



English for Creative Business

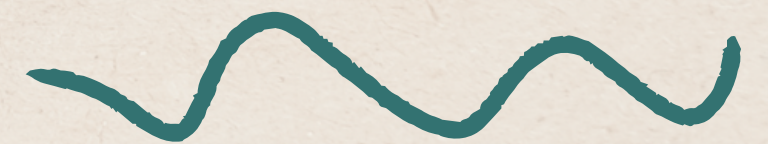
Week 3

Elevate Your Voice



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dBizTECH SDU



Clear & Concise Spoken Communication

Section 1: The Power of Your Words

**Section 2: Foundation of Clarity: Articulation &
Pronunciation**

Section 3: Beyond Words: Tone & Register

Section 4: Structuring for Understanding

**Section 5: Mastering Explanations: Be Clear &
Concise**

Mastering Receptive Communication



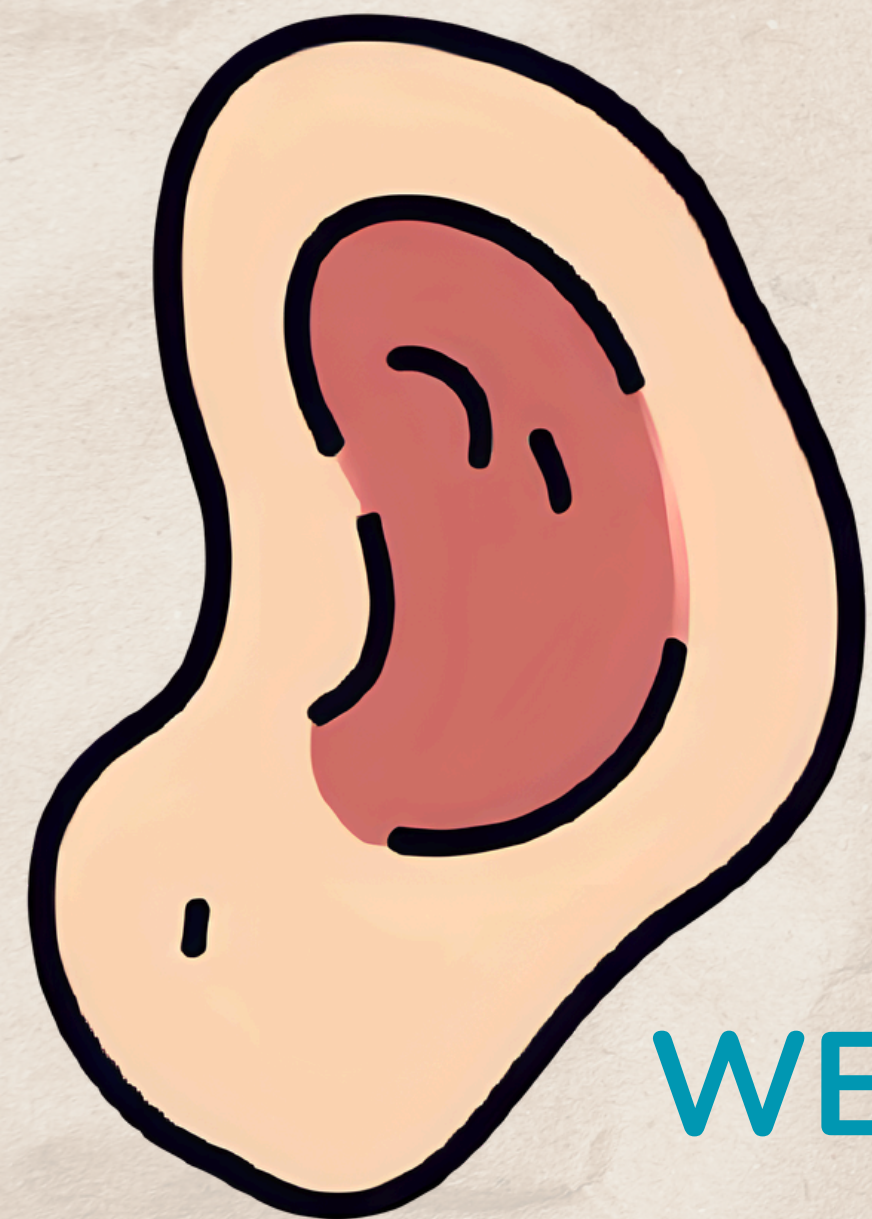
Active Listening & Following
Instructions





Section 1: The Power of Your Words

From Ideas to Impact: Expressive Communication



WEEK 2

- Articulating ideas effectively is paramount in creative business and digital technology. This week shifts from receptive (listening) to expressive communication.



