



Speak So Every Audience Understands



*How Your Language Makes (or Breaks)
Your Presentation*

A SpeakerNet News Teleseminar with
Heather Hansen

INTRODUCTION

Have you noticed your audiences changing? They are becoming more international and multi-lingual, and English is the language tying us all together.

If you're lucky, like me, you speak English natively and have what seems to be a huge advantage being able to address audiences in your mother tongue just about anywhere in the world.

But sometimes this 'advantage' blinds us from the reality that many people can't understand our perfect native English – even other native English speakers can have trouble! Yes, believe it or not, you may not speak as clearly as you think. And non-native speakers, you could actually be better prepared to speak to mixed language audiences than the native speakers!

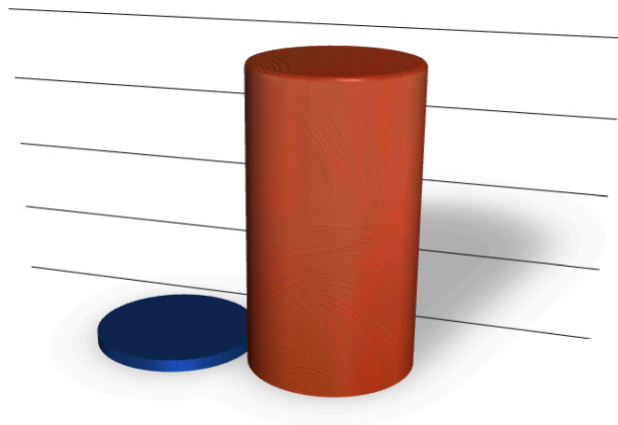
Why is this the case? And what can each of us do to make sure we're understood by every audience, every time we deliver a presentation in English?



THE REALITY OF ENGLISH

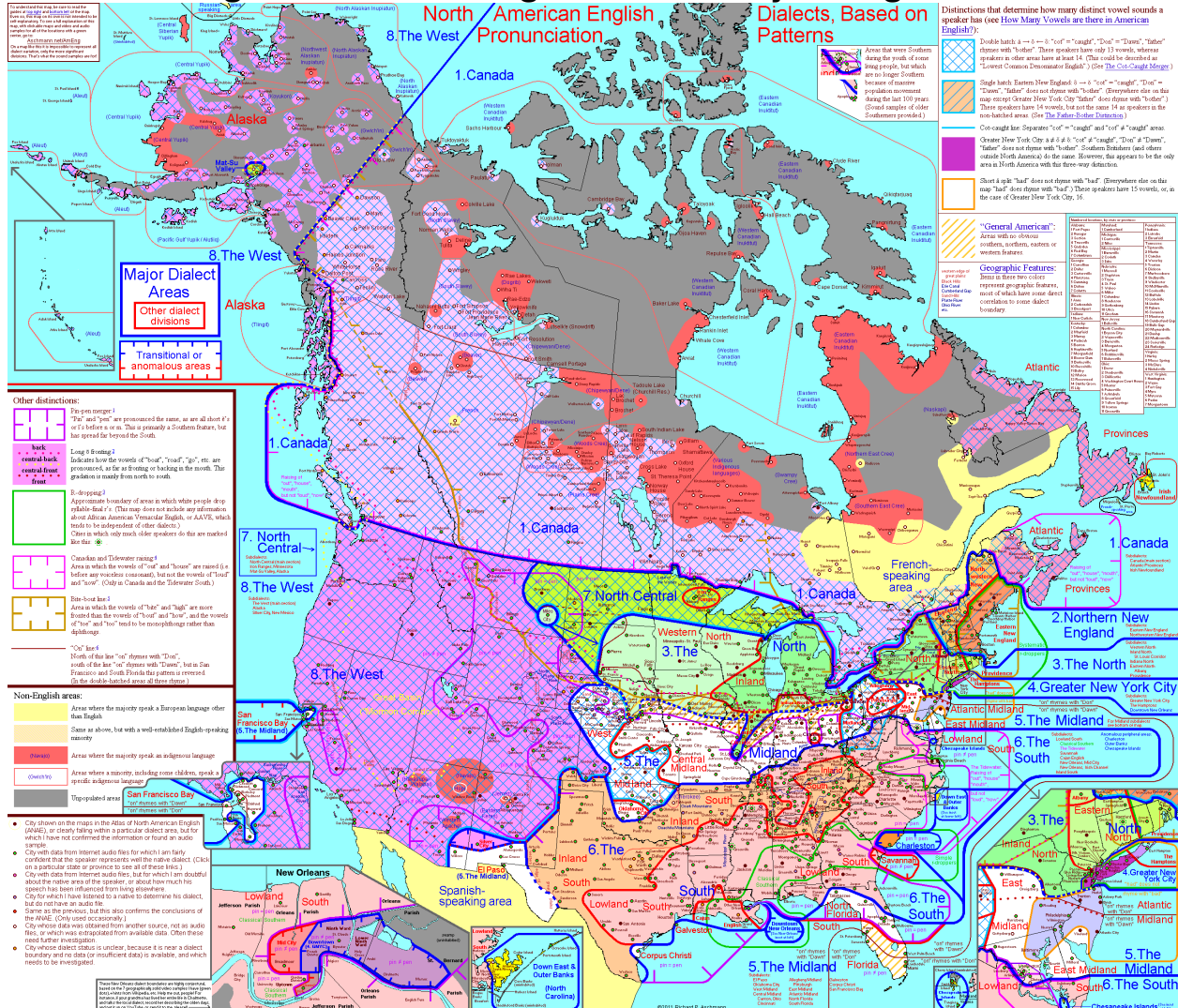
% of the world's English conversations include at least 1 non-native speaker

