TECHNICAL COMMUNICATION (BAS301) NOTES UNIT 1 (CO1)

Unit 1: Fundamentals of Communication and Voice Dynamics:
Role and Purpose of Communication, Types and Flow of Communication,
Barriers to Effective Communication, 7C's of communication, Code and Content;
Stimulus and Response, Vowel Sounds and Consonant Sounds, Tone: Rising and Falling Tone.

WHAT IS COMMUNICATION?

"COMMUNICATION IS THE KEY"

Communication is the process of passing information and understanding from one person to another. It is the process of imparting ideas and making oneself understood by others.

-Thed Haiman

Communication is the two-way process of exchanging ideas and information.

-Murphy-et-al

Now let us look around and you will find people involved in several activities, which involves:

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Informal conversations

Meetings

Presentations

Phone calls

Tele-conferencing

Video-conferencing

Gossiping

Net surfing

Chatting and so on.

In short, we need to communicate in order to interact. Communication is one of the essential conditions of social interaction; it plays a key role in our life.

Now let us try to understand what the term 'communication' means. The term has been defined

at various levels. The word communication comes from the Latin word

"communicare", meaning 'to share, to impart, or to commune (to share your emotions and feelings with someone without speaking). Its literal meaning is 'giving or sharing

information'. "Communication is a process of sharing information". The word process suggests that communication exists as a flow through a sequence or series of steps.

Communication is a dynamic interactive process that involves the effective transmission of facts, ideas, thoughts, feelings, and values. It is not passive and does not just happen. We actively and consciously engage in communication in order to develop the information and understanding required for effective group functioning. It is dynamic because it involves a variety of forces and activities interacting over a period of time.

TECHNICAL COMMUNICATION: DEFINITION

Technical communication may be defined as the transmission and reception of facts, figures, ideas and all sorts of scientific and technical information by professionals of various fields such as engineering, medicine, science, research, education and space etc. Technical communication is of two types: -

- a) Written More formal and objective.
- **B)** Oral Less formal

ROLES OF COMMUNICATION

- 1) It increases interaction in a giant organization.
- 2) It helps in operating in global business organization.
- 3) Many companies operate in the international level.
- 4) This requires dealing with people of different language and culture.
- 5) Timely information.
- 6) To keep pace with a changing environment.
- 7) Better decision making.
- 8) Better human relations.
- 9) Achieving organizational goals.

- 10) Better public relations.
- 11) Generations of better ideas.
- 12) Helpful as a motivational force.



PURPOSE OF TECHNICAL COMMUNICATION

- To inform the worker and officials about what they are supposed to do.
- To collect some information vital to making of a decision.
- To make enquiries, fix responsibilities, demand explanation and enforce discipline.
- To advice or to seek advice.
- To appreciate a work or to express disapproval.

TYPES OF COMMUNICATION

VERBAL COMMUNICATION

Verbal communication occurs when we engage in speaking with others. It can be face-to-face, over the telephone, via Skype or Zoom, etc. Some verbal engagements are informal, such as chatting with a friend over coffee or in the office kitchen, while others are more formal, such as a scheduled meeting. Regardless of the type, it is not just about the words, it is also about the

caliber and complexity of those words, how we string those words together to create an overarching message, as well as the intonation (pitch, tone, cadence, etc.) used while speaking. And when occurring face-to-face, while the words are important, they cannot be separated from non-verbal communication.

NON-VERBAL COMMUNICATION

What we do while we speak often says more than the actual words. Non-verbal communication includes facial expressions, posture, eye contact, hand movements, and touch. For example, if you're engaged in a conversation with your boss about your cost-saving idea, it is important to pay attention to both the their words and their non-verbal communication. Your boss might be in agreement with your idea verbally, but their nonverbal cues: avoiding eye contact, sighing, scrunched up face, etc. indicate something different.

WRITTEN COMMUNICATION

Whether it is an email, a memo, a report, a Facebook post, a Tweet, a contract, etc. all forms of written communication have the same goal to disseminate information in a clear and concise manner – though that objective is often not achieved. In fact, poor writing skills often lead to confusion and embarrassment, and even potential legal jeopardy. One important thing to remember about written communication, especially in the digital age, is the message lives on, perhaps in perpetuity. Thus, there are two things to remember: first, write well – poorly constructed sentences and careless errors make you look bad; and second, ensure the content of the message is something you want to promote or be associated with for the long haul.