WEEK 3

Section 2: Foundation of Clarity: Articulation & Pronunciation

Speak So They Understand

Articulation (How Sounds are Made)

1

-**Definition:** Physical movements of speech organs to produce distinct sounds (phonemes).

-**Key for Clarity:** Producing each phoneme distinctly, avoiding slurring or mumbling.

-**Mini-Tips:**

* Speaking Rate: Moderate pace.

* Mouth Movement: Enunciate clearly.

* Volume Control: Appropriate for audience/environment



Pronunciation (How Words are Spoken)

2

-**Definition:** Way words are spoken, including phoneme selection, stress, and intonation.

-**Key Concepts:**

* **Intelligibility:** How clearly speech is understood.

* **Comprehensibility:** How easily meaning is understood (broader).

-**Mini-Tip:** Use strategic pauses to emphasize points and avoid filler words.

Section 2: Foundation of Clarity: Articulation & Pronunciation

Speak So They Understand

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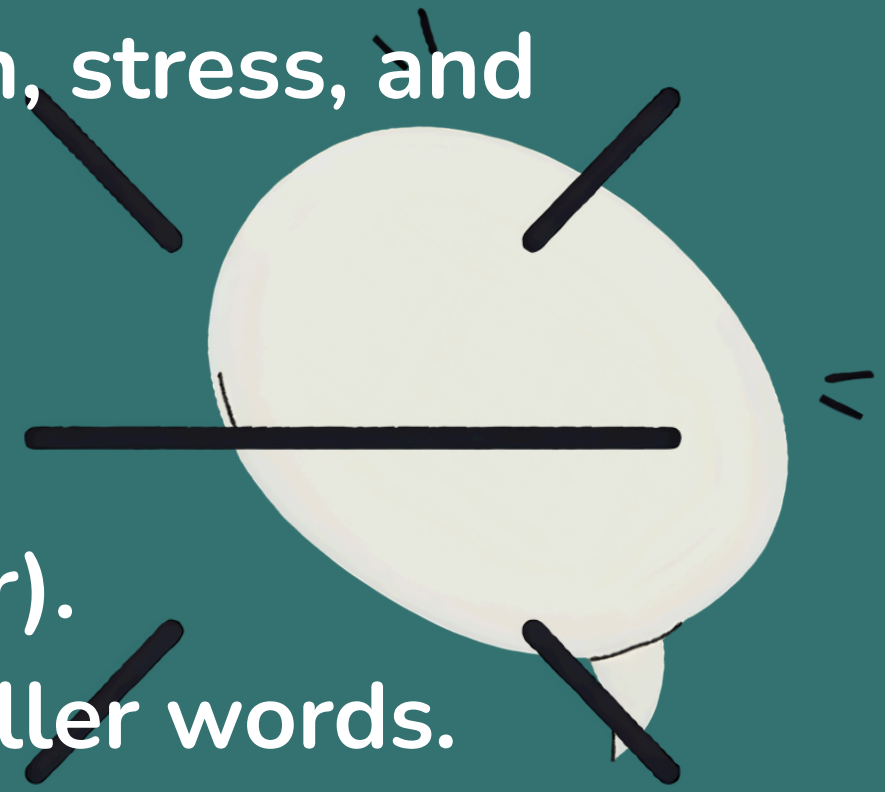


Section 2: Foundation of Clarity: Articulation & Pronunciation

Speak So They Understand

2 Pronunciation (How Words are Spoken)

- Definition: Way words are spoken, including phoneme selection, stress, and intonation.
- Key Concepts:
 - * Intelligibility: How clearly speech is understood.
 - * Comprehensibility: How easily meaning is understood (broader).
- Mini-Tip: Use strategic pauses to emphasize points and avoid filler words.



Examples

For a word bubble with stress marks or an accent mark, here are examples of words you could use, illustrating the concept of pronunciation and how stress or accent can change meaning or be part of a standard way of speaking:

1

“PRE-sent”
(as in a gift) vs.
“pre-SENT”
(as in to give a
presentation)

2

“CON-duct”
(the act of
managing) vs.
“con-DUCT”
(to lead or manage)

3

“re-CORD” (to make a
record of something)
vs. “RE-cord” (a sound
recording or a past
achievement)



Section 3: Beyond Words: Tone & Register

Tone 1



- Definition: Emotional quality of the voice (enthusiasm, seriousness, etc.).
- Key Points:
 - * Conveys meaning and influences listener interpretation.
 - * Requires emotional intelligence.
 - * Professionalism: Convey respect, confidence, objectivity.

