

Unit – 1

Varieties of English: British, American, and Indian.

Q. British variety of English.

English is spoken all over the world. But the local culture and languages influenced the English language. This influence is seen in pronunciation, vocabulary, and grammar, so there are many varieties of English. British, American, and Indian are the three major varieties of English.

British English

Origin: The origin of English is in Britain. It is derived from Old Low German. However, we find many elements of Greek, Latin, and French in English.

In Britain, there are also some varieties of English: Scottish, Welsh, Northern, Irish, BBC, etc. Out of them BBC or Queen's English is considered the standard form of English.

Pronunciation: The sound r is often not pronounced in British English. The sounds p, t, k at the beginning of the root syllable are aspirated as ph, th, kh.

Spelling: British people are traditional. So, they use traditional spellings. Examples, colour, honour, metre, centre, etc.

Grammar: The Present Perfect tense is mostly used for completed actions. For example, I have passed SSC. A collective noun can be singular or plural. Example: The is/are playing a match.

Vocabulary: It has words like lift, Laurie, biscuit, boot, holiday, Pavement, etc.

These are the original and important elements in British English.

Q. American English.

American English is one of the most important varieties of English.

Origin: From 17th century, people from Europe settled down in America (the USA). The majority of them were from Britain. So, English became the national language of America. Later on, African people, as slaves, were brought to America.

At present, many people from every corner of the world are migrating to America. All these aspects influenced American English. So, American English is a distinct variety of English.

Pronunciation: It tries to pronounce all the letters in the spelling. The sound /r/ is pronounced all the time. Moreover, less variation is found in the use of tone or intonation.

Spelling: American English has simplified spellings. For example, color, center, realize, honor, and so on.

Grammar: Here, Simple Past tense is used for completed actions (Example: I just ate the cake.). Collective nouns are used as singulars. Example: The team is playing.

Vocabulary: It has words like elevator, truck, cookie, trunk of a car, vacation, sidewalk, etc.

American English has varieties like New York, Boston, Western, Chicago, etc. At present, American English is dominating the world.

Q. Indian English.

Indian English is an important variety of English.

Origin: English came to India in 16th century with the British colonies. Lord Macaulay made it a part of Indian education. But the Indian cultures and languages influenced British English. So, Indian English is a different and distinct variety of English.

Pronunciation: In case of pronunciation, Indian English follows the British. But the influences of regional languages affect the standard pronunciation. Unlike British English, /r/ sound is pronounced in Indian English.

Spelling: It follows traditional British spelling. For example, colour, metre, realise, centre, honour, etc.

Grammar: Indian English follows rules of British English. But they are influenced by features in Indian languages. The continuous tense is used most commonly and wrongly. For example, I am liking ice cream. We are having guests. A typical question tag (Isn't it? ") is used many times. Use of prepositions is also Indianized. For example, in my watch, in the plane.

Vocabulary: It uses British words mixed with words from Indian languages. For example, jungle, bungalow, saree, curry, prepone, cousin brother, Guru, Karma, etc.

Code mixing and code switching: Indians use words and phrases from Indian languages into English. Many times, they speak half a sentence in English and the remaining half in a Indian language.

Thus, Indian English is a rich variety of English. In India, there are also many varieties of English.

Q. 2. Use of English.

The English language serves as a crucial tool for global communication, educational and career opportunities, access to information and technology, international travel, and personal growth in today's interconnected world.

- i. English as the lingua-franca of the world.
- ii. It makes job opportunities available in India & abroad.
- iii. It gets the opportunity to study English & foreign (translated) literature.
- iv. It is the key to knowledge (all the social sciences and classical knowledge).
- v. It opens gates to Western science and technology (new inventions & discoveries).
- vi. It is the language of the court in India.
- vii. It is the official language in India for an uncertain period.
- viii. It is the medium of instruction in many schools, colleges, and universities.
- ix. English is the medium of communication within the country.
- x. It is the language of trade and commerce in the country and abroad, too.