LISTENING

The act of listening does not often make its way onto the list of types of communication. Active listening, however, is perhaps one of the most important types of communication because if we cannot listen to the person sitting across from us, we cannot effectively engage with them. Think about a negotiation – part of the process is to assess what the opposition wants and needs. Without listening, it is impossible to assess that, which makes it difficult to achieve a win/win outcome.

VISUAL COMMUNICATION

We are a visual society. Think about it, televisions are running 24/7, Facebook is visual with memes, videos, images, etc., Instagram is an image-only platform, and advertisers use imagery to sell products and ideas. Think about from a personal perspective – the images we post on social media are meant to convey meaning – to communicate a message. In some cases that message might be, look at me, I'm in Italy or I just won an award. Others are carefully curated to tug on our heartstrings – injured animals, crying children, etc.

We communicate continually throughout each and every day. We do it without thinking – we operate on communication autopilot. However, I encourage you to think about how you communicate. How do you communicate verbally? What nonverbal cues do you use when you are disinterested? Excited? Nervous? Are you a good listener? Can you write a concise, clearly articulated message? Are there barriers to how you communicate effectively?

Understanding how you communicate is the first step to communicating more effectively. You can easily look online for communication courses. There are a variety of credit and non-credit course available to help you improve your communication skills, including our non-credit series.

THE FLOW OF COMMUNICATION

DOWNWARD, UPWARD, LATERAL OR HORIZONTAL, DIAGONAL

Formal channel of communication is multi-dimensional. Information flows in different directions.

The various directions or FLOW of communication are as follows: -

(i) DOWNWARD COMMUNICATION

Downward communication means flow of information from higher levels to lower levels in the organizational hierarchy. Information flows from top-most authority to the bottommost persons (workers) through various levels. This flow of information generally prevails where autocratic style of management is dominant.

Contents of Information: The following information generally flows in downward direction:

- How to do a job.
- Rationale for doing those jobs.
- Policies and practices of organisation.
- Performance level of employees.
- The need to develop a sense of mission.

Forms of Downward Communication:

Downward communication can be oral or written. Oral communication can be through speeches, telephone, face-to-face interaction or meetings. Written communication takes place through letters, hand books, pamphlets, posters, bulletins, annual reports, policy statements, notices,

circulars etc. Written form of downward communication is used when confidential matters are to be reported which requires documentary evidence.

Merits of Downward Communication: Downward communication has the following merits:

- 1). It provides information regarding organizational plans and policies.
 - 2). It informs employees about the rationale of organizational goals and how they can coordinate these goals with personal goals.
 - 3). It enables employees to know their area of discretion. They know what is expected of them and perform within those constraints.
- 4). It increases job satisfaction and morale of employees to perform better.

Limitations of Downward Communication: Downward communication suffers from the following limitations:

- 1). Information distortion In large-sized organisations, information flows through a number of levels. It is possible that by the time it reaches the lowest unit in the organizational hierarchy, the message received is different from what is sent. The message is screened at various levels.
- 2). Information gaps Oral information often gets lost in transit. A part of the information is retained at some level and gets filled by some unintended information at another level. Messages are encoded and decoded according to people's perception. Researches have shown that in some cases, information up to about eighty per cent gets lost on the way.
- 3). Time consuming If organizational hierarchy has too many levels, it takes time for information to reach the person concerned. Sometimes, information reaches after the desired action has already been taken.
- 4). Incomplete transmission Sometimes, managers withhold part of the information and transmit incomplete information so that subordinates remain dependent upon them for information.
- 5). Employees cannot perform effectively with incomplete information. This may affect superior-subordinate relationships.

Note: - These limitations do not undermine the importance of downward communication. Proper feedback of information from lower to higher levels can help managers overcome the limitations of downward communication.

(ii) UPWARD COMMUNICATION

Flow of information from lower levels to higher levels is known as upward communication. Employees respond to managers' directions and instructions through upward communication. This flow of communication is suitable where democratic or participative style of management is prevalent.

Contents of Information: The following information generally flows in upward direction:

- Reports about subordinates' work, achievements, progress and future plans.
- Subordinates' work problems which need the assistance of supervisors.
- Ideas or suggestions offered by subordinates to improve the working of any unit or organisation as a whole.
- Subordinates' perception about their work, work environment and co-workers.
 Forms of Upward Communication: Upward communication can take place through media like suggestions, appeals, meetings, grievance procedures, open door policy (subordinates can approach top managers directly bypassing some of the hierarchical levels), complaint system, questionnaires, group meetings etc.