Register 2

- Definition: Level of formality of language used.
- Types & Examples:
 - * Formal: Complex sentences, precise vocabulary (e.g., academic presentation).
 - * Informal: Simpler sentences, everyday words (e.g., casual chat with friends).
 - * Professional: Balanced, clear, precise, respectful (e.g., client meeting).





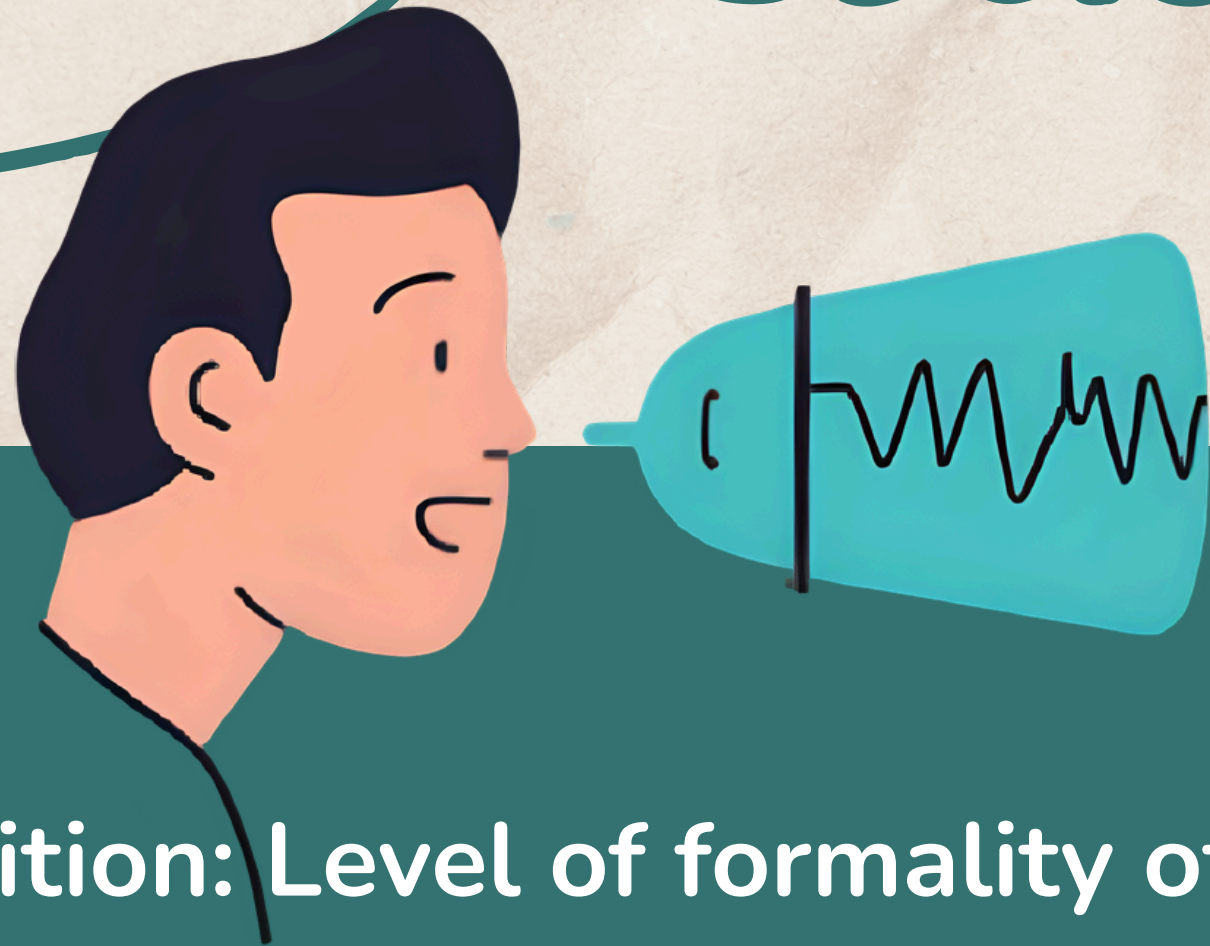
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Section 4: Structuring for Understanding

Guide Your Audience Logically

Key Message: Clear and logical structure enhances message coherence and listener comprehension.

