

# COMMUNICATIVE APPLICATIONS IN ENGLISH

OPEN COURSE  
SEMESTER V

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- × **Module I: Listening and Speaking**
  - × **Module II: Reading and Writing**
  - × **Module III: Writing for Specific Purposes**
  - × **Module IV: Practical Sessions**

# MODULE I

## UNIT I: VARIETIES OF MODERN ENGLISH

- ✘ English, the language of Britain, is spoken around the world today as a result of colonial expansion
- ✘ The official pronunciation of British English is called Received Pronunciation(RP)
- ✘ British English has undergone transformation in different parts of the world in the hands of its users, leaving varieties of English such as American English, Canadian English, Australian English, New Zealand English, South African English, Indian English and many more.
- ✘ There are 44 phonemes(speech sounds) in English language and are divided into two - vowels and consonants. There are 20 Vowels and 24 Consonants in English

# THE CLASSIFICATION OF ENGLISH SOUNDS

## ❖ Vowels

- × ʌ CUP, LUCK
- × Æ CAT, BLACK
- × ə AWAY, CINEMA
- × ɪ HIT, SITTING
- × ɒ HOT, ROCK
- × ʊ PUT, COULD
- × aɪ FIVE, EYE
- × eɪ SAY, EIGHT
- × ɔɪ BOY, JOIN
- × ɪə NEAR, HERE

- ɑ: ARM, FATHER
- e MET, BED
- ɜ: TURN, LEARN
- i: SEE, HEAT
- ɔ: CALL, FOUR
- u: BLUE, FOOD
- aʊ NOW, OUT
- oʊ GO, HOME
- eə WHERE, AIR
- ʊə PURE, TOURIST

## ❖ Consonants

× **b**    BAD, LAB  
× **f**    FIND, IF  
× **h**    HOW, HELLO  
× **k**    CAT, BACK  
× **m**    MAN, LEMON  
× **ŋ**    SING, FINGER  
× **r**    RED, TRY  
× **ʃ**    SHE, CRASH  
× **tʃ**    CHECK, CHURCH  
× **ð**    THIS, MOTHER  
× **w**    WET, WINDOW  
× **ʒ**    PLEASURE, VISION

**d**      DID, LADY  
**g**      GIVE, FLAG  
**j**      YES, YELLOW  
**l**      LEG, LITTLE  
**n**      NO, TEN  
**p**      PET, MAP  
**s**      SUN, MISS  
**t**      TEA, GETTING  
**θ**      THINK, BOTH  
**v**      VOICE, FIVE  
**z**      ZOO, LAZY  
**dʒ**     JUST, LARGE

# DEVIATIONS IN AMERICAN AND OTHER VARIETIES

- ❖ **British English vs. American English:** American English is a variety of English language used in the United States of America. It is one of the most popular varieties of English in the world. The difference between American English and British English is mostly in pronunciation, vocabulary and grammar. There are many differences between British and American English:
  - **Spelling:** The main difference is that British English has not changed the spelling of words it has absorbed from other languages like French and Latin. While in American English spellings are based mostly on how the word sounds when it is spoken. Eg: theatre, centre, litre in UK spelling whereas in US spelling it is theater, center, and liter
  - **Vocabulary** - Some English words have different meanings depending on whether they are used in an American English or a British English context. Eg: Petrol in British English, Gasoline in American English

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- **Grammar:** In most parts of the world, British grammar is considered “correct”, though grammar is constantly changing as new usages are coming in and some old ones are no longer in use. American English has different rules of grammar, most of which are popularized by media and the internet.
  - **Pronunciation, Stress and Intonation:** The pronunciation stress and intonation patterns of British and American English are quite different, though the structure of speech is similar.
  - **Word stress** - Americans mostly stress the last syllable of the word where British stress the first syllable of a word.
  - **Intonation** - British usually use high falling intonation, whereas Americans commonly use rising tones.