Merits of Upward Communication: Upward communication has the following merits:

- 1). Managers receive feedback from lower levels that helps in carrying out the controlling function.
- 2). It helps in knowing attitude of employees towards corporate goals and plans for effective implementation of plans.
- 3). It increases employees' morale and motivation to work. When employees know their grievances, ideas and suggestions are considered by top managers, they feel morally committed to their work.
- 4). It provides managers with creative ideas and suggestions from subordinates.
 - 5). It strengthens superior-subordinate relationships and creates harmonious industrial relations.
 - 6). It overcomes resistance to change on the part of employees as they can present their fears and apprehensions upwards.

Limitations of Upward Communication: Upward communication suffers from the following limitations:

- Filtration As in downward communication, substantial part of information gets filtered when it flows upward. In upward communication, each subordinate level filters that part of information which may present unfavourable picture to the superiors.
- 2). Time consuming Too many levels in the official chain of command delay transmission of information.
- 3). Fears and apprehensions Subordinates do not always report the matters upward the way they want. When they know that the news is not what the boss wants to hear, they do not transmit it at all. They may even distort or edit the information before transmitting it upwards. Thus, the information passed is not what is true but what the boss wants to hear.
- 4). Attitude of superiors Sometimes superiors do not listen to the juniors. Most of what is said by lower levels goes unheard at the top levels. The very purpose of upward communication, in such cases, gets defeated.
- 5). Low effectiveness When employees approach top managers by-passing some links in the scalar chain, it avoids filtration of information but those who are surpassed may feel morally affected. This strains the superior-subordinate relationships and hampers the effectiveness of further transmission.

Note: - Upward communication is an effective dimension of communication. Managers must improve the upward flow of interaction. They should be willing to listen to employees. They should specify the type of information that should flow upwards. Every matter should not be reported to top managers. Only important information that needs their attention and action should flow upwards. Informal channels of communication can increase the efficiency of upward communication. Use of suggestion schemes, grievances procedures, periodic reports, committees, open door policy etc. are helpful in this regard.

(iii) HORIZONTAL OR LATERAL COMMUNICATION

Flow of information amongst people at the same level is known as horizontal communication. It is interaction amongst peer groups. Most common horizontal communication is communication between functional heads. Marketing manager and production manager constantly interact with each other to coordinate demand with production schedules.

It takes place between:

- Members of a particular work group.
- Members of different work groups.
- Members of different departments operating at the same level.

• Members of line and staff.

Note: - It does not follow the official chain of command but cuts across it.

Objectives of Horizontal/Lateral Communication: Horizontal communication serves the following purposes: -

- 1). It coordinates work assignments carried out by different departments.
- 2). It helps to share information about organizational plans and policies.
- 3). It helps to solve organizational problems.
- 4). It develops common understanding amongst all the organizational members.
 - 5). It conciliates, negotiates and arbitrates differences arising on account of cultural and attitudinal factors amongst employees.
- 6). It develops interpersonal support amongst people of different units.

Forms of Horizontal Communication:

Horizontal communication can be oral and written. Oral communication takes place amongst people of the same level—when they meet during lunch break, after office hours, discussions in meetings and conferences or talk over telephone. Written communication takes place through reports, bulletins, boards, letters, memos, reports etc.

Merits of Horizontal Communication: Horizontal communication has the following merits:

- 1). It helps to review activities assigned to people working at identical positions.
- 2). It speeds up the flow of work.
 - 3). It facilitates problem-solving amongst members at their level and integrates the work.

- 4). It develops trust and confidence amongst people of different departments.
 - 5). It provides job satisfaction to employees and boosts their morale to improve performance.
 - 6). It relieves top managers of the burden of solving problems at the work place, if workers can solve them on their own. It, thus, settles inter-departmental and intradepartmental differences at the place of origin.
- 7). It solves common problems of people and creates teamwork.