-Central Concept: Coherence (logical connection of ideas) & Cohesion (linguistic links like conjunctions, pronouns).

-Common Logical Structures (with small representative icons):

* Chronological Order:

* Problem-Solution:

* Cause-Effect:

* Comparison-Contrast:

-Strategy: Signposting: Using verbal cues to guide listeners (e.g., “First...”, “Now, let's move on...”, “In summary...”).

Section 4: Structuring for Understanding

Guide Your Audience Logically

- Common Logical Structures

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Section 4: Structuring for Understanding

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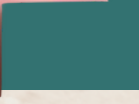
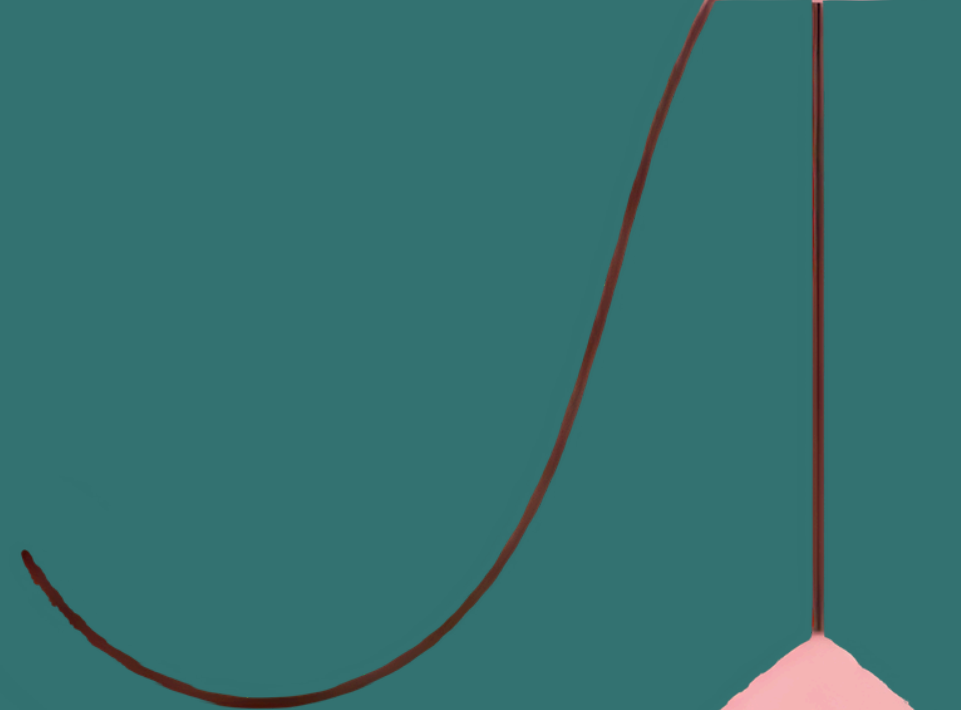
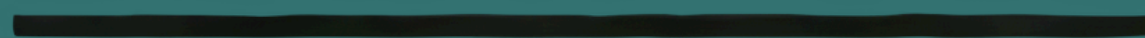
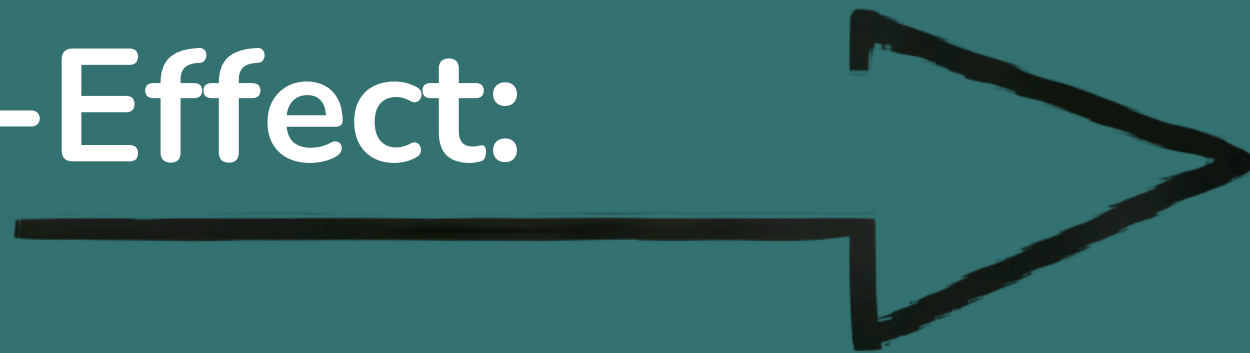
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Section 4: Structuring for Understanding

