



Topic : Social English & Communication

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SOCIAL
ENGLISH

COMMAND COMMUNICATION **BY**

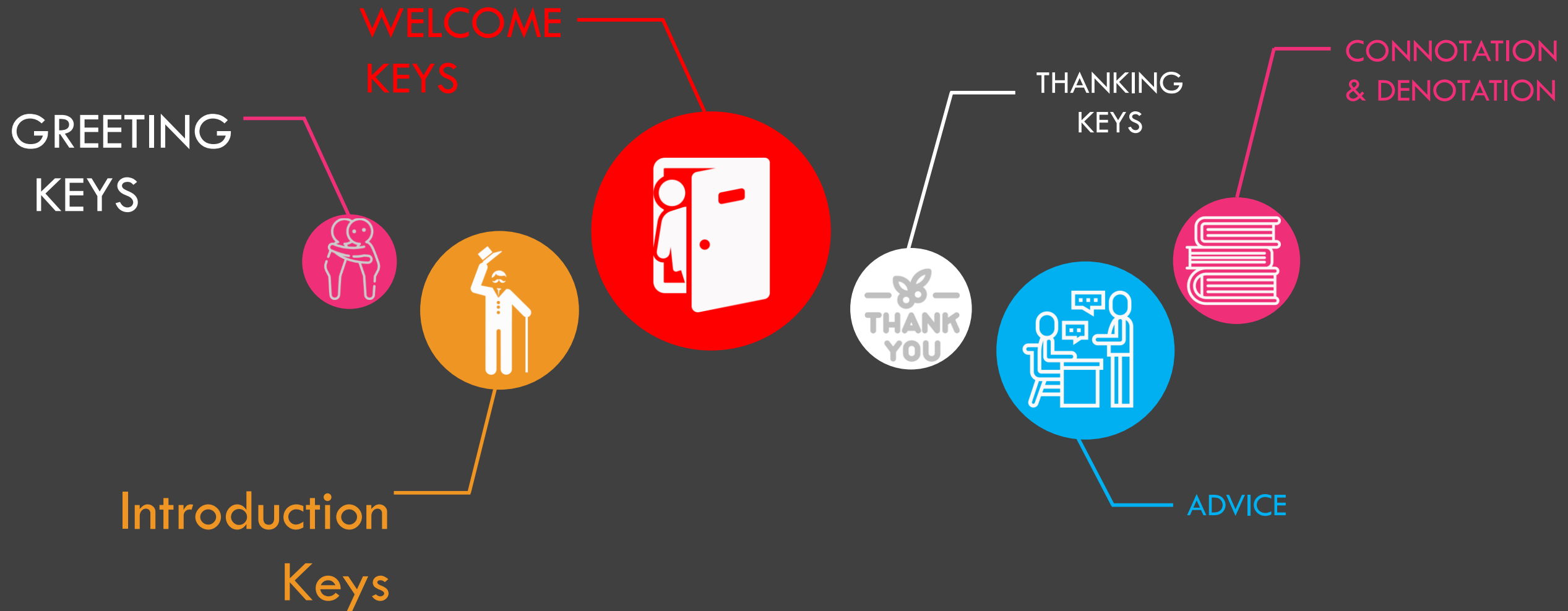
TEAM
ALPHA

DEFINITION

Social English and Communication is the language that an individual uses in day to day to conversations to survive in English speaking environment



TOPICS



TOPICS



COMMUNICATION



SAMPLES QUESTION



EXPRESSIONS



GREETING

&

GREETING KEYS

DEFINITION

Greeting is an act of communication in which human beings intentionally make their presence known to others.

People do this in order to show attention to and suggest a type of relationship or social status between individuals or groups of people coming in contact with each other

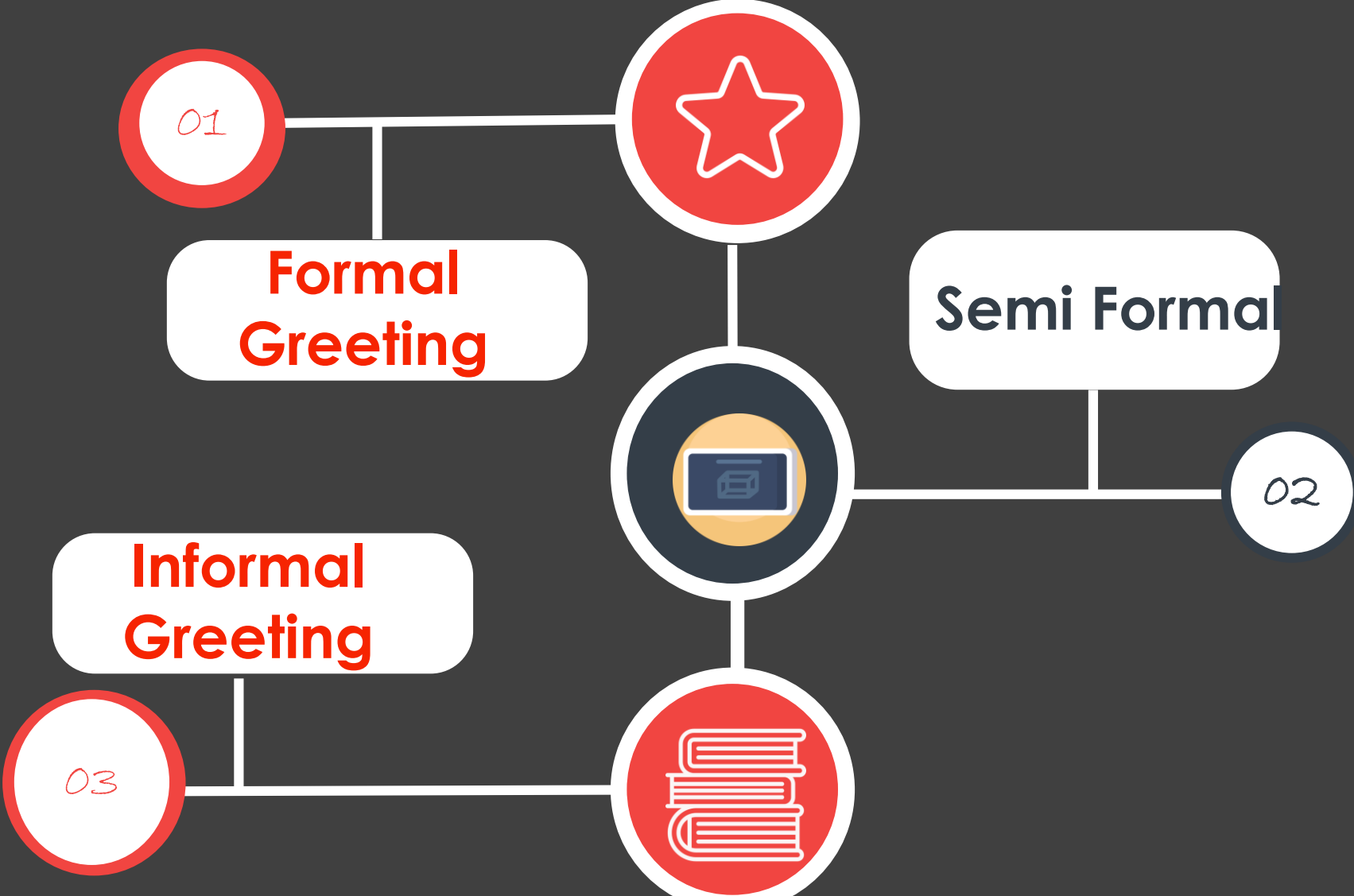
Uses

To sound more natural

To express more clearly and precisely

To express ourselves slightly different

TYPES



Formal Greeting

The place where we will use formal language

At a job interview

Meeting new colleagues

Communicating with new clients, executive members

Having conversations with elders

Formal Greeting Keys

Keys

How have you been ?