Limitations of Horizontal Communication: Horizontal communication suffers from the following limitations:

- 1). **Personal biases** Personal likes and dislikes amongst members of work groups can obstruct free flow of information.
- 2). Specialisation In the modern era, functional heads are highly specialized in managing activities of their departments and they lack specialised knowledge of other functional areas. This affects communication at the horizontal level. For example, marketing manager may not be knowing much about sources and uses of funds, financial management and capitalization. He will not be able to effectively communicate with the finance manager on matters related to finance.
- 3). **Perceptions and attitudes** Differences in perceptions and attitudes of functional heads can be counter-productive in horizontal communication. Functional managers may look at the same problem from different angles. If CEO of the company directs functional heads to cut down costs, finance managers may want marketing manager to cut selling costs, while marketing manager may want production manager to cut production costs. Interdepartmental conflicts can arise and the objective will not be achieved.

Note: - The problems mentioned above should overcome by supporting heads and members of various work groups to promote healthy communication amongst them. While superiors allow information to flow horizontally in the organisation, they should ensure that subordinates do not violate the limits of authority. The subordinates should keep the superiors informed of whatever interaction takes place amongst the peer groups.

(iv) DIAGONAL OR CROSS-WISE COMMUNICATION

Flow of information amongst people of different departments at different levels is known as diagonal communication. When regional sales manager talks to workers of finance or production department, diagonal communication is said to have taken place. People who are generally not in contact, come close to each other through diagonal communication.

Forms of Diagonal Communication:

Diagonal communication can be oral and written. Oral communication takes place in meetings, conferences, project teams etc. Written communication takes place through magazines, bulletins, boards, notices, circulars etc.

Merits of Diagonal Communication: Diagonal communication offers the following merits:

- 1). It increases efficiency and speed of work. People can directly talk to each other without following the formal chain of command.
- 2). It boosts morale and commitment of employees to work as they can directly talk to the managers.
- 3). It coordinates the activities of various departments as they can interact with each other.
- 4). It provides job satisfaction to employees.

Limitations of Diagonal Communication: Diagonal communication suffers from the following limitations:

- 1). Violation of chain of command Information cuts across all levels and all departments. There is complete violation of chain of command.
- 2). Attitudinal problems When manager of sales department talks directly with workers of production department, production manager may feel offended about the same. This can affect relationship with workers of his department. Note: Diagonal communication increases the efficiency of organizational activities as every information cannot be passed through vertical lines of communication. Best use of diagonal communication can be made when cross relationships are cordial and subordinates keep the line superiors informed of their interactions with people of other departments.

BARRIERS TO COMMUNICATION

The term "barrier" means hurdles, hindrance and obstacles. Thus, barrier to communication imply hurdles or obstacles on the way of transmission of message from the sender to the receiver.

Types of Barriers

1). Physical and Mechanical Barriers:

- a). Noise: Noise though of varying degree, disturbs or interferes with communication.E.g. Noise of heavy traffic and human sound.
- **b).** <u>Distance:</u> Long distance between sender and receiver often resorts to disturbance in telephone connection.
- c). <u>Time:</u> Time refers to the reaching of message. If an important message reaches late it is sure to affect communication.
- **d). Information Overload:** If much more information is transmitted to receiver then he cannot pass it due to lot of confusion.
- **e). Physical Barriers:** Poor lightning, too cold or thundering weather etc. lead to physical obstruction in communication.
 - **f).** <u>Use of words with different meanings:</u> E.g. The word "tube" may mean tube, cycle tube or water tube which may be taken differently by different persons.
 - g). <u>Denotations and Connotations:</u> The literal meaning of words is known as Denotation. E.g. pen, book, chair and table. Connotative words like honest, punctual and cheap arouse qualitative judgments. Mostly denotation should be used.

2). Language or Semantic barriers:

- a). <u>Unclear Message:</u> Lack of clarity and poor expressions phases etc leads to poor understanding of message.
- **b).** Words or symbols with multiple meanings: A word may have several meanings but that expression should made which is understood as it is by receiver.

Example: The word "value" may be expressed in different ways: -

• We value our customer.

- The value of this book is Rs 100.
- c). <u>Technical words or jargons:</u> Specialists and technical experts always use technical language but common man cannot understand it. So too much use of jargons should be avoided.
- **d).** <u>Faulty translation:</u> Sometimes instructions originally drafted in a language need to be translated in a language understood by workers (Hindi) or else they won't be able to draw the meaning out of it.
- e). <u>Unclarified Assumptions:</u> Sometimes messages are based on certain assumptions which are subject to different interpretations. E.g. Take care of your guest. One may take care of only few problems but some other may do it right from vehicles to lodging and food.
- **f). Body language and Gesture:** Along with verbal communication, body language should also mean the same or else it will obstruct the proper meaning.