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Section 4: Structuring for Understanding

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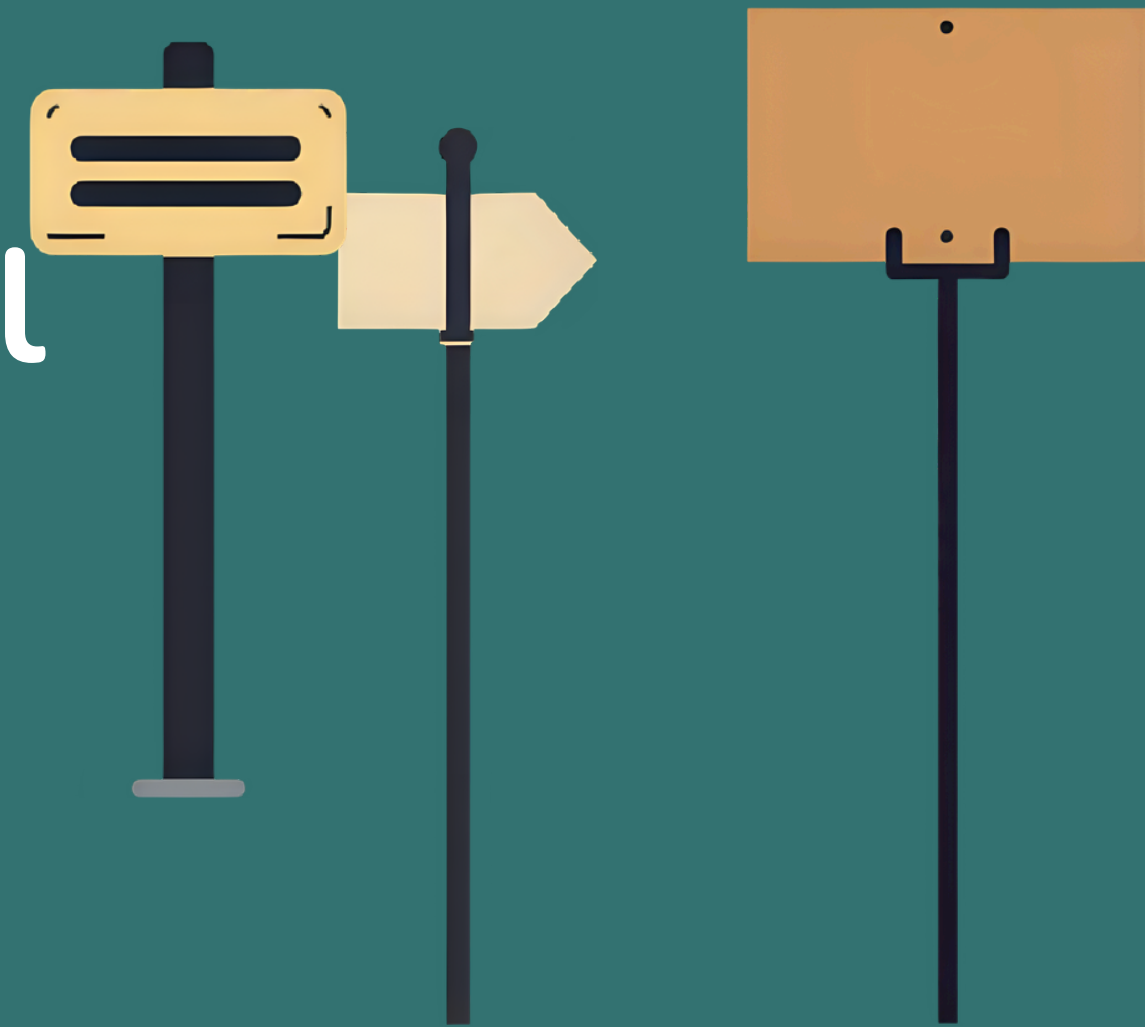
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Section 4: Structuring for Understanding

Guide Your Audience Logically

Strategy: Signposting: Using verbal cues to guide listeners (e.g., “First...”, “Now, let's move on...”, “In summary...”).



Section 5: Mastering Explanations: Be Clear &

Explaining Complex Ideas Simply

Key Message: Convey complex information clearly and understandably, minimizing cognitive load.