Pleased to meet you

How have you doing ?



Semi-Formal Greeting

The places where we will use Semi-formal language

Greeting neighbors

In the office with team and colleagues

Networking events

Conferences

Trade show or job fair

Semi-Formal Greeting Keys

Keys

How are you ?

It's good to see you

Good to see you

When was the last time I saw you ?



Informal Greeting

The places where we will use Informal language

Friends and family

At a party or hotel

Meeting old friends

Meeting well known colleagues

Informal Greeting Keys


Keys

Hey man

Hey, dude

It's been ages

What's up ?



Hey, it's been
ages since we
last met

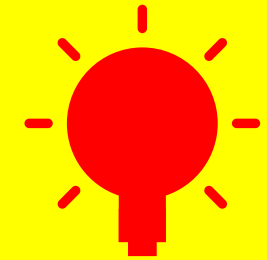
Yeah, makes
wonder how
time flies by

INTRODUCTION

KEYS

DEFINITION

The keys which are used in action of introducing something or a formal presentation of one person to another , in which each is tell other's name can be defined as introduction keys

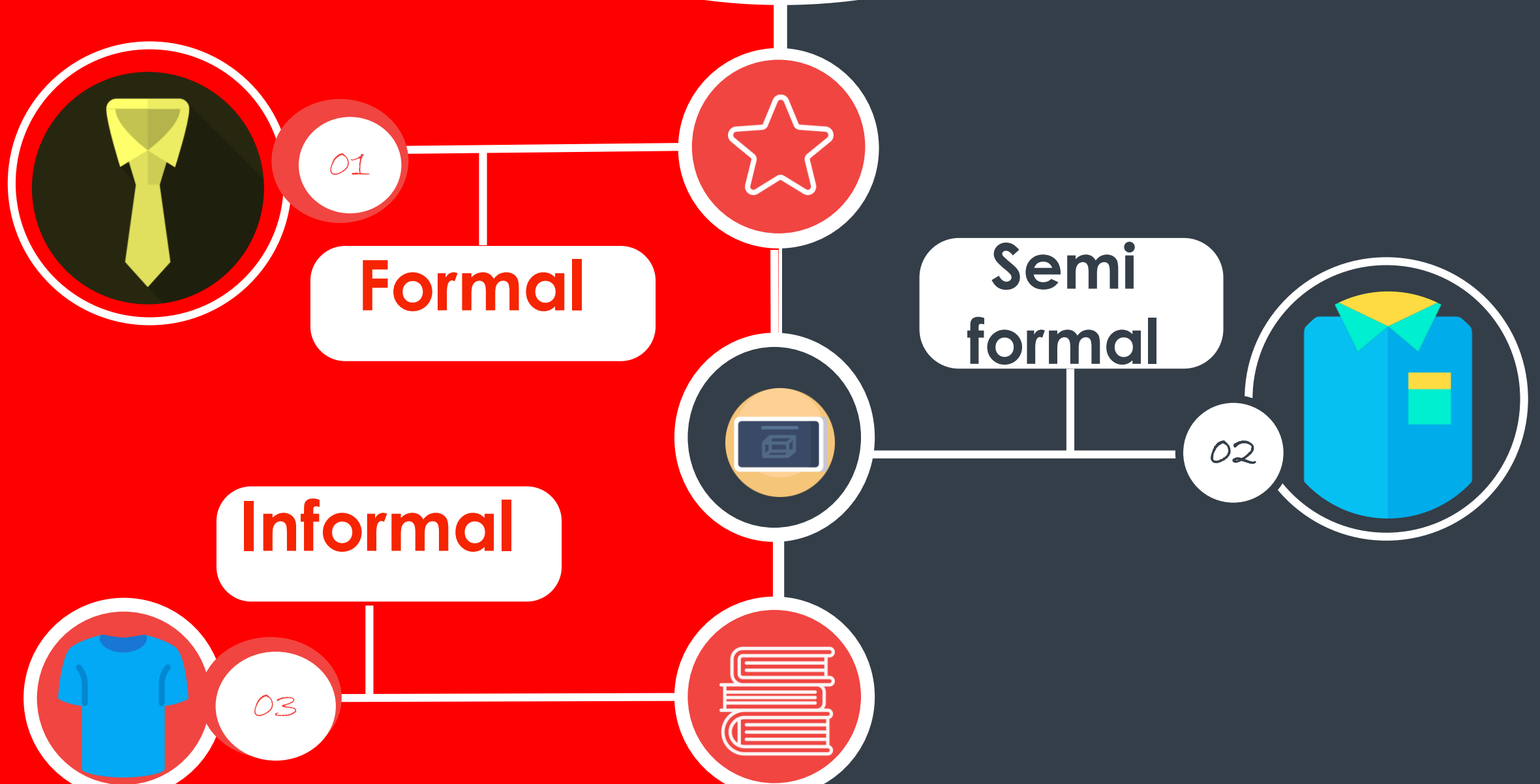




Hi, I am Forid, how can help ?

Hi I'm Rafi, I'm looking for Disha

TYPES OF INTRODUCTION KEYS



Formal Introduction



The introduction keys which are used to suggest a type of relationship or social status between individuals or group of people coming in contact with each other can be referred as formal introduction keys

EXAMPLE

Good evening. I am Md. Roni,
Head of sales .



Semi-formal Introduction



The keys that we use in day to day interaction with colleagues, teacher, elders etc are semi formal introduction keys

EXAMPLE

Why not ?
By the way
I'm Ekram.

Hi, I'm Abu . Can you
please show me my
new desk ? I'm new
here.



Semiformal Welcome



The keys that we use in casual speech is the language equivalent of a related tone and simple words are informal introduction keys

EXAMPLE

Hey, how's it going ?
You must be Jack right
?

Yeah, I'm Jack. So ,
how's your day
going ?



More Examples

● What would you say to introduce your friend your friend Rana to your boss ?

➡ May I introduce a friend of mine ,Rana?

● What would you say to introduce your new secretary to your colleague ?

➡ Can I introduce my new secretary , Salim ?

● What would you say to introduce your cousin to your friend Roaxana ?

➡ Hello Roxana , this is my cousin Fahad

Role playing example

- a. Introduce yourself to an important person in a party.

You : May I introduce myself ? I Airtel .m Imran Khan.I am from Anand Products.

Hank : Hello, I am Hank Jonson. An executive from

- b. Introduce a new colleague to another colleague

You : Introduce your new .

Hank : Hello, I am Hank Jonson. An executive from Airtel.

- c. Introduce your new friend to your best friend ?

You : Sekher , do you know Sharma ? He's from Banaras.