Q. 3. Use of English. Or English as an International (global) language.

English plays an important role in various aspects of modern life. We need help of English in our country and abroad. English is used for the following reasons:

- i. **Global Communication:** English is a global language. It is spoken in almost all countries. So, when people go abroad, English helps them to communicate with the native people. For example, if Indians go to Japan, English helps them to speak with Japanese people. It is a **lingua franca** in business, science, Diplomacy, and technology at the international level.
- ii. **Education:** English is the only medium of instruction for higher education. It gives a chance to receive an education in other countries
- iii. **Career opportunity:** There are more job opportunities for persons who know English. They get jobs in multinational companies. They also have demands in foreign countries.
- iv. **Information and technology:** Today, Internet is the main source of information. English is the dominant language of Internet. It gives access to online resources like books, videos, audio, etc. New technology is invented in and through English. So, English helps us to be in touch with new technology.
- v. **Literature and cultural exchange:** There is a large body of translated books into English. Books, especially literature, help us understand the culture of other countries. We also have movies, TV shows, music, etc, in English to understand the culture of the world.
- vi. **Personality development:** Learning English boosts our confidence. The knowledge of culture, technology, latest updates, etc, makes us different from others.

Thus, English plays an important role in global communication, education, job opportunities, accessing knowledge and technology, understanding culture and literature, and developing our personality.

Q. 4. Non-Verbal Communication

The word ‘Verbal’ is an adjective meaning ‘related to spoken or written words’. Therefore, ‘nonverbal communication’ **conveys information without using words**. It includes signs, symbols, graphs, maps, facial expressions, body language, eye contact, gestures, and vocalics (tone of voice, pauses, etc.).

Types of Verbal communications

- Spoken
- Written
- Audio / video (full matter not signs)
- Typed *text*

Types of Non-verbal communications

- Body-language / Gesture/ Posture
- Eye contact / touch / smell
- Intonation / tone / pitch
- Kinetics / vocalics
- Sign (boards)
- Audio (ex - horn)
- Pictures / pictograms
- Graphs / charts
- Maps / plans
- Diagrams / figures
- Tables, etc

Types of Nonverbal Communication:

- **Signs and Symbols:** Signs, symbols, and colours carry nonverbal meaning. For example, Traffic lights, roadside signs for turns, speed-breakers, etc.

- **Graphs, Charts, Maps, Pictograms, Diagrams:** They are the forms of non-verbal communication. Here, verbal information is transformed into nonverbal charts, maps, etc.
- **Facial Expressions:** Smiling, frowning, raising eyebrows, and eye contact are all expressions that convey different emotions.
- **Gestures:** Waving, pointing, shaking hands, using hand gestures to emphasize points, or counting with fingers are all forms of body language.
- **Posture:** How a person stands or sits is called posture. It can indicate confidence, nervousness, defiance, or disinterest.
- **Eye Contact:** Maintaining or avoiding eye contact can indicate engagement, sincerity, or discomfort. (Raising eyes, winking eyes etc.)
- **Use of Space:** The distance a person maintains from others indicates comfort levels and relationships.
- **Vocalics** (tone of voice, pauses, etc.): Tone and pauses impact meaning of our utterances. They mean either sarcasm, irony, taunt, hesitation, question, request, or emphasis.
- **Touch:** Handshakes, hugs, or pats on the arm convey different levels of familiarity and emotion.
- **Personal Appearance:** Clothing, hairstyle, and ornaments communicate social status, personality, and more.

Importance of Nonverbal Communication

- **Expressing Emotions:** Nonverbal cues are more accurate in conveying emotions than words alone.
 - **Maintain rules:** Traffic lights and roadside signs help to maintain traffic rules without noise pollution.
 - **Time, Energy, and Space Saver:** Graphs, maps, diagrams, etc, save our time and energy to explain things in a presentation. It presents more information in a small space.
 - **Influencing Others:** Nonverbal signals persuade, motivate, and even deceive others.
- Shows True Feelings:** Speakers can speak a lie or in fewer words. Body language shows the true feelings of speakers.
- **Better understanding:** They add extra and concrete meaning to spoken words. So, spoken words are better understood.
 - **Builds bonds:** Comfortable touch, distance, etc, build healthy bonds between the speakers.
 - **Improves Interactions:** Spoken words have limitations. We cannot speak all that we actually want to say. At the time, non-verbal cues improve our communication.