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- ❖ **British English vs. Indian English:** Indian English is another oldest regional variety of English language spoken and written in India, and Indian diaspora around the world. It shows the influence of languages and culture of India. English has been playing an important role in education and national life for more than two centuries in India. It serves as a library language and link language for inter-state as well as international communications.
  - ✘ Although Indians follow RP, there are some differences between British and Indian English, mainly in pronunciation and accent. It is mostly due to the interference of regional language (which is the first language/mother-tongue) in the learning of the second language that is English. Major differences are listed below :
  - **Accent** – British accent focuses on the vowel sounds whereas Indian accent is a mixed accent one. It shows the influence British, American and regional language varieties



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- **Vocabulary** – Some words and expressions equivalent to British English have been developed by users of Indian English over the years. It includes ‘to graduate’ in British and ‘to pass out’ in Indian.
  - **Vowels** – Difference in the pronunciation of vowels mostly due to mother tongue interference.
  - ✗ Indian English speakers do not make a clear distinction between /ɒ/ and /ɔ:/
  - ✗ Diphthong /eɪ/ pronounced as /e:/
  - ✗ Diphthong /əʊ/ pronounced as /o:/
  - ✗ /ɑ:/ maybe more front /a/
  - ✗ Pronunciation of /ɔ/ as /o/
  - ✗ Pronunciation of /æ/ and /ɛ/ as /e/
  - ✗ Pronunciation of /ɔ/ and /ɒ/ as /a/

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- **Consonants** – Difference in the pronunciation of consonants due to mother tongue interference includes
    - ✘ The voiceless plosives /p/, /t/, /k/ are always unaspirated in Indian English
    - ✘ The alveolar stops English /d/, /t/ are often retroflex
    - ✘ Indian speakers interchange /s/ and /z/
  - **Loan words** - Indian languages have contributed many words to the English language. The ninth edition of the Oxford Advanced Learner's Dictionary has included over 240 words from Indian English. It includes Dacoit, Bungalow, Garam masala, Guru, Loot, Khaki, Bangle, Nirvana, Maharaja, Avatar, Copra, Coolie, Chutney, Juggernaut, Jungle, Punch and many more.

## ❖ Syllable Structure

- + A syllable is a unit of organization for a sequence of speech sounds. It is typically made up of a syllable nucleus; most often a vowel, with optional initial and final margins; typically, consonants. In other words, onset, nucleus, and coda. Syllables are often considered the phonological "building blocks" of words. In the word "cat" for example, [c] is the syllable onset, [a] is the nucleus, and [t] the coda.

## ❖ Stress

- + In linguistics, stress is relative emphasis or prominence given to a certain syllable in a word or a certain word in a phrase or sentence

✘ **Word Stress:** It is how stress is distributed on the syllables of a word. Stressing the wrong syllable in a word can make the word very difficult to hear and understand. Four general rules of word stress are given below with examples

1. Stress the first syllable of:

- Most two-syllable nouns
- Most two-syllable adjectives

2. Stress the last syllable of:

- Most two-syllable verbs

3. Stress the second-to-last syllable of:

- Words that end in –ic
- Words ending in -sion and -tion

4. Stress the third-from-last syllable of:

- Words that end in -cy, -ty, -phy and -gy
- Words that end in -al

- ✘ **Sentence Stress:** While speaking, we use sentence stress to show our listeners which parts of our sentences are the most important (the parts that carry the most meaning). The basic rules of sentence stress are:
  1. content words are stressed
  2. structure words are unstressed
  3. the time between stressed words is always the same
- ✘ **Intonation:** Intonation is variation in spoken pitch. It indicates the attitudes and emotions of the speaker, signals the difference between statements and questions focuses on important elements of the message and also helps to regulate conversational interaction. The two basic types of intonation are falling intonation and rising intonation. Rising Intonation means the pitch of the voice rises over time. Falling Intonation means that the pitch falls with time.

# UNIT TWO

## VERBAL COMMUNICATION

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- ❑ Communication is the art of imparting or exchanging information by speaking, writing or using some other medium.
- ❑ Generally, communication is classified as verbal and non-verbal. In verbal communication one uses words to convey ideas, feelings and thoughts. The words may be spoken or written.