WELCOME

KEYS

Definition of Welcome

A greeting or reception usually upon arrival in a polite or friendly way



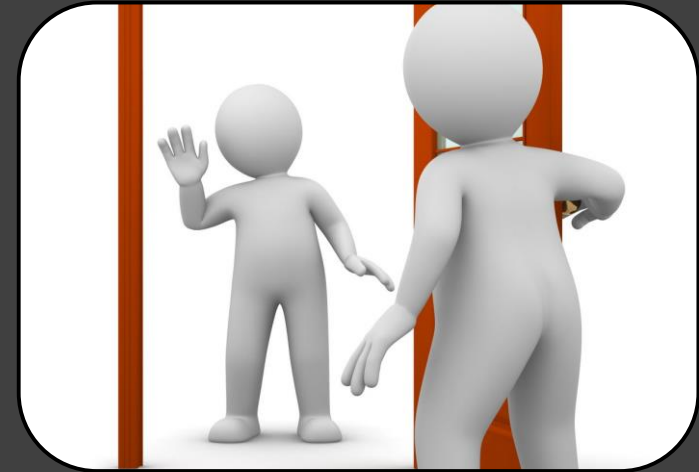
Polite Way



Friendly Way



Welcoming a visitor



Welcoming someone at home

Welcoming someone



Welcoming a friend



Welcoming office staff

Different types of welcoming from the formality point of view



Most Formal

It is a pleasure to have you here

Less formal than the above

I am pleased to have you here

Less formal than above

It's so good to have you here

Least formal

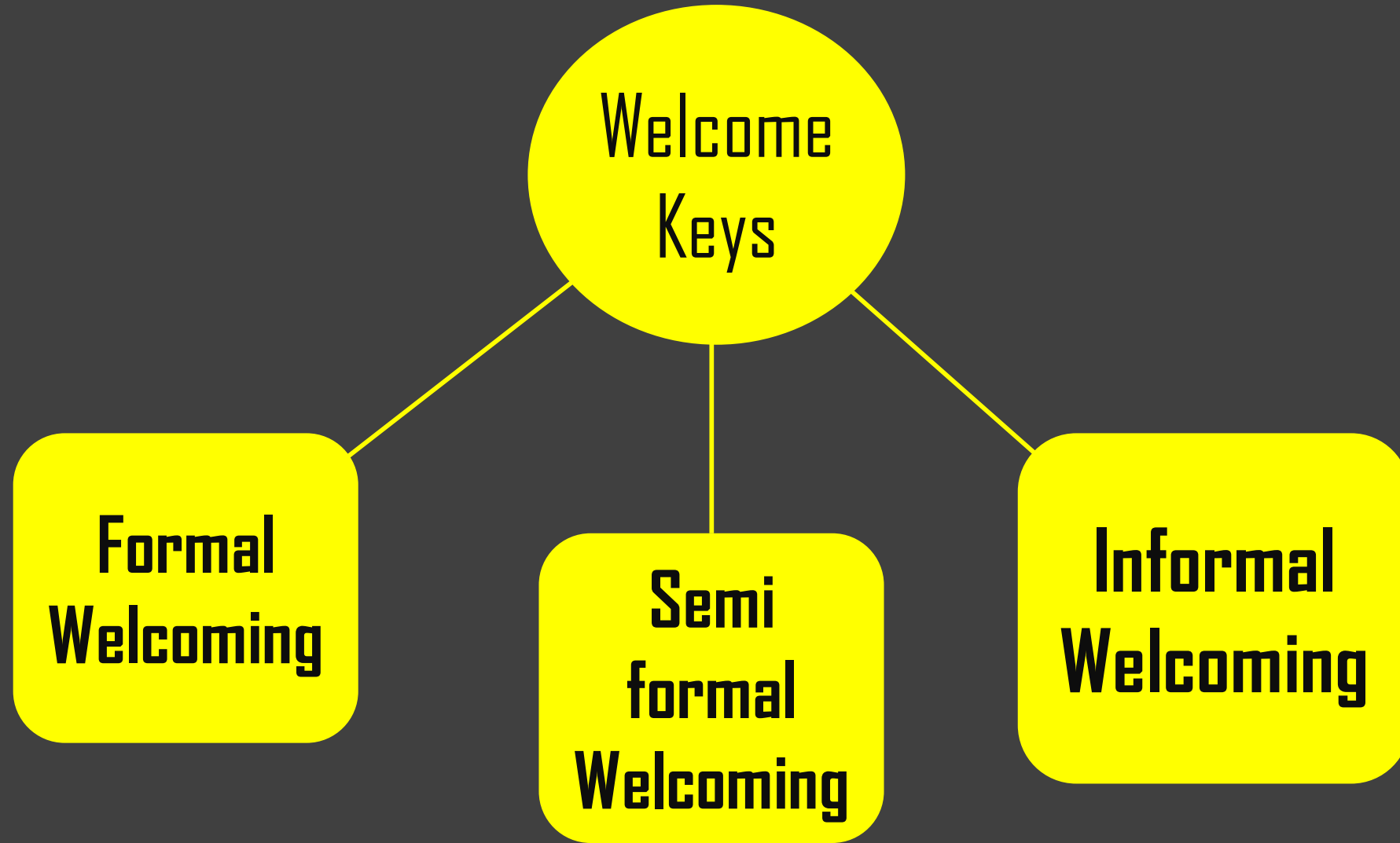
I'm glad to have you here

Examples

1. "I'm pleased to see you ,lad." " You are welcome"
2. 'You are always welcome in our home"
3. "He was welcome to come and go
4. "The new appointment has been widely welcomed
5. "Thanks for taking care of our cat ". "You're welcome"

Types of welcome keys

Welcome Keys can be explained better by three types :



PART

TWO Welcome

Keys

FORMAL WELCOME KEYS

- *In English , formal welcome keys used in situations that are more serious*
- *We use formal welcome keys if the audience*
 - is not known to you.*
 - is of mixed age groups.*
 - has mixed interests.*
 - and/or the event is for business or community organization.*

EXAMPLES



It's a pleasure
to have you
here



Good evening.
It's an honor
to have you
with us

Semiformal Welcome

In case of semi formal welcoming the person neither official nor friends



EXAMPLES

We are
pleased to
have you
here



Welcome to the party



Informal Welcome

Informal language is used in more relaxed, everyday situations

We use informal welcome keys if the audience

is known to you

is of similar age

Shares your interests

The event is for family or friends

Example of Informal welcome keys:

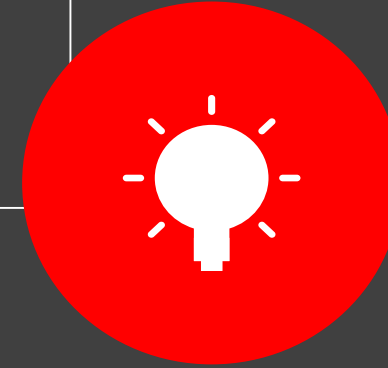
- A .It's so good to have you here.
- B. Hello grandpa, I am very glad to see you.



Thanking

Keys

Thank You



A polite expression which is so much helpful to increase our social communication power by keeping stronger bonding in relationships mainly.