3). Socio Psychological Barriers:

- a). <u>Difference in perception:</u> Due to the differencing experience, education and culture, the two people perceive the same information in a different way and it creates problem.
- **b).** <u>Difference in attitude:</u> If the message is consistent with our attitude, we tend to like it otherwise dislikes it. E.g. A news of salary hike will please mood of the employees while the implantation of new machinery will disappoint many of the employees.
- c). <u>Emotions:</u> How the receiver feels at the time of receipt of information, affects a lot on how he interprets the information. E.g. If the receiver feels that the communicator is in jovial, he interprets that the information being sent by the communicator to be interesting.
- **d).** <u>Inattention:</u> If receiver or sender and of them does not pay attention on what the other person is saying, it will obstruct communication.
- e). <u>Closed Minds:</u> Both the sender and receiver should be open minded while listening to each other or else it will cause misunderstanding and misinterpretations.
- **f). Pre mature evaluation:** Some people form a judgment before receiving the full information which becomes a barrier in effective communication.

- **g). <u>Distrust:</u>** If the sender and receiver both do not trust each other, none of them can communicate effectively with other.
- h). Resistance to change: When new ideas are communicated, most of the people do not filter them or resist them. It works as a barrier to communication.
- i). <u>Cultural Differences:</u> People with different cultures have different meanings of different signs, symbols and assumptions. So, in communication, while communicating by a person by one culture may be interpreted differently by the receiver of other culture. E.g. thumb up means all the best in one culture but a kind of disrespect in some other culture.

4). Organizational Barrier:

- a). <u>Status Relationship:</u> Organizational structure creates a number of status levels in the organization (e.g. CEO and supervisor). If the upper and higher level/state does not share a good relationship communication between them will be obstructed.
- **b).** One-way flow: When sender and receiver both in the organization don't participate in communication, it will not be effective.

c). Complex Organizational Structure:

- several layers of supervision
- long communication lines
- organizational distance between workers and top managers These many formalities may create problems in communication.
- **d).** Rigid rules and regulations: Lots of Do's and Don'ts obstruct the communication flow.
- e). <u>Distance Barriers:</u> If the receiver is too far in an organizational structure, sender avoids communicating.

5.) Personal Barriers:

- a). <u>Attitude of superiors:</u> If the attitude of superiors is fine, there is no problem in communication but if the attitude is unfavorable, there is a greater possibility that messages would not flow adequately from/or to superior.
- b). <u>Lack of confidence in subordinates:</u> When the subordinates are less competent or less confident, they don't flow information upwards.

- c). <u>Insistence of proper channel:</u> That means when superiors do not like by passing any information in order to prove their own importance, it obstructs communication.
- **d).** <u>Ignoring Communication:</u> Sometimes even superiors do not like to communicate properly with subordinates as to maintain status, it creates problems.
- e). <u>Filtering of Information:</u> Sometimes the sender intentionally screens the information for passing only such information which will look favorable to the receiver.
- **f).** Shortage of time: "No time", "lack of time" etc. phases are used by superiors and they do not communicate properly.
- **g).** Barriers in Subordinates: Following barriers in subordinates act as barrier to communication: -
 - They dislike showing mistakes.
 - People generally resist new ideas.
 - Unwillingness to communicate upward a message on personal grounds.
 - Lack of incentives and encouragement.
 - They suppress information relating to their failure.
- **h). Miscellaneous Barriers:** Sometimes sheer fear and distrust may effective communication flow badly. Sometimes the sender may fear of the consequence of passing the information by making a preconception and it acts like a barrier.

7 C'S OF COMMUNICATION

- 1) **Completeness**: Every communication must be complete and adequate. Incomplete messages keep the receiver guessing, create misunderstanding and delay action. Every person should therefore, be provided with all the required facts and figures.
- E.g. when the factory supervisor instructs workers to produce, he must specify the exact size, shape, quality and cost of the product.
- 2) **Conciseness:** It means that in business communication you should be brief and be able to say whatever you have to say in fewest possible words.
- 3) **Clarity:** The message must be put in simple terms to ensure clarity. Words must mean the same thing to the receiver as they do to the sender.

