

SPEAK & WRITE

**YOUR WAY FOR BUSINESS
COMMUNICATION**



RM 2,600



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MODULE OVERVIEW

Introduction

The communication realm of the English Language encompasses written and spoken. As the English Language maybe our second or even our third language, we may find it quirky and to some extent even weird. Definitely, pronunciation causes some difficulty and the syntax is quite different from our own.

Spoken English

The foundation of the English Language is made up of the Parts of Speech which lead to the construction of sentences together with Tenses making it wholesome. To pronounce accurately, we apply the International Phonetic Alphabet (IPA-BrE). Alternatively, we use tongue twisters to help us to adopt the techniques for correct pronunciation. Mere words will not have real meaning without Mehrabian's Principle and other psychological props; personality and VAKOG

Business Writing

The language that we speak varies from the language contained in our correspondence because when we speak, it happens spontaneously while when we write, we have the luxury of editing our document. Writing becomes more critical when the document not only represents the writer, but it is also a portrayal of the establishment. The choice of words used, context, and tone that make up the essence of the document will invariably represent the organisation.





LEARNING OBJECTIVES

- To apply the fundamentals of the English
- To pronounce correctly
- To construct proper sentences
- To convey messages for effect
- To use the correct form of language

LEARNING OUTCOMES

- Present confidently through in both online and face-to-face settings.
- Appropriately use the right tone, style of speaking, and writing in different business situations.
- Quickly master the principles of good grammar to help write professionally.
- Write error-free emails.
- Understand how to use different business terminologies from different sectors.

TARGETED PARTICIPANTS

This course is suitable for everyone at all levels and job roles.

METHOD OF TRAINING

- Role Play
- Individual Work
- Group Discussion
- Video Clips
- Pair Work



CONTENTS DAY 1 | 9 AM - 5 PM

Module 1: Overview of the English Language

The Parts of Speech form the fundamentals of the English Language. When it is well comprehended, the mystery of the language will be unlocked.

This includes the levels of language in use:

- Smartphone text
- Informal Spoken
- Formal Writing
- Frozen Words and Phrases

Module 2: Building Sentences

The formula SVO is the simplest way of ensuring sentences are correctly constructed.

Module 3: Correct Pronunciation

- Our most common stumbling block is the ability to pronounce correctly.
- There will be numerous opportunities to build the techniques in correct pronunciation.

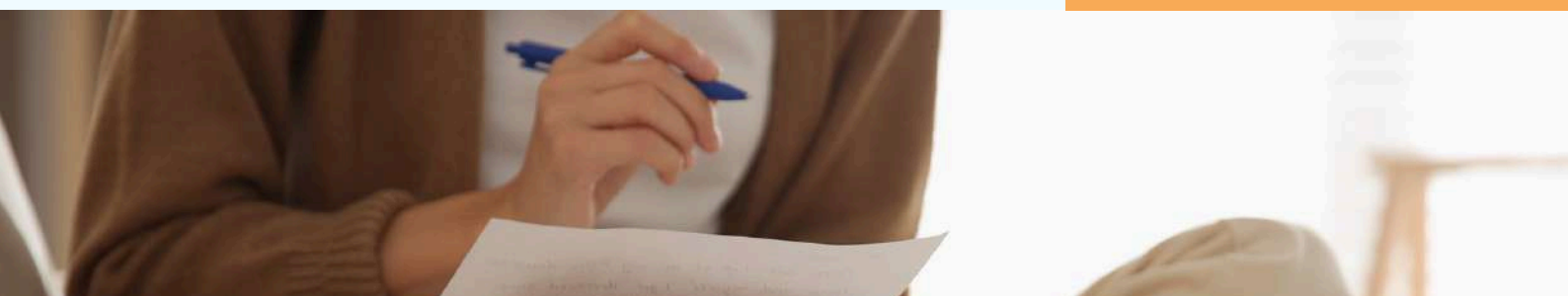
Module 4: Golden Standard of Communication

Skills of Verbal Communication include the following:

- Pace and pause
- Sensitive to the environment
- Proximity
- Compartmentalization

Module 5: Barriers to Spoken Communication

By identifying possible barriers, we will be able to overcome them and lubricate the conveyance of the message.



CONTENTS DAY 2 | 9 AM - 5 PM

Module 6: Business Correspondence

Business correspondence is transactional; email or snail mail, conveys messages which need to complete the loop of communication.

Module 7: Genre of Language

- There are several forms of written language and to display professionalism in our engagements, we need to apply the most appropriate form.
- In business writing, Deming succinctly puts it: "In God we trust, all others must provide data".

Module 8: Importance of Subject Lines

Subject lines must be crafted so that the two different types of readers will have an immediate understanding of the total content of the document.

Module 9: Effective Writing

Effective writing prioritizes clear, credible, and persuasive language over.

- Empty Writing
- Redundant Phrases
- Tautology