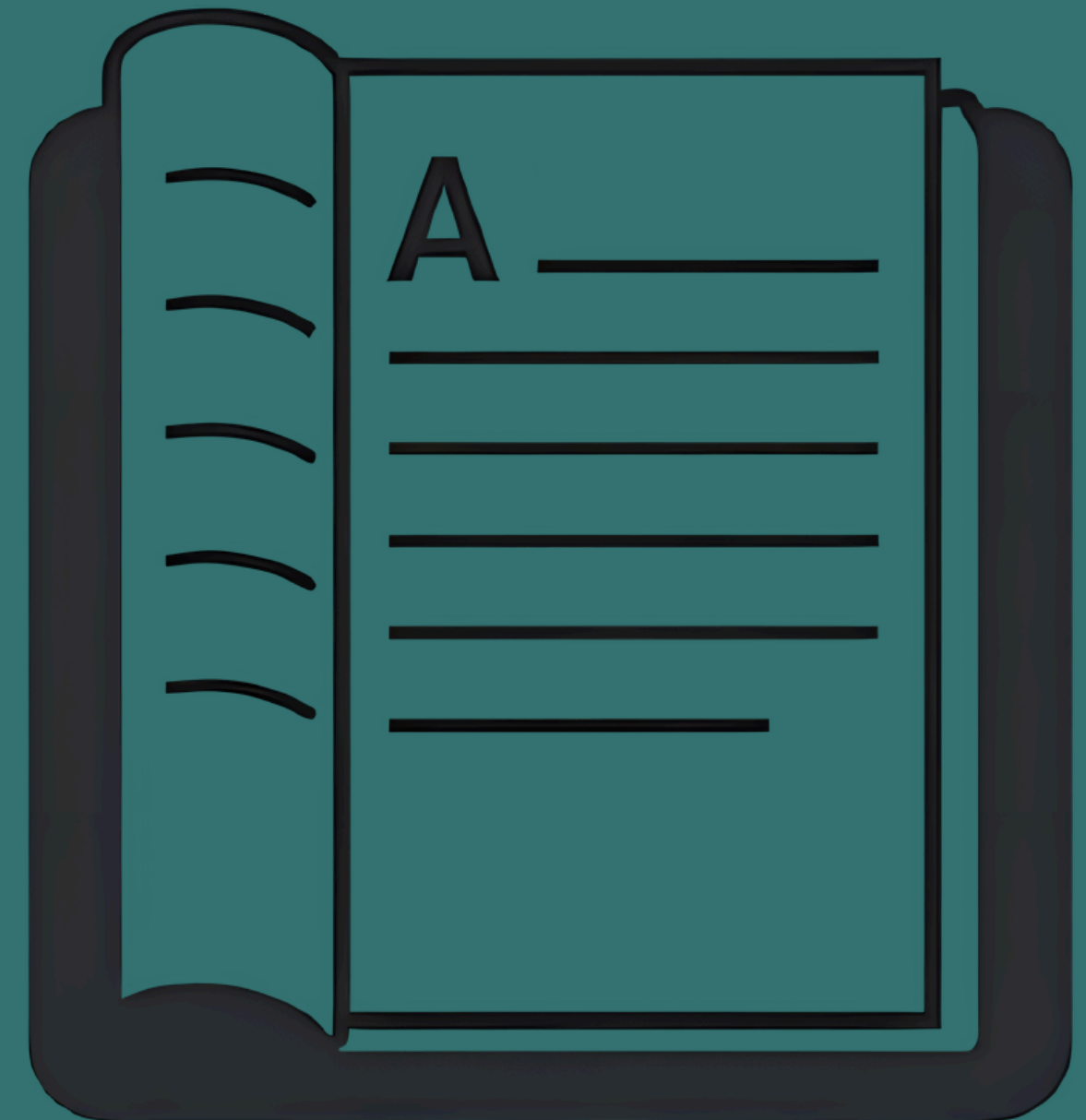
- Defining Terms:** Clarify unfamiliar vocabulary.
- Using Examples & Analogies:** Relate abstract concepts to familiar ones.
- Visual Aids:** Supplement verbal explanations (diagrams, charts).
- Checking for Understanding:** Ask questions (e.g., “Does that make sense?”).
- Summarizing Key Points:** Reinforce main ideas (e.g., “To summarize...”).
- Audience Awareness:** Tailor explanations to audience knowledge.