- 4) **Correctness:** The term correctness as applied to business messages means bright level of language and accuracy of facts, figures and words. If the information is not correctly conveyed the sender will lose credibility.
- 5) **Consideration:** Consideration means preparing the message with the intended receiver in the mind. In order to communicate effectively, the sender should think and look from the receiver's angle, i.e. adopting a humane approach and understanding the emotions and sentiments of the receiver.
- 6) **Concreteness:** It means be specific, definite and vivid (clear) rather than vague (not clear) and general. In oral communication, we can't draw the tables, diagrams and graphs to make our statement vivid which is relevant with facts and figures.
- 7) **Courtesy:** Courtesy and politeness stems from a sincere youth attitude. It is not merely politeness with mechanical insertions of please and thank you. Although applying socially accepted manner. Rather, it is politeness that grows out of respect and concern for other.

CODE AND CONTENT

Any human communication system involves the production of a message by someone, and the receipt of that message by someone else. To encode a message, one must possess the necessary encoding skills.

The communication code is a set of signs that, when combined, fulfil the function of being able to transmit the message sent by the sender and that must be understandable to the receiver. That is, when we talk about communication, the code is the language in which the message is transmitted. The sender encodes this information so that it reaches the receiver and is the one that performs the decoding process to understand it.

For this reason, it is vitally important that both elements, sender and receiver, know and handle the same code during communication.

Languages are codes: - A code may be defined as any group of symbols that can be structured in a way that is meaningful to another person. The English language, like any other language, is a

code—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).

Next is the message content, i.e., the message that is selected by the source to express its purpose. Content, like codes, has both element and structure. When more than one piece of information is to be presented, they should have some order or structure. An individual may sometimes be identified by his characteristic way of structuring messages. This is because the individual communicates in a way that is distinctive to him. He uses a distinctive way or method, which has become his habit by constant use.

STIMULUS & RESPONSE

These two terms, stimulus and response are connected with the whole learning process. The communication objective of the source is to bring about a change in the behaviour of the receiver. Humans interact continually with natural and artificial environments. They process stimulus information, decide what actions to take on the basis of that information, execute those actions, and receive new stimulus information as a consequence. Because decision, or response election, processes play a central role in the continual interaction between perception and action, it is necessary to understand how these processes operate and what factors influence their duration and accuracy. Such understanding is important from a practical as well as a theoretical perspective, because a slow or incorrect decision can have disastrous consequences.

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

VOWEL AND CONSONANT SOUNDS

CONSONANT SOUNDS: A consonant sound may be defined as a speech sound that is produced with stoppage of air. For example, to say the word 'paper' our lips try to stop air from passing through while producing the sound 'p'. Thus, the voice or breath in consonants is partially hindered by the tongue, teeth, lips, or other organs of articulation. There are twenty four consonant sounds in English. These consonant sounds are classified according to the nature of constriction as plosives, affricates, nasal consonants, lateral consonants, and fricatives.

TABLE 8.3	Consonant Symbols

Phonen	nic Symbols	Examples
1	p	Paper, pipe, plastic, upper, accept, couple, cup, cap
2	ь	Bulb, base, behave, absorb, carbon, cable, mob, cab
3	t	Table, start, top, pot, take, cattle, cot, cat
4	d	Design, data, develop, crude, tend, blend, doll, bad
5	k	Kick, cast, chemist, accurate, act, block, factor
6	9	Give, graphite, ago, against, diagram, organic, inorganic
7	tſ	Chance, rich, beach, discharge, feature, launch, preach
8	d ₃	Judge, adjust, bridge, magic, charge, generator, cage
9	f	Fast, feature, filter, flash, draft, effect, graph
10	v	Very, variant, velocity, vertical, volatile, give, negative
11	θ	Theory, thermal, thrust, faith, both, earth, method
12	ð	Brother, gather, feather, further, mother, neither, bathe
13	S	Simple, sea, mass, ask, assembly, device, elastic, gas
14	z	Zero, design, physical, positive, result, busy, laser
15	S	Shift, pressure, ash, nation, crush , emission, machine
16	3	Vision, pleasure, treasurer, leisure, measure, extrusion
17	m	Machine, emission, automatic, column, compact, compare
18	n	New, number, anode, carbon, crane, drain, electron
19	ŋ	Evening, bearing, distinguish, building
20	h	Handle, hardware, heavy, height
21	1	Level, call, collect, realise
22	r	Role, red, correct. marriage
23	w	Water, weaver, wonder
24	j	Yes, you, year, your

VOWEL SOUNDS: Unlike a consonant sound, a vowel sound is unobstructed in articulation by the tongue, teeth, or lips. During the articulation of a vowel sound, the active articulator is raised towards the passive articulator in such a way that there is a sufficient gap between the two for air to escape through the mouth without friction. For example, when speaking the word 'art', air escapes freely and continuously without any friction while pronouncing the first sound 'AH'.