Happiness

Careness

Kindness

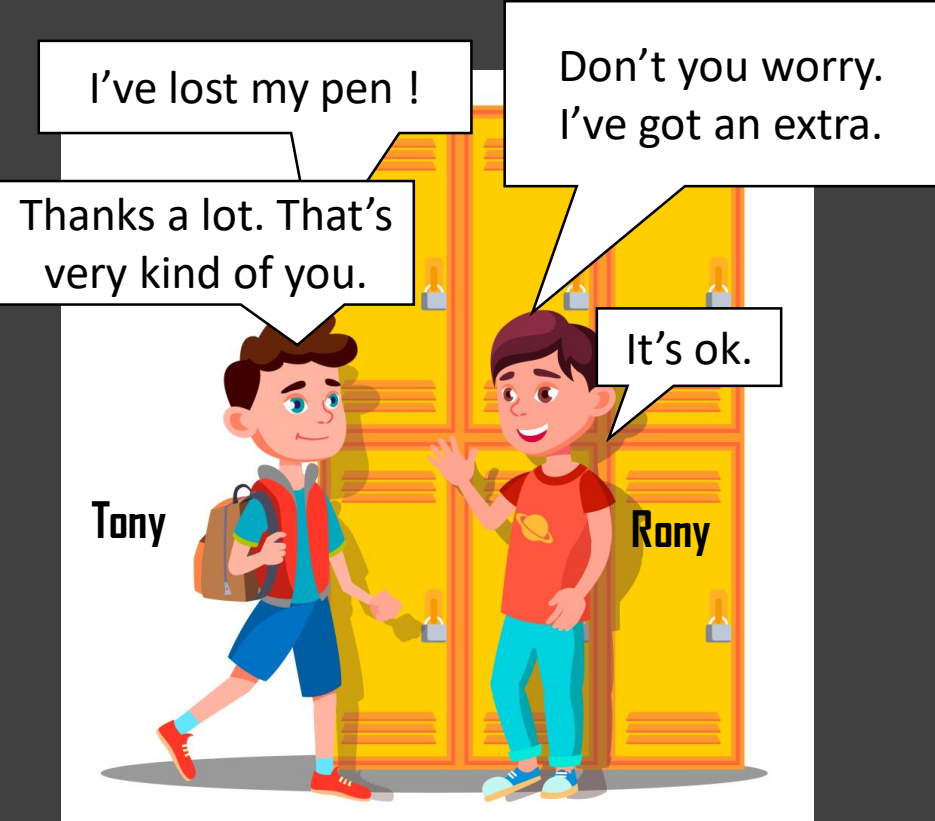
**Thank
You**

Respect

Graciousness

Thank you in everyday life

Service



Complements

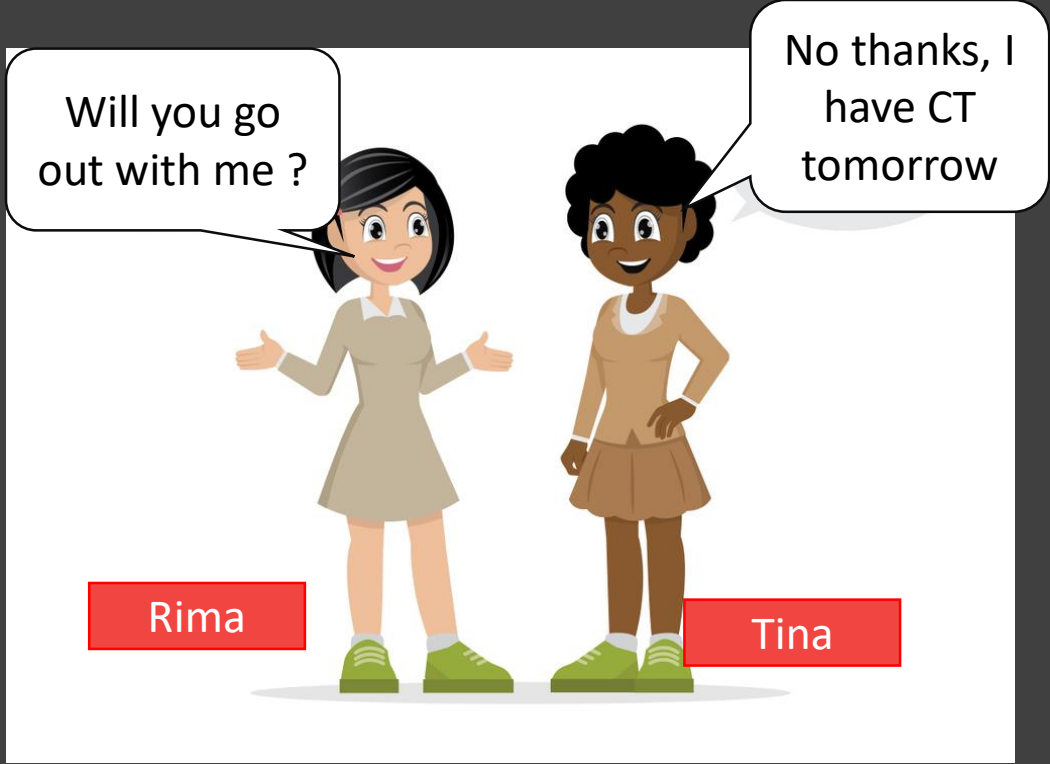


Thank you in everyday life

Accepting something



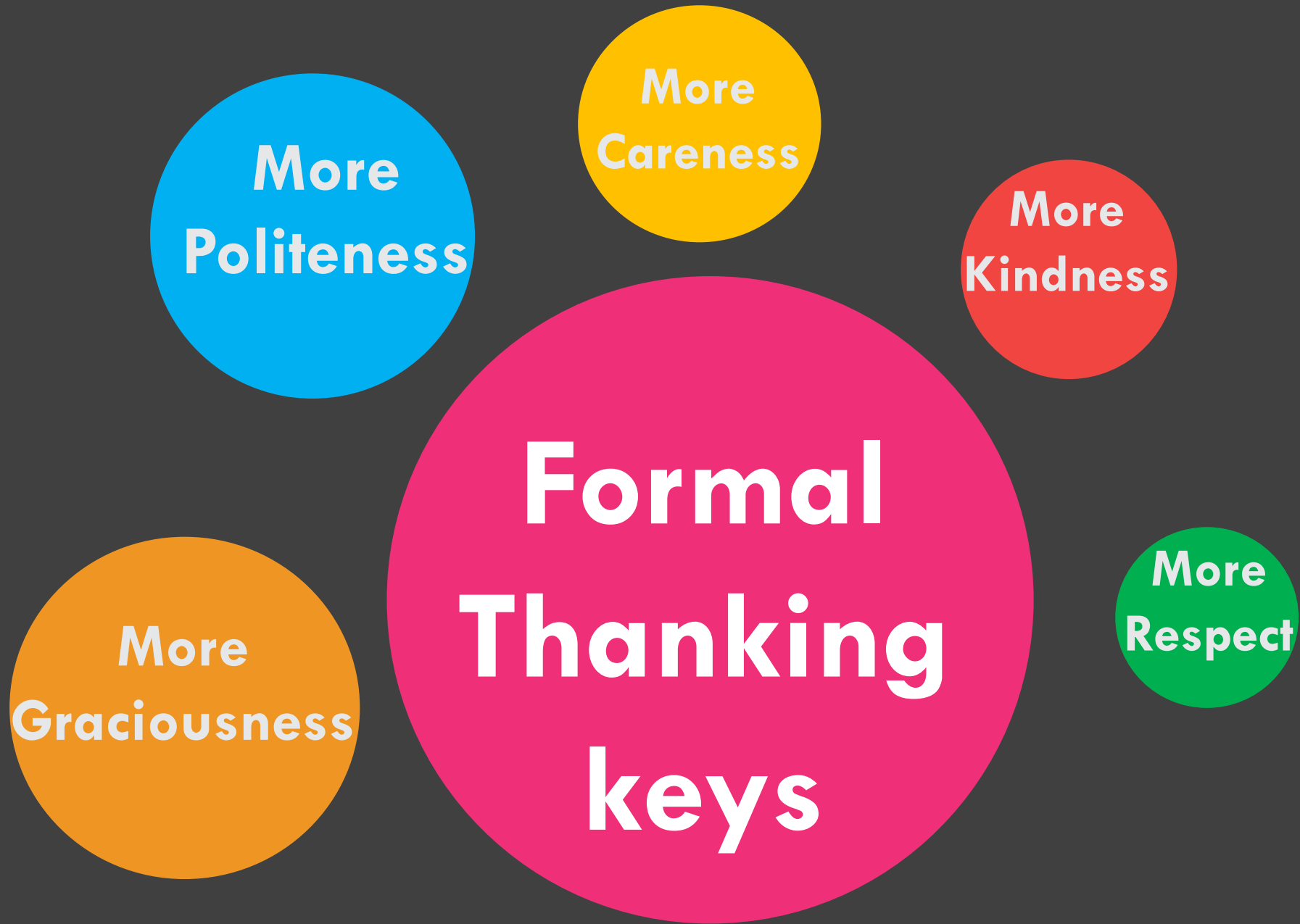
Refusing something



TYPES

FORMAL

INFORMAL



**More
Politeness**

**More
Careness**

**More
Kindness**

**Formal
Thanking
keys**

**More
Respect**

**More
Graciousness**

Mainly Used

While taking help

talking with unknown people

talking with senior citizen

EXAMPLES

You are doing
very well Mr.
Tony . Keep it up.

