A sentence is a group of words that expresses a complete thought, and includes a subject and a predicate.

The **subject** of the **sentence** is what (or whom) the **sentence** is about. In the **sentence**. A **predicate** is the part of a **sentence**, or a clause, that tells what the **subject** is doing or what the **subject** is.

**Example:** "The cat is sleeping in the sun."

The word cat is the **subject**, sleeping in the sun is the **predicate**.

### Rules for Writing Sentences

Following are the basic rules to remember:

1. A sentence starts with a capital letter and ends with a period/full

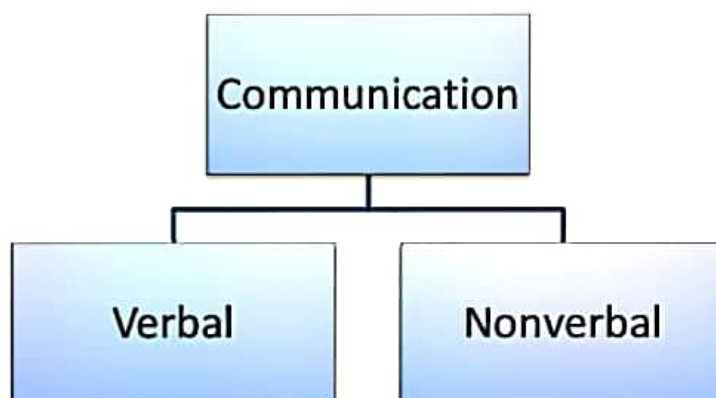
## What is Communication?

Communication is a process of sending and receiving messages through verbal and non-verbal means as shown in the following picture.

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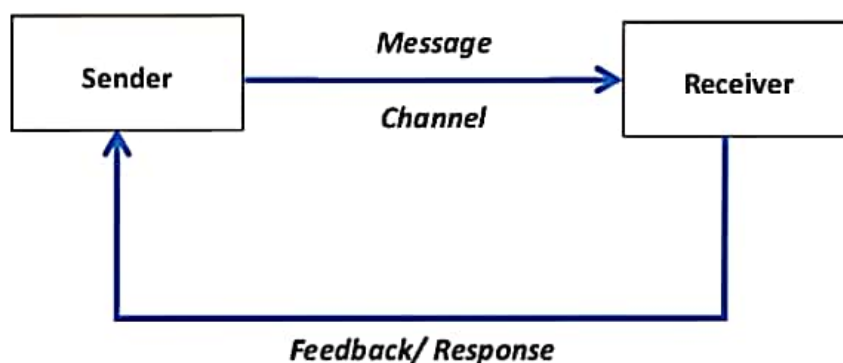
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### COMMUNICATION DEVELOPMENT



### Communication Process

People have thoughts, ideas, and emotions that they need or want to express. Communication happens through information exchange. For a communication process, there should be a sender, a message, a channel and a receiver.



Activity:

### Four elements of communication

The following four elements are the basic building blocks that create the foundation for successful communication:

- The People
- The Message
- The Context
- Listening

In the following section, let us learn and understand how and why the above elements are significant in communication.

#### The People

Whether you're the sender or the receiver of a message, it's important to think about the other person's perspective.

Sender is a person who conveys his message, idea and emotions to other people while using different sources to communicate like gesturing, verbal or writing etc. Without sources there is no concept of process of communication.

Receiver means the person for whom the sender conveys the message through several medium. The receiver of the message may be readers, receivers, listeners or viewers. For example if person A is talking to person B. A is sender and B is receiver.

Communication gets tricky, because people have mental filters, certain levels of knowledge, personal concerns or preconceived notions that affect the way we interpret messages. Hence when you convey message (as a sender/receiver) it is important to use the right set of words and provide clarity.

For example watch this video:

<https://www.youtube.com/watch?v=Y3cdsrJStLA>

#### The Message

Message is information we want to communicate with others. Message may be in the form of verbal or nonverbal.

