COVENANT UNIVERSITY
EXECUTIVE ADVANCE
2016/2017 ACADEMIC SESSION

‘RECITE’
APPROACH
FOR THE ATTAINMENT OF
VISION 10:2022
• Businesses have been won and lost at the instance of language.
• Far more damage is done at the personal and interpersonal levels.
Good communication means good business
• The English language holds the **master key** to the virtues of a globalized world.
• Excellence in the language is expected for those who want to turn things around.
THE COLOUR OF THE ENGLISH OF OUR TIMES

• Basic English - for international business use and manufacturing with a vocabulary of about 850 words – Richards (1942)

• Special English - simplified from the Voice of American English with a restricted vocabulary of about 1,500 words
• English Reform - based on universally improved English.
• Seaspeak, Airspeak and Policespeak – designed by Edward Johnson in the 1980’s for international co-operation in specific domains
• Euro-English - an on-going standardizing variety meant to be a second language in continental Europe in the spirit of the European Union.
• **Global English** - intended for use for international communication across cultures.

• “Catchphrases” and “trite idioms” are stripped of this variety. It is also referred to as International English.
• Our focus is on two varieties—BBC English and General American English.

• As a result of our historical heritage, Nigeria operates with the British standard for official communication.
THE NATUE OF HUMAN COMMUNICATION

• Communication happens---when we share the right and intended idea, message and information.
• For this sharing to happen, we must express ideas, events, procedures, problems, proposals and reports clearly.
. Quite often, we fail to communicate what we have in mind as a result of barriers—to transmit, receive or interpret the message or select appropriate words, actions and images.
FAILURE TO INTERPRET THE MESSAGE CORRECTLY

• If the sender and the receiver do not share

• The language is beyond the comprehension of the receiver

• The language is too technical for the target audience
The message may also be altered by the personality and perception of the sender
FAILURE TO SELECT APPROPRIATE WORDS, ACTIONS AND IMAGES

• The **context** determines words, action and images—formal/informal; decent/vulgar.

• The **audience** and the **occasion** also influence what to use in communication.
WORDS COMMONLY CONFUSED

• Accent - manner of speaking
• Ascent - the process of rising (e.g. to a throne)
• Assent - approval
• Adapt - to adjust.
• Adopt - to accept and improve upon
• **Affect**- (verb) to influence, to bring about an effect.

• **Effect**- (noun verb) a result, to accomplish

• **Allusion**- casual o indirect reference to.

• **Illusion**- false impression or image.

• **Delusion**- deception, mistaken belief.
• Amiable - likeable
• Amicable - friendly
• Bare - naked, to uncover
• Bear- to carry; name of an animal
• Beside - at the side of
• Besides - in addition
• Born - related to birth
• Borne - carried, endure
• Desert - to abandon, a barren place
• Dessert - a course of meal
• **Envelop**- (verb) to surround or cover

• **Envelope** - (noun) a material for posting letters

• **Exceptionable**- objectionable

• **Exceptional** - unusual
• Foregoing - preceding, gone before
• Forgoing - abstaining from, giving up
• Loose - not tight
• Lose - not keeping
• **Stationary** - not moving
• **Stationery** - writing materials
• **Stimulant** - alcohol, drug
• **Stimulus** - incentive
BRITISH AND AMERICAN
EXPRESSIONS

- **British**

  - aerial
  - Aero plane

- **American**

  - antenna
  - airplane
  - autumn
  - fall
  - barrister
  - attorney
  - boot
  - trunk
<table>
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<tr>
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• These differences are usually sources of **confusion**, even to very top business executives.

• It is a mark of a good writer to be **consistent** in whatever variety one desires, not only in spelling, but also in choice of expressions.
SPEAKING WITH THE IDIOM OF BUSINESS

• *Be ahead of the pack* - to be more successful than the competitors in business.

• *Cook the books* – to record false information in the organisation’s accounts.

• *Corner the market* – to be successful in a given product line that no one else may want to participate in it.
• *Drive a hard bargain* – demanding much and compromising little when making an agreement with somebody.

• *Do a roaring trade* – to sell large volumes of goods very quickly.