Thank you sir. I'll
try my best.



**Informal
Thanking
keys**

**Less
Politeness**

**More
Careness**

**More
Happiness**

**Less
Respect**

**Less
Consciousness**

Mainly Used

In relaxed mood

With the nearest persons

With same ages

EXAMPLES

You're doing
great man !



Thanks dude
! I know that
I'm great !

Jhonny

Tony

How to ensure perfect thanking ?

Be on time

Say 'Thank You', not 'Thanks'

Share the impact

Be specific

ASKING

FOR

ADVICE

What is 'Advice' ?



An opinion that someone offers you about what you should do or how you should act in a particular situation.

Often we seek advice for other about what we should do or say . Sometime friends and people come to us seeking advice . What expression do we use in such situation . Lets see.

Main Keys



CONTEXT

Specific info the reader/listener needs to advise you.



GOAL

What your desired outcome is.



STRUGGLE

What specifically is stopping you from achieving your desired outcome.

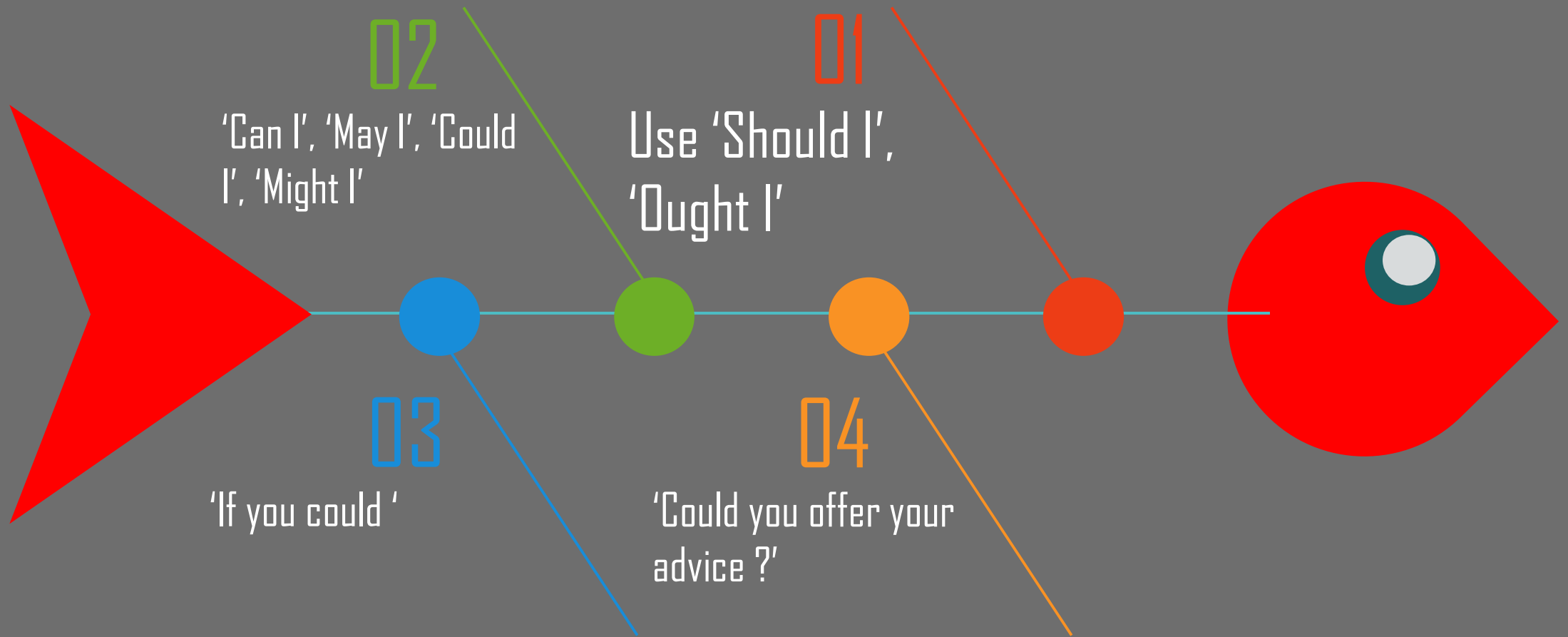


TYPES

FORMAL

INFORMAL

FORMAL WORD KEYS



EXAMPLES

Situation 1:

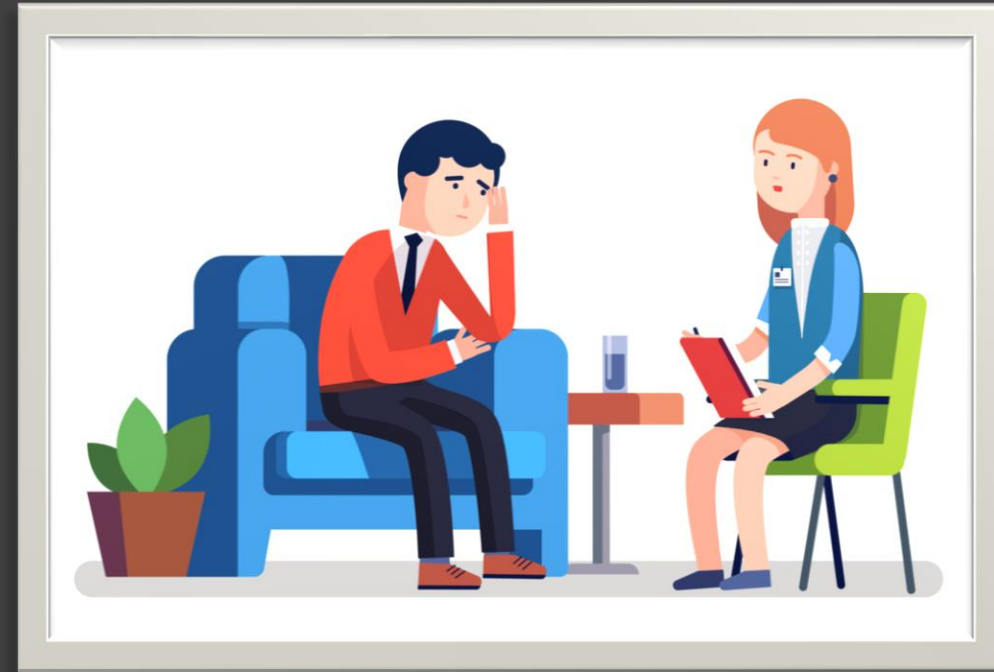
A student is talking with his advisor

STUDENT: Mrs. Wilson, What do you think I should do about my chemistry class ? Should I drop it or continue with it ?

Mrs. Wilson: I think it'd be good idea to talk with your instructor. Try talking with her about the and see what she suggests.

Student : What if she says I should continue with the class ?

Mrs. Wilson : Then follow her. She doesn't want to fail you.