The message in a conversation is more than the words that we speak or write. It's the non-verbal signals we deliver, and the tone of voice we use. As the sender, when you contemplate your message, keep in mind not only how you word or you write something, but also the channel that you use to send it. A channel may be a text, an email, a phone call, a face-to-face conversation, a gesture, a memo, chat or a voice message.

A message should:

- Be well organized
- Have a clarity
- Consider perceptions
- Consider cultural values

The product of your communication loop is your message. Be thoughtful with how you strategize, deliver, and evaluate it, and you will be an effective communicator with every interaction.



## **Barriers to communication**

### **Language**

Language is the heart of communication. Message cannot be understood if the language used is unfamiliar to the other person.

For example jargon, acronyms and abbreviations.

### **Culture**

Communication and Culture have great influence on each other. Cultural differences account for major breakdown in communications. Culture can impact the interpretation of non-verbal signals.

### **Environment**

The major environmental / physical barriers:

- Are related to Time, Place, Space, Climate and Noise that creates distractions, noise, problem with technology etc.,
- Involves lack of communication channel
- May have lack of understanding of the roles and responsibilities

### **Attitude**

Attitude and perception can affect communication in both positive and negative ways. Attitude can be positive, negative or neutral. Two people communicating with each other carry a certain attitude which affects the outcome and their long term relationship.

## **COMMUNICATION DEVELOPMENT**

Differing perceptions can form major barriers in communication. Our perceptions are governed by the following: Jumping to conclusions, Stereotyping, Unstated assumptions about others, values and beliefs.

## **Communication tools**

Knowledge sharing can be done via a wide variety of **communication tools**, including email, instant messaging and video conferencing. A wide variety of communication tools are used for external and internal communication. These communication tools are apps that act as a message carriers, virtual meeting rooms enabling work collaboration through conversations, exchange of vital information, update others with progress, share files, and so on. In this section, we examine how to work with email and video conference technologies.

### **Traditional Vs. Modern communication methods:**

**Traditional Communication** methods tend to mean paper based messages such as formal letters, brochures, reports, proposals, and notes. This kind of communication is still relevant in the digital age because of the following factors:

- **Reader preference:** Some people prefer to read information from a sheet of paper than a device screen. Human senses come into play in communication, and touch is a very strong human trait. Hence paper documents, brochures, booklets are relevant even in digital days.
- **Perception:** Traditional communication can make a good impression and improve the receiver's perception of the message sender. How many of us find it a little overwhelming to wade through a mountain of email, texts and social media posts every day? A simple thing like a business letter on upgraded stationary has been shown to differentiate a sender from others. A formal written proposal sent to a customer usually gets opened, in contrast to an email that is flagged for later or marked as unread. A hand-written note is almost always opened right away because of its novelty.

**Modern communication** methods are very interactive, inclusive, decentralized, instant/quick, less time consuming and less hierarchical. Technology dominates modern communication. These methods include, email communication, digital brochures, voice calling, video conference, social media like Facebook, Instagram and so on.

## Video conferencing tools for online communication

Video conferencing meetings can change the way people work when they're remote or working from home. Face-to-face communication is important, even if you can't meet in-person. With a video conferencing solution, your teams can work together or with customers and clients effectively, no matter where they're located.

Following are some of the best video conferencing tools available in the market:

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#### 1. Zoom

Who should use it?

Zoom is ideal for anyone who works remotely or has remote team members. Zoom allows for simple, easy setup meetings or regular meetings in your personal meeting room. Quickly create and share a private meeting link with an individual or team and connect remote team members through video.

Top Free Features:

- Host up to 100 participants and group meetings
- Unlimited meetings
- HD video and audio
- Screen sharing
- Scheduled meetings
- Private and group chat
- Host controls
- Time controlled

#### 2. Google Hangouts

Who should use it?

Google Hangouts is a simple way to connect with Google contacts (or those outside of your network) and can be used for personal or business reasons. Use this tool for individual conversations, team meetings, recorded demos, and more.