There are twenty vowel sounds. Vowel sounds are classified as pure vowels and diphthongs. There are twelve pure vowels and eight diphthongs. Pure vowels are further classified as long vowels and short vowels.



TABLE 8.4	Long Vowel Symbols	
Phoi	nemic Symbols	Examples
25	i:	Easy, feel, free, seize, ceiling
26	u:	Shoe, fool, true, coup, truth
27	3:	Firm, birth, hurt, curl, burn
28	a:	Art, farm, part, fast, aunt
29	. 0:	Fought, port, sport, form, sought
	The state of the s	
ABLE 8.5	Short Vowel Symbols	
Phonemic Symbols		Examples
30	. е	Pet, said, led, men
31	D.	Hot, shot, pot
32	Λ	Hut, shut, cut, blood
33	æ	Hat, cat, bat
34	э	Ago, about, announce
35	υ	Wood, food, book
36	I	Hit, sit, fill
		a marginal and the second
ABLE 8.6	Diphthong Symbols	
Phon	emic Symbols	Examples
37	I9	Fear, here, year
38	eə	Fair, hair, air
39	υə	Poor, truer
40	OI IC	Oil, boil, spoil
41	eı	Say, late, train
42	aı	Try, sight, bike
43	əu	Go, so, old, gold
	90	

(ALSO SEE HANDWRITTEN UNIT 5 NOTES FOR BETTER UNDERSTANDING OF VOWEL AND CONSONANT SOUNDS)

TONE:

A tone is the kind of sound you hear in a musical note, or in a person's voice. It is also defined as a pitch or change in pitch of the voice that serves to distinguish words in tonal languages. And pitch, in speech is the relative highness or lowness of a tone as perceived by the ear, which depends on the number of vibrations per second produced by the vocal cords.

Falling Tone: The pitch of our voice falls on the tonic syllable in a falling tone. We use the falling tone in ordinary statements (assertive sentences, including both affirmative and negative, without any implication), wh-questions (questions beginning with a wh-word, such as what, when, where, and so on), polite expressions, greetings, imperative sentences (commands, prohibitions, and so forth), and exclamatory sentences.

Type of Sentence	Examples	
Ordinary statements	I'm 'pleased to 'talk to you.	
	I can 'drive a 'car.	
	She's 'going to 'London.	
	I'm at'tending the 'meeting.	
Wh-questions	'What's the 'problem?	
	'Why are you 'late?	
	'What do you 'want?	
Polite expressions	'Thanks for 'helping.	
	'So 'nice of you.	
Greetings	'Good 'morning.	
	'Good 'evening.	
	'Good 'night.	
Imperative sentences	'Pick up the 'phone.	
	'Close the 'door.	
	'Finish the 'job.	
Exclamatory sentences	'What a 'fine 'morning!	
	'How 'wonderful!	

Rising Tone The pitch of our voice rises on the tonic syllable in a rising tone. We use a rising tone in polite questions, conditional expressions, polite requests, direct questions (requiring yes/no answers), and incomplete utterances.

Type of Sentence	Examples	
Polite questions	'How is your \study?	
	What's the \time?	
	'Can I \help you?	
Conditional expressions	If you 'work \hard, you 'may 'get the pro'motion.	
	If you 'do 'what I \say, you will 'get 'what you 'want.	
Polite requests	'Please 'give me your \pen?	
	'Please 'sit \down.	
	'Could you please 'tell me your \name?	
Direct questions	'Do you 'like 'English \music?	
	'Have you fi'nished the \job?	
	Did you at'tend the \meeting?	
Incomplete utterances	By the \way,	
	I'm not at'tending the 'meeting.	
	Fortunately,	
	The 'car didn't 'hit the 'old 'man.	

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