A central concept (“Coherence & Cohesion”) with examples of logical structures branching off.

Section 5: Mastering Explanations: Be Clear &

Defining Terms:
Clarify unfamiliar
vocabulary.



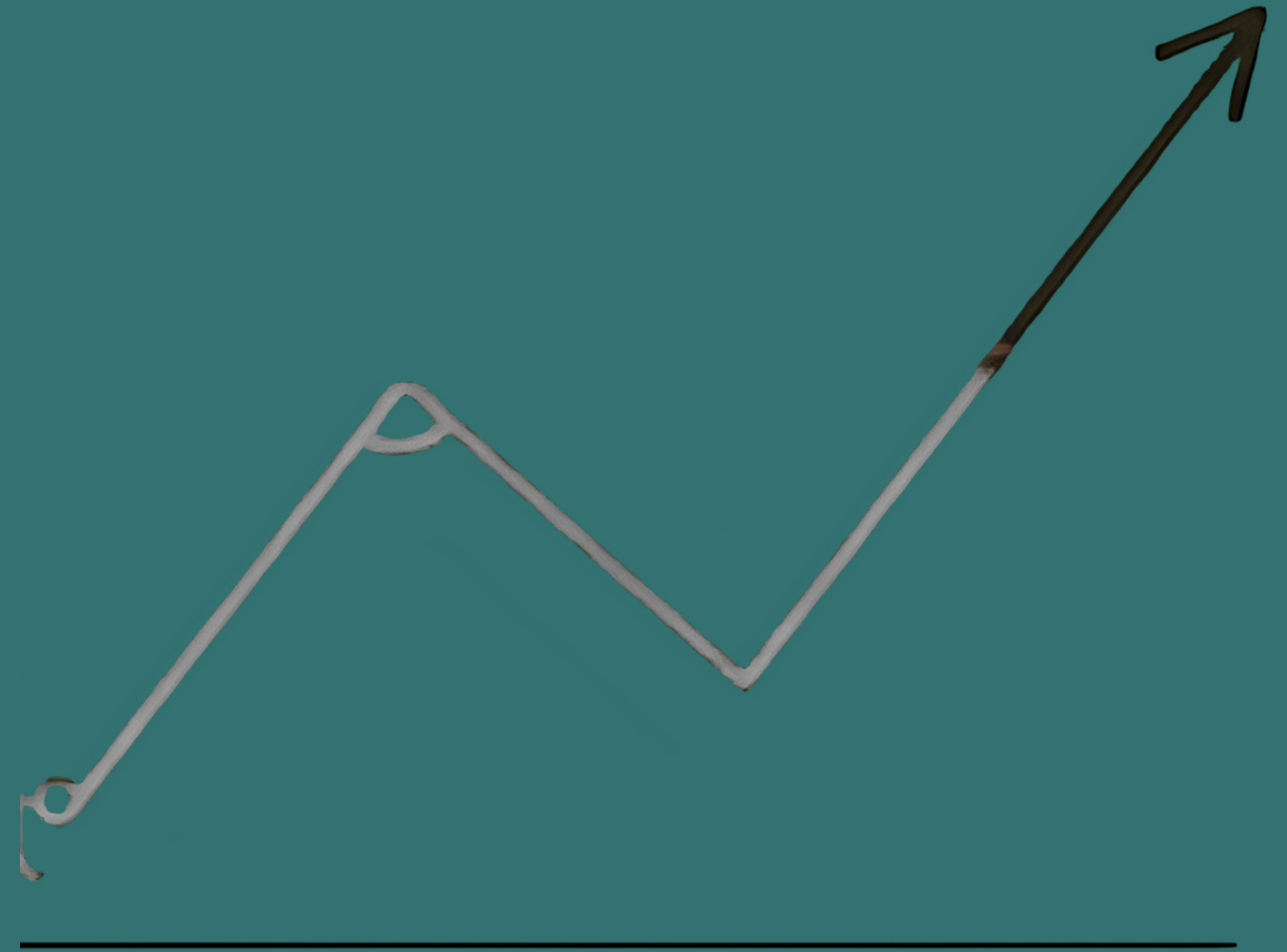
Section 5: Mastering Explanations: Be Clear &

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Section 5: Mastering Explanations: Be Clear &