Top Free Features:

- Up to 25 video participants
- Video, audio, and messenger conversations
- Video meeting recordings
- Join calls using Google Calendar
- Screen sharing

#### 3. Skype

Who should use it?

The free version of Skype works well for small teams with less than 10 total members. It is a good tool if you need a simple way to video chat from your computer, phone, or tablet

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and tend to have smaller group meetings or 1-1 conversation. Skype also offers a tool called Skype in the Classroom specifically designed for online education.

Top Free Features:

- Up to 10 people on video calls
- HD video calling
- Screen sharing
- Video call recording
- Interactive video chats
- Location sharing

#### 4. FreeConference

Who should use it?



## COMMUNICATION DEVELOPMENT

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- Screen sharing
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- Location sharing

### 4. FreeConference

Who should use it?

FreeConference ideal for smaller teams or meetings with five or fewer participants. One major perk of this video conferencing tool is its ease of use -- no downloads are required to start using it. Plus, moderator controls allow the individual who's running the video conference to keep the meeting on track.

Top Free Features:

- Up to 5 online meeting participants
- Screen sharing
- Document sharing
- Moderator controls
- Text chat

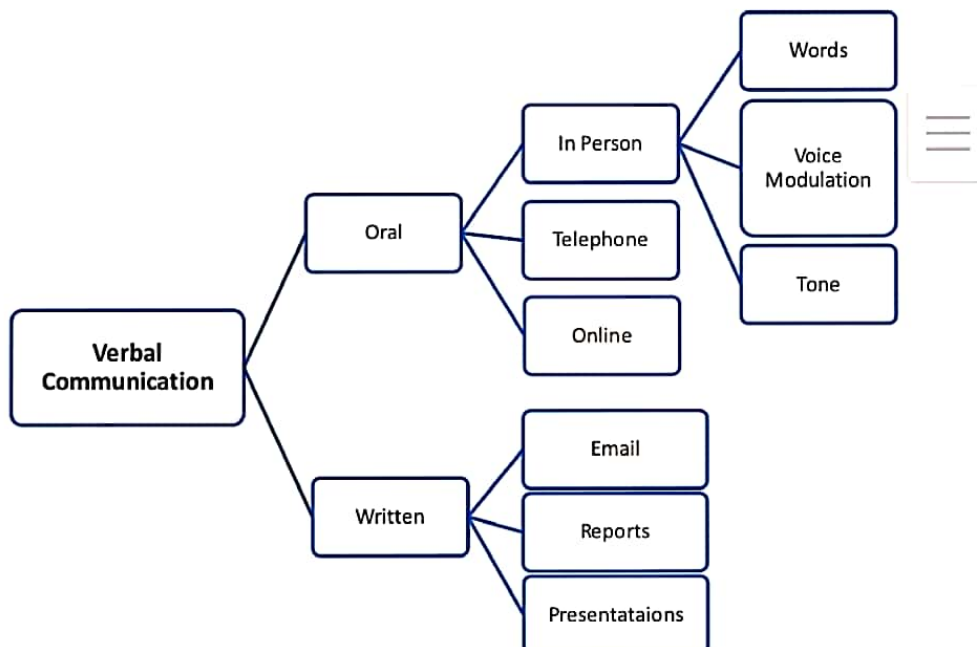
## Introduction

Communication is a two way process as it involves passing information from one person to another. This implies that sending and the receiving of the messages are equally important. Hence for Verbal communication there should be a speaker as a source of the message and a channel to transmit the message and a listener to make sense of the message. Channel could be air, a presentation, written letter and so on.

The verbal element of communication is about the words that you choose, and how they are heard and interpreted hence clarity of speech, remaining calm and focused, being polite and following basic rules of etiquette will all aid the process of verbal communication.