EXAMPLES

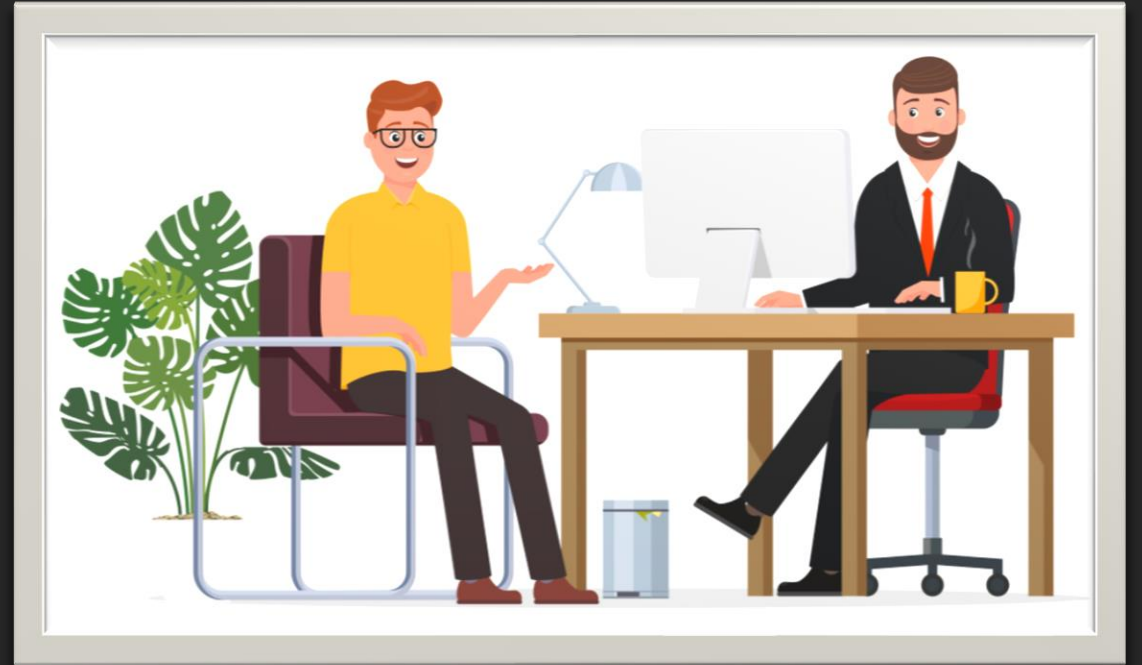
Situation 2:

A Manager of a company is talking with his senior officer.

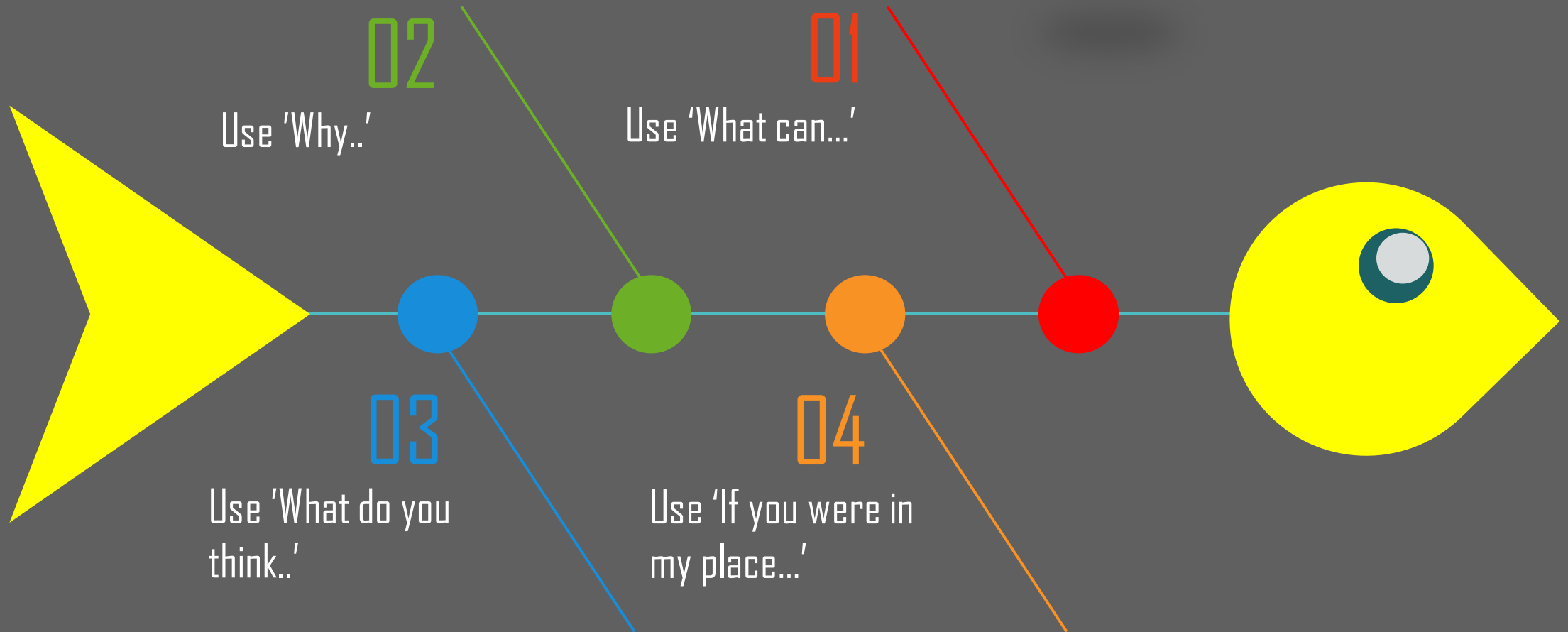
Manager: Sir, could you can you please give some advice about our new project ?

Officer: Of course. At first you should meet all the members of this new project and discuss with them about this matter. If you face any problem I'll help you.

Manager : Thank you, sir.



INFORMAL WORD KEYS



EXAMPLES

Situation 1:

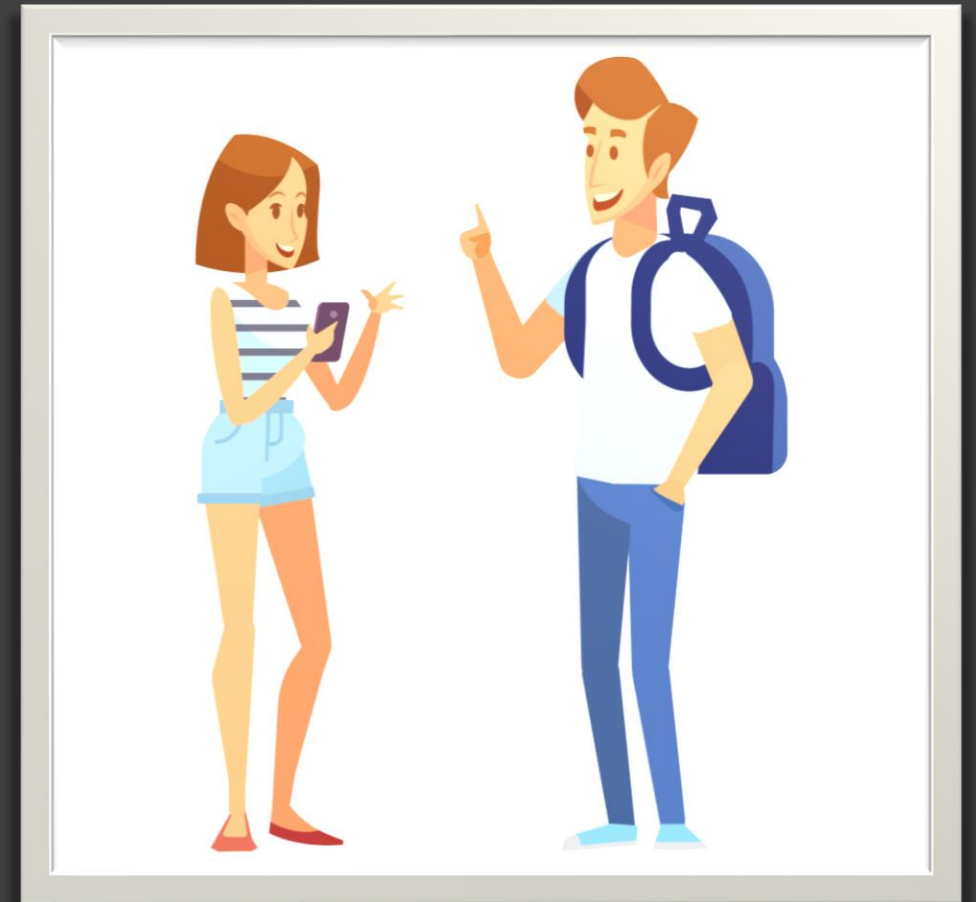
Conversation between friends

Mike : Have you tried the new restaurant in the East Avenue ?

Jemma : Yes , I did already.

Mike : Should I try it out ? What do you say ?

Jemma : Of course. It's really good.



GIVING ADVICE

DISCUSSION

& EXAMPLES

GIVING ADVICE

Providing someone
some insights in a
good way about
what they should do
in a given situation



**'Giving advice' should not
be confused by 'Giving
Order'**

**Everyone has the liberty of refusing or
deny advice given by anyone by any
means**

CONCEPTS



Make it
into a
question

Use
Modal
Verbs

Make a
suggestion

Advise in a
stronger
way



OVER SATURATION

Don't do it too much



SITUATION

Know when to give
advice



CONCEPT

Don't forget the context

TYPES

FORMAL

INFORMAL

Formal Advice

We give formal advice when

it's for business purpose

it's given to job related matters

requires health, wealth & law

its some professional matter

FORMAL WORD KEYS



Use 'Should', 'Ought



Use 'Ought'

Use 'I suggest'



Avoid 'I think'



Use 'I recommend'

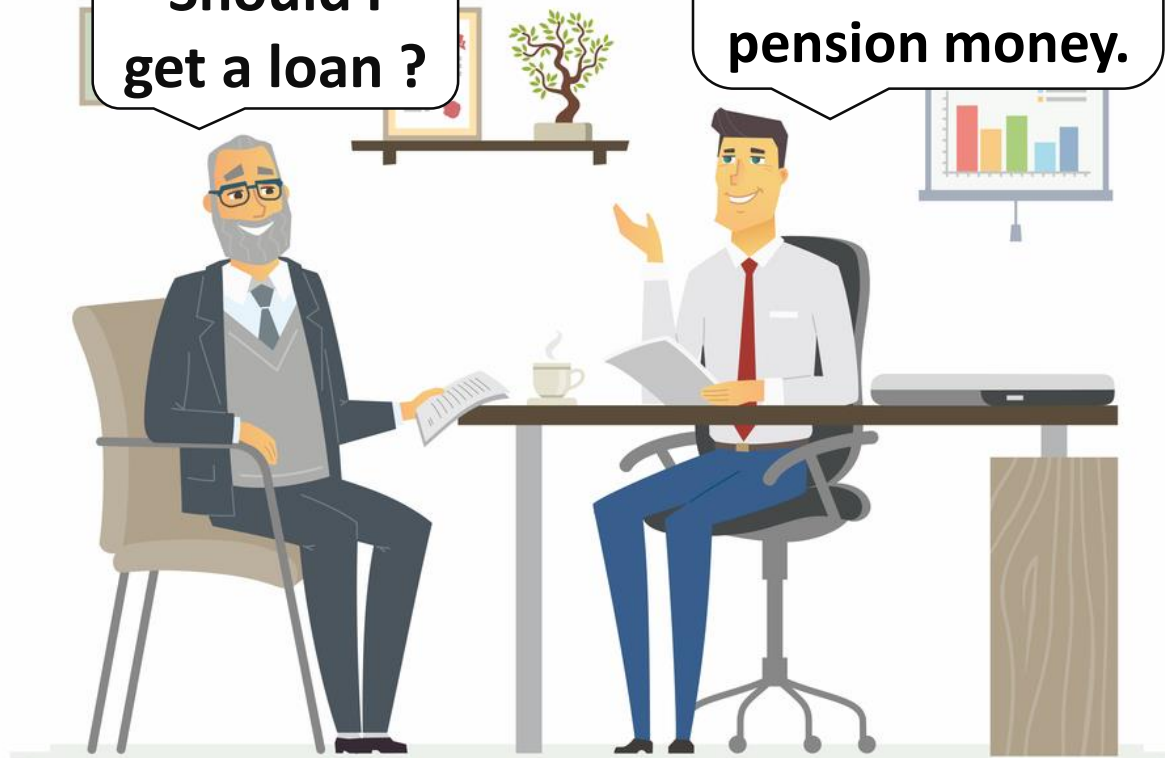


Use 'If I were you'

EXAMPLES

Should I
get a loan ?

I suggest you to
wait for your
pension money.



Informal Advice

We give informal advice when

The matter does not need professional advice

The matter is not that serious

It doesn't require responsibility

It's given to friends or companions

INFORMAL WORD KEYS



Use 'I don't know if...'

Use 'Why don't you just...'



Use 'I think you...'

EXAMPLES

Should we go to
a picnic this
weekend ?

Hell yeah, that'd
be great



EXAMPLES

I'm sorry mom

A good kid never
lies to anybody





Your friend has been feeling ill for several days



I think you should go to doctor for better treatment



Your colleague's car keeps breaking down



It might be a good idea to replace your car



Your cousin cant decide what to do after college



I think he/she should go to University



One of your colleagues has ben offered a better job



If I were you I'd have taken that

CONNOTATION

AND

DENOTATION

CONNOTATION



Connotation is what a word suggests. It's connected or associated with a word, either emotionally or culturally

Connotation represents the various social hints, cultural implications or emotional meanings associated with a sign.

TYPES

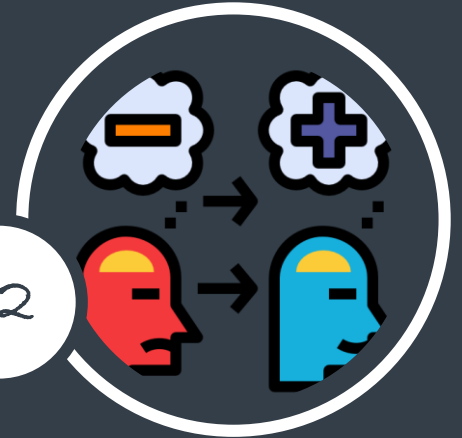


01

**Positive
Connotation**



**Negative
Connotation**



02

**Neutral
Connotation**



03



Positive Connotation



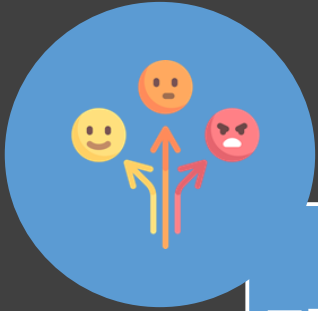
Positive connotation is also known as favorable connotation. In this type , a person feels good about any word or the word makes them happy. Thus, these words give positive impact towards others.