• *Have one’s fingers/hand in the till* – to steal from where someone is working.
ISSUES OF GRAMMAR AND MORE

ADVERBS AND ADVERBIAL WITH TWO FORMS

• *High*/ *Highly* :
• The feelings ran *high*.
• We saw the kite *high* up in the sky.
• The joke is *highly* amusing.
• The class thinks *highly* of Paul.
• **Clear/ Clearly** :

• Keep *clear* of the volcano point.

• The chief has always steered *clear* of troubled.

• The lawyer stated the case *clearly*.

• Everything was *clearly* laid out.
Close/ Closely:
• The man held the young lady close.
• The teacher came close to the board.
• The live close by.
• The library is closely guarded.
• We studied the constitution closely.
• **Wide/ Widely:**
  • He has travelled far and *wide*.
  • The door is *wide* open.
  • . He is *widely* advertised
  • The two towns are *widely* separated.
PROBLEMS WITH AGREEMENT

• Subject-Verb agreement,
• Pronoun-Antecedent agreement,
• Agreement of tense, and
• Agreement of voice.
SUBJECTS WITH LINKING EXPRESSIONS

• The *hunter with* his sons is working hard.
• The *criminal, as well as* his lawyer, is in court.
• Uba, *along with* Jaja *comes* here often.
COMPOUND SUBJECTS SUGGESTING THE SAME PERSON OR THING

• The principal and secretary of the committee *has* arrived.
• My boss and guardian *is* quite and understanding
ITEMS THAT USUALLY GO TOGETHER

• *Rice and beans* was served at the party.
• *Bread and butter* is a rich meal.
• *Gin and tonic* goes well in parties.
THE USE OF *Either*.... *or*; *Neither*...*nor*

- **Neither** the teacher **nor** the students are here.
- **Either** the ladies **or** the man has made the mistake.
NOUNS THAT APPEAR PLURAL IN FORM BUT SINGULAR IN SENTENCE

- Economics *is* an interesting subject.
- Rickets *is* a deficiency disease.
- The news *was* terrible.
- Ethics *is* not only relevant to philosophy.
Three quarters of the distance has been covered.

Fifteen kilometers is a long distance.

Twenty years is not a very long time.
NOUNS SINGULAR IN FORM BUT PLURAL IN SENSE

• The police are investigating the case.
• People are not easily pleased.
• The cattle have been grazing.
• The clergy are innocent.
• The Interpreters is a novel.
• Wole Soyinka’s The Swamp Dwellers exposes the life of rural folk.
• Daily Times circulates very well
SPEAKING WITH ELEGANCE

COPING WITH STRESS IN ENGLISH WORDS

- *Wrongly stressed*  
- *Educated version*

- abaTOIR  
- ABatoir

- caLENdar  
- CALendar

- charCOAL  
- Charcoal
• colLEAGUE COLleague
• bathROOM BATHroom
• bisCUIT BIScuit
• boyCOTT BOYcott
• branDY BRANDy
• coMMA COMma
• eDIT EDit
ISSUES OF STYLE AND MORE

• Style- the special way a writer expresses his or her thoughts and ideas.

• Success judged by the ease with which the aims of the writing are achieved.
STYLE COULD BE...

• Artificial - gives an idea of insincerity, usually forced.

• Grandiose - makes an impression on the reader by using long and unfamiliar words, phrases and expressions.
• Elaborate - uses many figures of speech.

• Exquisite - uses beautiful words, phrases, figures of speech to please the ear and the mind.

• Aggressive - is forceful, vigorous and straight to the point.
• **Sentimental** -expresses the emotions of the writer, it is not usually realistic.

• **Earnest** -sincere and demands the reader to find out the importance of what is being discussed.

• **Flat** -common place and provides little though for the mind.
• **Formal** - full of dignity and without the use of slang.

• **Illiterate** - written in poor English and contains many grammatical **and** **crude** mistakes.

• **Verbose** - uses more words than are necessary to convey meaning.
MINIMUM REQUIREMENTS FOR WRITING WELL

• The processes of paragraph and text development,

• Simple grammatical rules,

• Words and their shades of meaning,

• Spelling rules, and

• The use of punctuation marks.
WRAPPING IT ALL UP

We live in a world of interconnectedness. We live in a world of ideas that propel development. We would need to communicate the innovation and the services we can offer.
• That communication must, in addition to possessing the right content, be delivered in the appropriate style and elegance.
Thank you for listening.