At the end of this unit, take the free online interpersonal skill assessment test on <https://www.skillsyouneed.com/quiz/343479>

## COMMUNICATION DEVELOPMENT



Verbal communication is the most basic kind of communication among people. It can be either in the form of one to one, telephonic or video conference (online). According to Albert Mehrabian's communication model, in any verbal communication, 7 percent of content is communicated through spoken word, 38 percent through tone of voice, and 55 percent through body language. Hence it is very important to understand the traits of communication to be a great communicator.

Communication is successful only when the sender and receiver understand each other. Effective communicators organize their messages so they are clear, logical, and easy for the receiver to understand.

### **Behaviours that hinders effective listening:**

- Acting distracted
- Autobiographical (Telling your own story without acknowledging theirs first)
- No response
- Invalidating response, put downs
- Interrupting
- Criticizing
- Judging
- Giving advice/solutions
- Changing the subject
- Reassuring without acknowledgment

### **Tips to improve listening skills**

- Stay focused. Focus on the intent of the message. Practice this by consciously paying attention to news or teachers lecture, to instructions and play memory game
- Recalling details: Recalling the details is our ability to listen for and retain specific points made by a speaker. Recalling the details can save you time, effort, and possible embarrassment.

### **COMMUNICATION DEVELOPMENT**

- Listen with eyes open. Try to understand the subtle non-verbal cues of another person during communication process.
- Listen with open mind. Do not judge another person.
- Summarize your understanding, ask clarifying questions if required.

## **Written Communication**

Written communication is like a bridge between writer and reader. Good writing skills allow you to communicate your message with clarity and ease to a far larger audience than through face-to-face or telephone conversations. In this section, students will learn basic principles of written communication and basic writing strategies for writing emails, report, and resume. Keep the following points in mind before crafting the written content.

1. Have the clear purpose.
2. Identify the audience and stay audience focused.
3. Identify the channel of written content delivery.
4. State your key messages clearly.
5. Do not deviate from the key message.
6. Use simple words.
7. Use simple sentences.

### **Elements of good writing**

#### **Accuracy**

- Factually correct
- Not vague

#### **Brevity**

- Direct and to the point
- Sentences to be short and simple
- No long words and phrases

#### **Clarity**

- Language that's comprehensible
- Avoid jargon and abbreviations
- Identify the channel of written content delivery



### Punctuation and Writing

Punctuation marks are signs, when it is used according to the rules, provides greater clarity to the written content. Based on the placement of punctuation marks, they are broadly divided into the following groups.

#### Terminal punctuation marks

Punctuation marks used at the end of the sentence before beginning another sentence.

These are:

- Full stop .
- Exclamation mark !
- Questions mark ?

#### FULL STOP .

Usually the full stop is used to mark the end for Declarative and Imperative sentences. For more information, refer to the different types of sentences section.

Examples:

I ate pizza.

You bring 5 pencils to class and I'll bring 5 erasers to the lab class tomorrow.

Clean your room.

Be there at five in the evening.

#### EXCLAMATION MARK !

The exclamation mark (!) is used to convey strong emotion (excitement, happy, surprise, angry, sad):

I'm excited about my new job. (no emotion)

I'm excited about my new job!

I got the concert tickets!"

"Ugh! Why are you yelling at me?"

#### QUESTION MARK ?

The question mark (?) is used to mark the end of a question:

What do you do?

Are you excited about your diploma course?

Did you make any friends in your college?

#### Pauses

Pauses tell the reader to stop briefly and then continue reading. If you use pauses effectively, you can comprehend the content better. These are:

- Comma (,)
- Semicolon (;)
- Colon (:)

#### COMMA (,)

Comma (,) is used to tell the reader that there more than one item/thing/name in a sentence. It is used to separate items in a list.

Rules:

- Use a comma after every item in the list except the last.

Example: we need sugar, milk, tea powder, coffee powder, water to make tea or coffee.

- Use a comma with FANBOYS (for, and, nor, but, or, yet, so)

I like tea, but he likes coffee.