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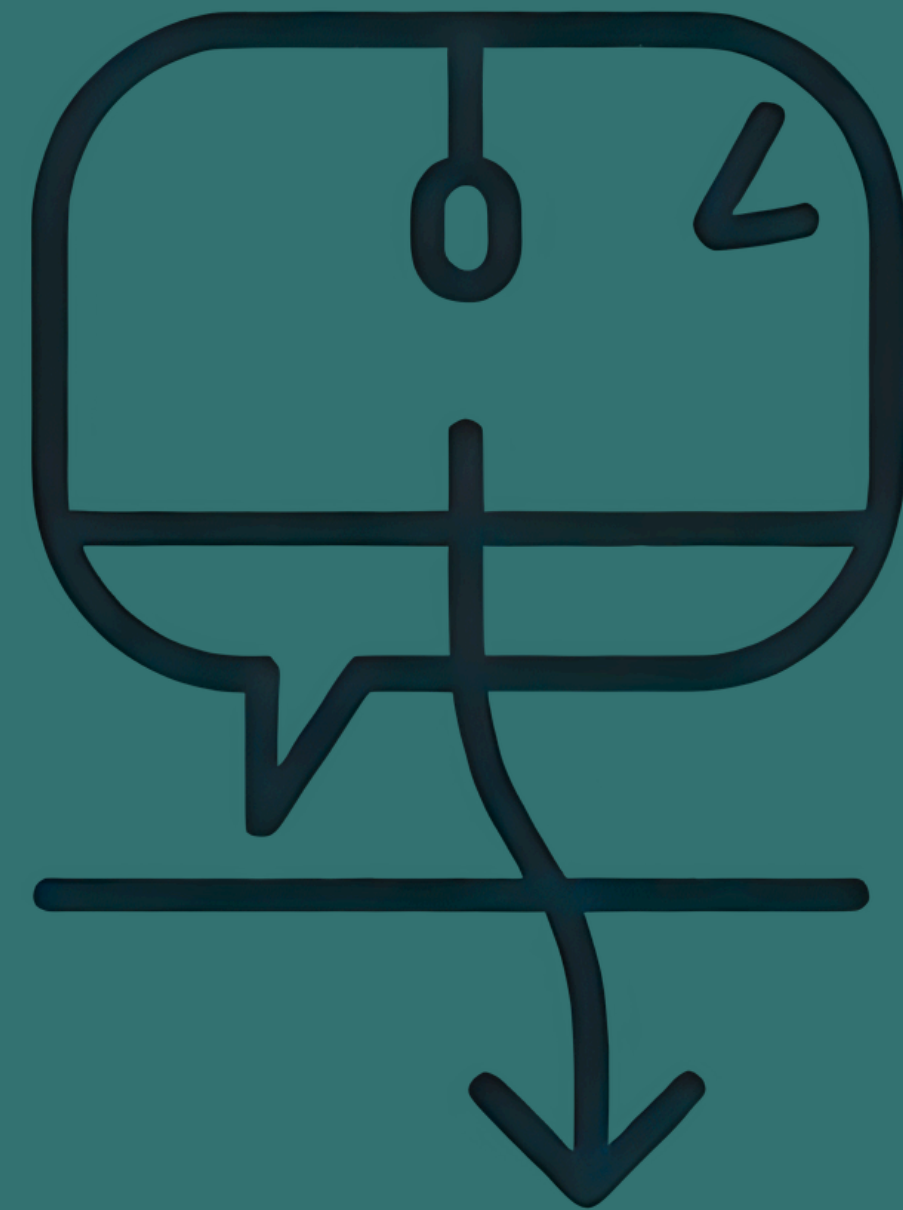
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Checking for
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Section 5: Mastering Explanations: Be Clear &

Summarizing Key
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Section 5: Mastering Explanations: Be Clear &

Audience
Awareness: Tailor
explanations to
audience knowledge.



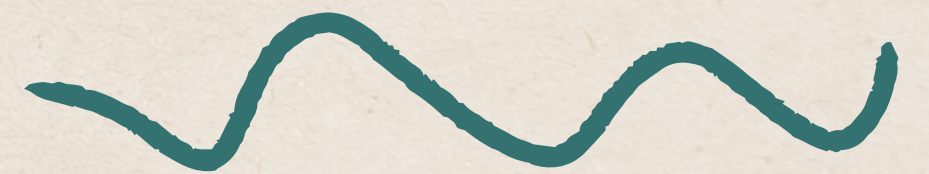
Your Communication Journey



Key Takeaway: Mastering clear and concise spoken communication enhances your ability to convey information, build rapport, and achieve goals in professional settings.



Q&A Session



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Thank
you

