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'RECITE'
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WINNING WITH LANGUAGE

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LANGUAGE AND THE CORPORATE WORLD

- 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 NATURE 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 r 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 or 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
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BRITISH AND AMERICAN EXPRESSIONS

- ***British*** ***American***
- aerial antenna
- Aero plane airplane autumn
- fall barrister
- attorney boot
- trunk

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British

American

bumper

fender

car park

parking lot

caretaker

janitor

cooker

stove

- 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*.
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- ***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

PLURAL SUBJECTS WHICH INDICATE SINGLE UNITS

- *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.

TITLES OF BOOKS, JOURNALS, MAGAZINES AND ARTICLES

- *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

- | <i>• Wrongly stressed</i> | <i>Educated version</i> |
|---------------------------|-------------------------|
| • abaTOIR | ABatoir |
| • caLENdar | CAalendar |
| • 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.

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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.