- Use it to set off all the geographical areas

Example: Delhi, India

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- Use it to set off all the geographical areas

Example: Delhi, India

Moscow, Russia

- Use it in dates except the month

Example: October 8<sup>th</sup>, 2020

- Use it titles in names.

Example: Rahul Deshpande, MD

- Use it in the salutation (greeting) and closing of the email

## COMMUNICATION DEVELOPMENT

Example:

Dear Sir,

Dear Madam,

Respected sir or madam,

Dear Rahul,

Yours faithfully,

Yours sincerely,



## SEMICOLON (;)

The semicolon (;) is used to combine closely related ideas in one sentence. It creates a stronger pause than a comma, but doesn't demand a complete stop like a period!

Example:

Dessert is the best meal of the day; it's definitely my favorite!

I like cake; however, rasagulla is my favorite dessert.

## QUOTATION MARKS " "

Quotation marks are used to enclose material that is brought into a text from outside it, such as quotations from books, or words used by other people.

EXAMPLES:

He said "give me liberty or give me death"

"I know," my father said, "that he is famous"

## E-mail Writing

Electronic mail or email communication is important type of written communication in the modern world. It is fast, cheap and serves as a channel for one to one as well as one to many communications. Email communication requires both sender and receiver to have email account and access to the internet.

Advantages of email communication:

- Fast
- Free

## COMMUNICATION DEVELOPMENT

- Reliable
- Time saving
- Gives option to write and proof read before sending the content
- Global: you can send and receive email from anyone across the globe in minutes

### Structure of Professional email

Prerequisite:

If you are writing professional emails like job applications, request emails to the college/office management or for any other professional need, it is very important for you to have a Professional Email id. Your professional email id should have your name that is easily identifiable and relatable by the receiver. This makes it easier for the receiver to know the source of the message.

For example:

If your email id is [abc78@gmail.com](mailto:abc78@gmail.com) instead your name, then the receiver may not even open your email. Instead, if you have the email id in the format that is shown below, then it is easy for receiver to identify the source of the message:

your name(first and last name)@emailprovider.com

[bhavanashastry@gmail.com](mailto:bhavanashastry@gmail.com)

<b>Subject Line:</b>
<b>Greetings</b>
<b>Email text</b>
<b>Closing</b>



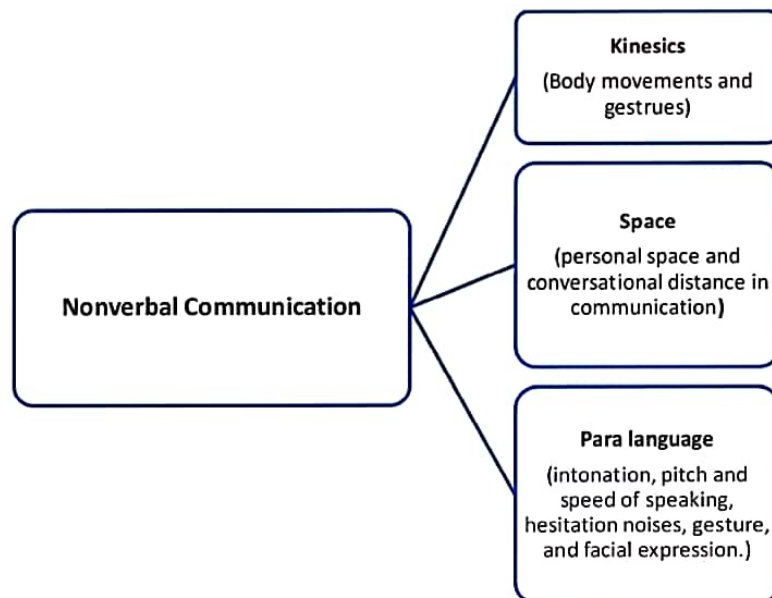
## Introduction



Merriam Webster's Dictionary defines communication as a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior. While the key to success in both personal and professional life lies in your ability to communicate well, it's not the words that you use but your **nonverbal** cues or "**body language**" that speak the loudest.