* David Graddol, *English Next*



David Graddol's interesting report is available as a free pdf download at:
<http://www.britishcouncil.org/learning-research-english-next.pdf>

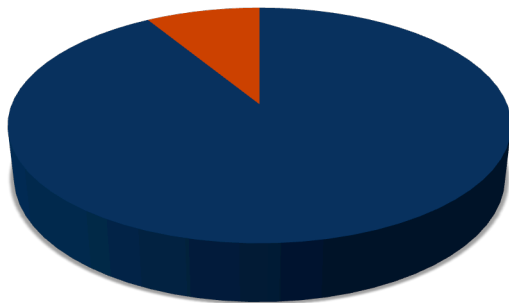
American English isn't as straight forward as you might think...



Check out this incredible, interactive North American English dialect map created by Rick Aschmann. He breaks North American English into 8 distinct dialects.

<http://aschmann.net/AmEng/>

English-speaking population in the US

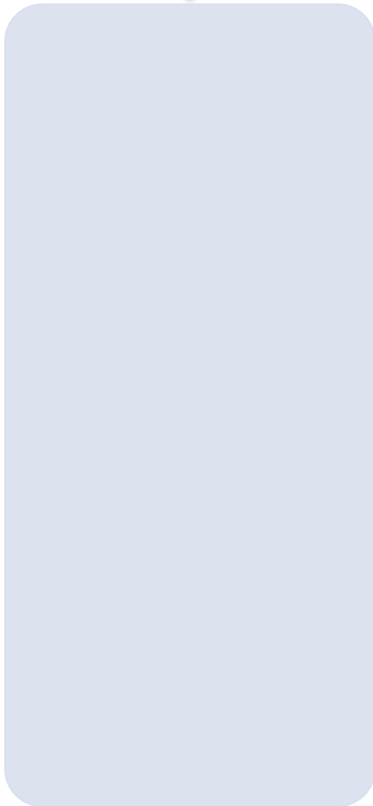


- Speak English "very well"
- Speak English less than "very well"

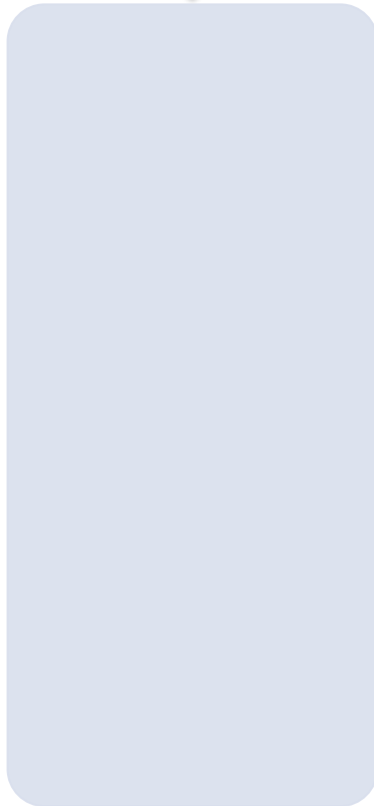
Source: US Census Bureau, 2010 American Community Survey