## □ Beginning Conversations

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- ✗ Start with a positive note
- ✗ Make the other person comfortable by stating that his/her opinion matters you
- ✗ Ask appropriate questions without intimidating
- ✗ Throw in jokes to break the ice
- ✗ For creative conversations ask open ended questions
- ✗ Avoid too personal information
- ✗ Try talking more about ideas and less about people

## ❑ **Interrupting a Conversation:**

- + Interrupting a conversation is not always positive and could be impolite, but some situations call for speaking up. One might interrupt a conversation to pass a message, to ask a question for better clarity or to express one's opinion

## ❑ **Hesitation in Conversation**

- + Hesitation in conversation happens due to lack of communication skills, which in turn affects confidence to speak with clarity. Understanding the problem, challenging the fears, relaxing and setting motivational goals can help overcome hesitation in conversations. Try to avoid sounds like "um", "er" or "ah", which indicates uncertainty in speech

## ❑ **Ending a Conversation**

- + Whether the situation is positive or not, it's always better to end a conversation politely, and with respect toward the person you're speaking with. There are various strategies to politely ending a conversation; it includes saying thank you and goodbye, excusing yourself to something, giving the other person your card, asking to connect on social media, planning a get-together



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## □ **Talking about Oneself and Others**

- ✗ Talking about oneself and others are both exciting and challenging. It is a common task at the beginning of any oral examination. We can prepare to talk about ourselves with the help of the following strategies – Practise answering simple questions about family, school, college, workplace, free time, daily routines, plans etc. You can either work with a friend or use a recording device. Always try to answer in full sentences and do not memorise answers as it would sound unnatural

## ❖ Describing Persons

- + It is very important to observe people to describe them. It includes describing their appearance, mannerisms, character and feelings. We often use some adjectives and verbs for such descriptions

## ❖ Describing places

- + Describing a place includes writing about its location, climate, historical and contemporary importance, what is it known for etcetera.

## ❖ Describing Incidents and Events

- + Events are planned activities like a wedding or a party; on the other hand, incident is usually unplanned and happens unexpectedly. A good event description includes – catchy summary, information without opinions, entertaining description of activities and eminent attendees and last but not least talking about captivating pictures

## ❖ Describing Objects

- + While describing objects, we usually make use of simple present tense. Simple past tense is also used when one is talking about things of the past. The description should include function, usefulness, parts and overall appearance or characteristics like material, shape, colour etcetera of the object

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- ❑ Attending an interview
  - ✘ Communication skills are essential for attending interviews. The interviewer will evaluate your ability to communicate in the work place at the time of the interview. Providing a good response to questions is a must. Practising interviewing by you in front of a mirror or with the help of a friend can reduce anxiety and boost confidence
  - ❑ Addressing an audience
  - ✘ Creating one to one connection with the audience is an essential skill in public speaking. Using the right words and emotions will be highly beneficial. It is always good to ask the audience to think of their own experiences related to what you are talking.

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- × Using audio-visual aids .

- + Audio-visual aids are essential for an effective presentation. It includes whiteboard and blackboard, interactive boards, flipcharts, slides, handouts, compact discs, films and multimedia. The use of aids should fit within the time and budget allowed for the presentation. Identifying aids according to the preference of the audience would be positive in delivering the message. The size and location of the audience are decisive in choosing audio-visual aids

- × Making short speeches

- + Short speeches are difficult to make as compared to long ones, and it requires good communication skills and knowledge to impact the audience in a limited time. You have to condense all information and research into a few minutes speech. Ideas must be communicated in the briefest, simple and clear manner possible. Make use of metaphors and other verbal illustrations to simplify a complex idea.