Negative Connotation



This type of connotation is also known as favorable connotation. These terms considered to be negative qualities or the disabilities or disrespect of a person.

Neutral Connotation

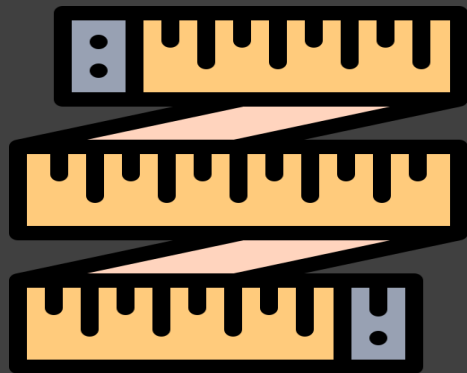


This type of connotation is very common & widely used. In this type, a person neither develops a positive nor a negative connotation.

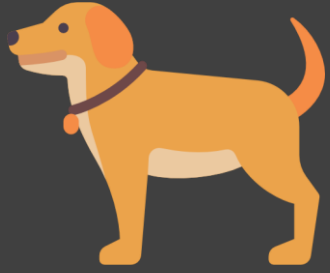
EXAMPLES



DOVE ,
Dictionary meaning = a small bird,
But it is also used as a sign of Peace. Thus a
positive connotation



SKIINNY,
Dictionary meaning = too thin
But this word has a negative connotation,
'SKINNY' suggests 'unhealthy'.



Dog – Suggests shameless or ugly people

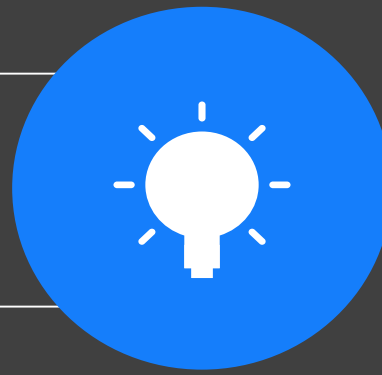


Home – Suggests family , security



Mom & Dad – Used instead of Mother & Father

DENOTATION



The literal or primary meaning of a word in contrast to the feelings or ideas that the word suggests.

It's the straight forward dictionary definition of the word

EXAMPLES



Aroma = Smell

She recognized the lovely aroma of her mother's cooking



Inexpensive = Cheap

Vegetables are inexpensive



Rest = Relax

He stopped to take rest

EXPRESSIONS

&

TYPES

What is Expression ?



Expression is the action of making known one's thoughts or feelings or a look on someone's face that conveys a particular emotion .



TYPES



Formal



Slang



Informal

Informal Expressions



Informal expression refers to a kind of communication that usually includes less than standard words.

- **What's going on ?**
- **See you next week**
- **Write back soon**

EXAMPLES



Formal Expressions



Formal expression refers to a kind of verbal communication that includes standard words , complete sentence and standard forms of address.

- How are you doing ?
- I look forward to meeting you next week

EXAMPLES

Thanks for coming
Mr. Animesh. The
meeting will start
soon.

Well, I'm glad to be
in here. Let's go
the boardroom.



Formal Vs Informal

Formal

How are you doing ?

I regret to inform you of...

I was hoping you could

...

I'm afraid I won't be
able to attend

Informal

What's going on ?

Just a note to say...

Could you...?

Sorry , I can't make it

Slang Expressions



Slang expression refers to very informal expression that include non standard or improper words, incomplete sentence and non standard or improper form of address.



Let's get familiar to some slang words

Words	Meaning
Ace	Very good
awesome	Great
Boo-boo	Mistake
Cheesy	Cheap
Gig	Job
Cushy	Easy
Huffy	Angry
Pro	Professional
Fox	Very Attractive
Croak	Die
Hairy	Dangerous
Groovy	Pleasant

EXAMPLES

Have you seen Captain Marvel ?

Yeah, that movie was awesome



His animations are really cool

Yeah, he's a pro animator

Do you guys know Antik Mahmud ?





DEFINITION



Communication comes from the Latin word 'communicate' which means to share

Communication is simply the art of transforming information from one place, person or group to another . In other words , the exchanging of information by speaking, writing or using some other medium is known as communication

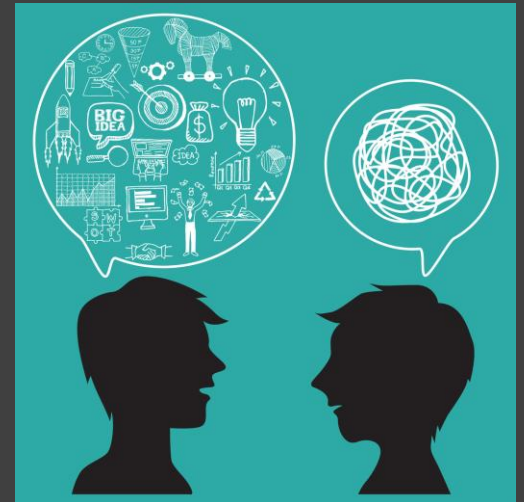
TYPES

Verbal

Non Verbal

Verbal Communication

Verbal communication is one way for people to communicate face to face. Some of the key components of verbal communication are sound, words, speaking and language.



Verbal communication is generally thought of as spoken language we express ourselves through words.

Types of Verbal Communication

Oral

Written

Examples of oral communication

Situations

1. Face to face conversations
2. Telephone conversations
3. Presentation at business meeting
4. Almost anywhere



Written Communication

Written communication involves any type of message that makes use of the written word. Written communication is the most effective of any mode of business communication



**Some of various forms of written communications
are :**

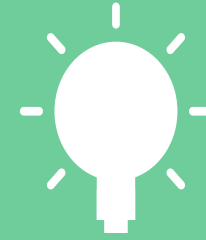
- Memos
- Reports
- Bulletins
- Emails
- Telegram
- Letters

NON VERBAL

COMMUNICATION

DEFINITION

Non verbal communication
is the non linguistic
transmission of
information through visual
or auditory



Types of non verbal communication



Eye contact :

Eye Contact occurs when two people look at each other's eyes at the same time

Gesture :

A gesture is a form of non verbal communication in which visible bodily actions communicate particular messages

Smile and facial expression :

It expresses the type of emotions or feelings such as joy, interest, sorrow, anger, annoyance, confusion, fear & uncertainty

Posture

The position or bearing of the body

Tone & voice of speaker :

The way a person is speaking to someone

Body Language

A term of communication using body movements

Importance of Non verbal Communication

1. It's important in expressing our emotions
2. It plays vital role in communicating interpersonal relationships
3. It is main supporter of verbal interaction
4. It also reflects individual's personality

Difference between verbal & non verbal communication

Terms	Verbal Communication	Non verbal communication
Uses	Oral and written words	Does not uses oral or written words
Types	Oral & written	Gesture, posture, eye contact, voice tone etc
Understanding	Easy	Difficult sometimes
Structure	Highly Structured	Lacks in formal structure
Continuity	Begins & ends with words	Continues until the purpose is achieved
Feedback	Gives a less & delayed feedback	Gives & lot of feed back

Example of some situations :

What will you do in these situations ?

- ➔ You host a party to celebrate the victory at an election. Welcome the audience.
- ➔ You enter an office full of strangers one morning to meet Mrs. Venessa
- ➔ You have finished interviewing a person who applied for a job in your company . Tell him/her that you will inform him/her by email.
- ➔ How would you introduce your fiancé to your boss ?