- **Provides Insight about the speaker:** Body language provides a valuable insight into the speaker's personality. We know true nature of the speakers through their body language.

Improving nonverbal communication skills:

The following strategies help to improve our nonverbal communication:

- **Develop self-awareness:** Pay attention to our body language, facial expressions, and tone of voice during interactions.
- **Practice good eye contact:** Maintain stable but natural eye contact to show attentiveness and confidence.
- **Use positive body language:** Maintain an open posture; avoid crossing our arms; and use proper gestures to appear friendly and attentive.
- **Match verbal and nonverbal cues:** Match words with our body language and tone of voice to avoid sending mixed messages.
- **Learn from others:** Observe the body language of other great people, and learn from them.
- **Learn cultural differences:** We should learn about cultural differences to avoid misunderstandings. Shaking hands with old and senior people is not appreciated in India.
- **Learn to interpret maps, charts, and road signs:** To understand the correct meaning of these signs and charts, we should learn to interpret them.

Thus, the importance of non-verbal communication is unavoidable. It is the secret of our effective communication. Learning these unspoken signals, with effective verbal communication, is key to a bright future. We should follow certain strategies to improve our skills in non-verbal communication.

Q. 5. The Elevator Pitch

An elevator pitch is **a concise, persuasive speech designed to quickly introduce yourself, your work, or your product in a short amount of time, typically around 30-60 seconds, similar to the length of an elevator ride.** It's a tool for making a strong first impression and sparking further conversation.

What it is: An elevator pitch is a brief, impactful introduction that aims to grab the listener's attention and make them interested in learning more. It should be clear, concise, and memorable.

Why it's important: In various situations, like networking events, job interviews, or even casual encounters, you may only have a short window to make a good impression. A well-crafted elevator pitch can help you make that first connection and open doors to further opportunities.

What to include:

- **Who you are and what you do:** Briefly introduce yourself and your profession or area of expertise.
- **What makes you unique:** Highlight what sets you apart from others in your field.
- **Your goals or what you're trying to achieve:** Briefly state what you're looking to accomplish.
- **A call to action:** If appropriate, hint at what you'd like the listener to do next (e.g., connect on LinkedIn, schedule a meeting).

Key characteristics:

- **Brief and concise:** The shorter, the better. Aim for 30-60 seconds.
- **Persuasive:** Highlight the value you offer.
- **Memorable:** Make it easy for the listener to remember you and your message.
- **Conversational:** Practice delivering it naturally, as if in a conversation.

Q. 6. ICT and the Use of English.

English plays a crucial role in Information and Communication Technology (ICT). It **serves as the primary language for programming, coding, and many other technology-related tasks**. Moreover, English is widely used in software, applications, and online platforms.

1. Programming and Coding:

- Many programming languages, like Python, Java, and JavaScript, use English-based syntax.
- This means that software-developers need a mastery of English to write, understand, and repair code.

2. Software and Applications:

- Many software applications and online platforms are designed with English as the primary language for commands and user interfaces.
- Therefore, English proficiency is important for users to interact with and use these technologies effectively.

3. Communication and Collaboration:

- English is often the language of choice for technical documentation, online forums, and communication within the ICT community.
- This makes English essential for collaboration, knowledge sharing, and problem-solving within the field.

4. Accessing Information and Resources:

- The vast majority of online resources, research papers, and technical documentation related to ICT are available in English.
- Proficiency in English is therefore essential for accessing and utilizing these resources.

5. Global Interconnectedness:

- English is widely considered the lingua franca of the internet and the global business world, including the technology industry.
- This means that English skills are vital for professionals in ICT to communicate with colleagues, partners, and clients worldwide.

In summary, English is not just a language; it's a fundamental tool for anyone working in the ICT field. It has prime importance in programming, software, communication, and information

access makes it an indispensable asset for success in this rapidly evolving sector, according to the Live English website.