## × **Compering**

- + Compering is the act of introducing performers in a television, radio, or stage show. Earlier news presenters were also called anchors because they had complete control of the broadcasting of the news. But now anyone who presents a television programme is called an anchor. A host is generally referred to as the master of ceremonies who can be a moderator or interviewer for a television or radio programme

## □ **Group discussion**

- + Group discussion or GD is a strategy used by employers or institutions to test whether the candidate or applicant has certain personality traits. In this, a group of candidates is given a topic or situation to think for some time and asked to discuss their opinions or knowledge with the members of the group within a stipulated time. It is done to find out whether the candidate has critical and creative thinking skills to contribute effectively to the topic under discussion. The candidates are also evaluated for their interpersonal skills, verbal and nonverbal communication skills and language skills

# UNIT 3

## NON VERBAL COMMUNICATION

- ❑ In nonverbal communication, communication takes place without using words, either spoken or written.
- ❑ **Body language:** Non-verbal communication in which physical behaviours, and not words, are used to convey the information.
  - **Body posture:** It is the way you position your body like standing up straight, putting shoulders back or the way you carry yourself
  - **Body orientation:** It refers to the direction your body is facing when talking to someone
  - **Facial expressions:** Facial expressions convey the emotional state of an individual to observers. Our face could be extremely expressive without saying a word.
  - **Eye contact:** You are focused and paying attention if you are keeping eye contact with the person to whom you are talking. The study of eye contact is known as Oculesics.

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- ❑ **Self Concept, Self Image and Self-esteem:** A combination of self-image, self-esteem and ideal self is your self-concept. How you see yourself is your self- image. How much you value yourself is self-esteem and how you wish you could be is your ideal self
  - ❑ **Dress:** The dress is an aspect of non-verbal communication. As first impression counts in most cases dressing properly for occasion could be beneficial.
  - ❑ **Attitudes, Values and Perception:** Your view or interpretation of something is your perception. Your emotions, beliefs and behaviour towards a particular person, thing, object or event is termed as your attitude. Most people acquire attitudes as part of upbringing and will have long-lasting influence over social behaviour. Values are beliefs shared by a society/culture about rights and wrongs

# MODULE II

## UNIT ONE: TYPES OF READING

- × **Skimming:** Reading a text quickly to get a general idea or meaning is called skimming. While skimming one would go through the title, introduction, sub-titles and illustrations to get a general idea of the reading material. In everyday life, reading newspapers, e-mails and e-messages are examples of skimming.
- × **Scanning:** Reading a text quickly to find specific information is called scanning. It could be reading to know about names, key terms, dates or figures. An example from everyday life would be looking for flight/train information.



# UNIT TWO

## FORMATS OF READING

- ❑ **Short messages:** Formal short messages should include the following
  - + Salutation
  - + Time and date
  - + Sender's name/signature
  - + Use contractions, abbreviations and symbols
  - + Use Past/present/future tense – depending on the idea conveyed
- ❑ **Emails:** E-mail/e-mail/ electronic mail is a digital method of exchanging information across the Internet. An e-mail usually has two parts
  - a) **Header:** it shows sender's and receiver's e-mail ID, date, time and subject of the mail
  - b) **Body:** the message is written here along with complimentary clause and a signature line of the sender.

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## ❖ **Steps in writing an e-mail**

- a) Create an authentic/ professional e-mail ID
- b) Avoid lengthy or vague subject line
- c) Insert a proper salutation
- d) Introduce yourself at the beginning
- e) Keep your message coherent and concise
- d) Sign off with the full name
- e) Proofread for content and language errors

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## □ **Preparing notes and reports based on visuals, graphs and diagrams**

- Use clear and precise formats
- Select relevant information and discard the irrelevant
- Use simple language to decode data
- Use your own words rather than paraphrasing
- Use association techniques for better retention

# LETTERS-INFORMAL, FORMAL, BUSINESS

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- × **Personal Letters:** It is also known as informal letters or social letters. They are written to friends, relatives or acquaintances to share information or to express views and opinions
- × **Business Letters:** It is a formal letter. Letters to and from suppliers, manufacturers, and distributors, inter-office or company communication etcetera are usually the subject of business letters
- × **Official letters :** An official letter is a kind of formal letter like the business letter. The following are the common types of official letters-
  - 1) Letter of Application,
  - 2) Permission/ Request letter,
  - 3) Letter of Complaint,
  - 4) Letter of Enquiry,
  - 5) Letter of Thanks