COMMON SPEECH PROBLEMS

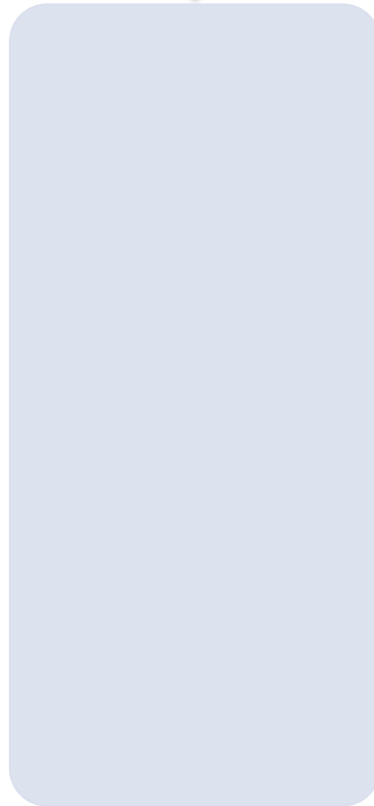
Pronunciation



Grammar



Vocabulary



If you have a problem in more than one area, you will be very hard to understand; for example, if you have a heavy accent and use a lot of slang.

... AND HOW TO FIX THEM

1. Be A_____
2. Know your A_____
3. Write a T_____ list
4. Brush up on your G_____
5. R_____ and L_____ more

3 THINGS YOU MUST DO TO BE UNDERSTOOD

#1: _____

Voiced and Unvoiced Sounds

b	p
d	t
g	K
dh	Th
zh	Sh
dge	Ch
z	S
v	F

Other confusing consonants

r & l
v & w
th & s/z/d/t/f/v



PLUS

UK _____ **& US** _____

#2: _____

	SHORT	LONG
A	can	cane
E	met	meet/meat
I	mit	mite
O	mop	mope
U	cut	cute

Producing Long and Short Vowels

Long vowels:

Voice goes up and then glides down

Short vowels:

Pronounced quickly - no voice change

#3: _____

How would you break up and stress this message?



“This is the highest honor given by our company to recognize significant progress in achieving manufacturing excellence by adopting world class practices, technologies and improvement strategies.”

ADAPTING TO YOUR AUDIENCE



1. Do your H_____
2. Become more A_____ of YOURSELF
3. Speak at a S_____ and S_____ rate
4. Eliminate S_____ and I_____
5. Use common V_____ (or define less common terms)
6. Chunk your messages with P_____ and T_____ changes
7. Remember to articulate W_____ E_____

FAVORITE RESOURCES

Database of Tongue Twisters: <https://sites.google.com/site/tonguetwisterdatabase/home>

Minimal pairs database: <http://myweb.tiscali.co.uk/wordscape/wordlist/>

American dialect map: <http://aschmann.net/AmEng/>

My favorite Twitter people compiled in the Language Lovers Weekly Paper:

<http://paper.li/heatherhansen/1313392831>

A Way With Words (public radio show): <http://www.waywordradio.org/>

British Library Evolving English podcasts:

<http://www.bl.uk/whatson/podcasts/prevexhibition/english/index.html>

Books:

Globish by Robert McCrum- <http://www.amazon.com/Globish-English-Language-Became-Worlds/dp/0393062554>

My list of favorite linguistics books on English & international pronunciation:

<http://englishpronunciationcourse.com/pronunciation-reading-list-phonetics-phonology/>



Heather Hansen is a speech, language and communication expert, specialising in International English pronunciation. She is founder of Singapore-based Hansen Communication Lab, Pte Ltd, a corporate training firm helping professionals to speak more clearly, correctly and confidently. Visit Heather's website for free resources.

Register for Heather's free, 8-part, online pronunciation short course at www.EnglishPronunciationCourse.com

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