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Nonverbal communication is the transfer of information through the use of body language including eye contact, facial expressions, gestures and more. When you interact with others, you're continuously giving and receiving wordless signals like the gestures you make, your posture, your tone of voice, how much eye contact you make—sends strong messages to the recipient. They can put people at ease, build trust, and draw others towards you, or they can offend, confuse, and undermine what you're trying to convey. These messages don't stop when you stop speaking either. Even when you're silent, you're still communicating nonverbally.

Nonverbal communication is important because it gives us valuable information about a situation including how a person might be feeling, how someone receives information and how to approach a person or group of people. Paying attention to and developing the ability to read nonverbal communications is an invaluable skill you can leverage at every stage of your career.

If you want to become a better communicator, it's important to become more sensitive not only to the body language and nonverbal cues of others, but also to your own.







The many different types of nonverbal communication or body language include:

**Kinesics:**

**Body movement and posture:**

Consider how your perceptions of people are affected by the way they sit, walk, stand, or hold their head. The way you move and carry yourself communicates a wealth of information to the world. This type of nonverbal communication includes your posture, bearing, stance, and the subtle movements you make.

**Gestures:**

You may wave, point, beckon, or use your hands when arguing or speaking animatedly, often expressing yourself with gestures without thinking. However, the meaning of some gestures can be very different across cultures. While the OK sign made with the hand, for example, conveys a positive message in English-speaking countries, it's consider offensive in countries such as Germany, Russia, and Brazil. So, it's important to be careful of how you use gestures to avoid misinterpretation.

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**Eye contact:**

Since the visual sense is dominant for most people, eye contact is an especially important type of nonverbal communication. The way you look at someone can communicate many things, including interest, affection, hostility, or attraction. Eye contact is also important in maintaining the flow of conversation and for gauging the other person's interest and response.

**Touch:**

We communicate a great deal through touch. Think about the very different messages given by a weak handshake, a warm bear hug, a patronizing pat on the head, or a controlling grip on the arm, for example.

**Space:**

Have you ever felt uncomfortable during a conversation because the other person was standing too close and invading your space? We all have a need for physical space, although that need differs depending on the culture, the situation, and the closeness of the relationship. You can use physical space to communicate many different nonverbal messages, including signals of intimacy and affection, aggression or dominance.

**Para language:**

**Voice.** It's not just what you say, it's how you say it. When you speak, other people "read" your voice in addition to listening to your words. Things they pay attention to include your timing and pace, how loud you speak, your tone and inflection, and sounds that convey understanding, such as "ahh" and "uh-huh." Think about how your tone of voice can indicate sarcasm, anger, affection, or confidence.

**Facial expressions.** The human face is extremely expressive, able to convey countless emotions without saying a word. The facial expressions for happiness, sadness, anger, surprise, fear, and disgust are the same across cultures.

**How to improve nonverbal communication?**

- Keep appropriate distance when you interact with another person
- Take care of your appearance
- Stand up Straight with confidence
- Maintain Eye Contact
- Smile Genuinely

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### **Using nonverbal communication in an interview**

Nonverbal communication is an essential part of the interview. It is important both to read and interpret the nonverbal cues of your interviewers and to respond with appropriate body language throughout. Here are a few tips for using nonverbal communication in your next interview:

#### **COMMUNICATION DEVELOPMENT**

- Stand up when your interviewer enters the room and greet them with a reasonably confident handshake.
- Smile when greeting your interviewer and naturally throughout your interview.
- Sit with your shoulders back and chin up to convey confidence
- Place both feet on the ground or crossed at the ankles and lay your hands on top of one another on the table to express openness and friendliness
- Use gestures naturally without being distracting
- Speak with a reasonable, confident tone so your interviewers can easily and clearly understand you without being too loud
- Use natural, conversational intonation without going up or down too unnaturally