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- ❑ **Agenda and minutes:** Agenda for a meeting includes all specific items to be acted upon that participants hope to accomplish. It lists activities in the order in which they are to be taken up in the course of the meeting. For a successful meeting, the agenda should be distributed in advance to the participants for preparation. Minutes of a meeting is a document, usually written sometimes recorded, that informs attendees and non- attendees about what was discussed during a meeting
  - ❑ **Curriculum Vitae:** Curriculum vitae is a brief account of a person's education, qualifications, and previous occupations, typically sent with a job application. It is a Latin term meaning “course of life” (events about life). The CV presents a full history of the academic credentials and professional experience of a candidate

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- ✘ **Describing persons:** It is very important to observe people to describe them. It includes describing their appearance, mannerisms, character and feelings
  - ✘ **Describing places:** Describing a place includes writing about its location, climate, historical and contemporary importance, what is it known for etcetera

- ✘ **Describing incidents and events:** Events are planned activities like a wedding or a party, and on the other hand incident is usually unplanned and happens unexpectedly. A good event description includes – catchy summary, information without opinions, entertaining description of activities and eminent attendees and last but not least attaching captivating pictures
- ✘ **Writing advertisements:** Advertisements are notices or announcements in a public medium promoting a product, service, event or publicizing a job vacancy
- ✘ **Short argumentative essays:** It is a type of essay that presents arguments. It may present both sides of an argument equally, or one side presented more forcefully than the other. To write an argumentative essay, one has to investigate a topic, collect evidence and establish a position. Short argumentative essays will have a strong introduction, body detailing evidences and a compelling conclusion

# UNIT THREE

## WORDS AND EXPRESSIONS

- ✘ **Synonyms:** Synonyms are words or phrases that means exactly or nearly the same as another word or phrase
- ✘ **Antonym:** Antonym is a word opposite in meaning to another
- ✘ **Idioms:** Idioms are phrases or expressions that have a figurative or sometimes literal meaning. There are thousands of idioms in the English language



# MODULE III

## WRITING FOR SPECIFIC PURPOSES

- ✘ **ESP:** English for specific purposes (ESP) is learning English language and skills for specific needs like employment. It includes Technical English, Scientific English, Business English, English for Medical professionals etcetera
- ✘ **Scientific Writing:** It is technical writing to communicate scientific information. Scientific writers research on their respective areas and write articles and features for subject-specific journals and general media
- ✘ **Business Writing:** It is a professional communication used by corporate and business professionals. There are four types of business communication – Instructional, Persuasive, Transactional and Informational

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- ✘ **Writing Proposals:** A project proposal is a document that convinces a sponsor or a contributor that a project is a necessity to solve a particular problem or grab an opportunity. It is in most cases is a request for financial assistance or permission to implement a project
  - ✘ **Writing Summaries:** A summary records the main points from lengthy spoken or written information. It omits the reader's or writer's interpretation of the original. The word "summary" comes from the Latin, "sum."

# UNIT II

## WRITING REVIEWS

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- ✘ **Book Review:** Reviewing a book is a critical process in which a book is analysed based on content, style and merit. It includes writing opinion, summary and critical appreciation of the book under review.
- ✘ **Film Review:** Film reviews analyse and evaluate films. Film reviews include personal and idiosyncratic reactions to an objective analysis of its formal techniques, themes and content. Usually film reviews are short pieces of writing (approx. 500-1000 words).

# MODULE IV

## PRACTICAL SESSIONS

- × **Translation** :The translation is the communication of meaning from one language (the source) to another language (the target).  
Caption A caption is a title or brief explanation accompanying an illustration, cartoon, or poster. There are different types of captions
- × **Symposium**: A symposium is a conference or meeting to discuss a particular subject. It is a discussion in which participants talk on the same topic emphasising different aspects.