

“Birds born in a cage
think flying is an illness.”
editorleo



SOCIAL ENGLISH AND COMMUNICATION



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DEFINITION

- **Social English** is the language that an individual uses in day to day communication to survive in an English speaking environment. Situations of using **Social English** can include talking to friends and relatives, buying things at stores or asking someone for directions.



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GREETING

- **Greeting** is an act of communication in which human beings intentionally make their presence known to each other.
- People do this in order to show attention to, and to suggest a type of relationship (usually cordial) or social status (formal or informal) between individuals or groups of people coming in contact with each other
- A greeting can consist of an exchange of formal expression, kisses, handshakes, hugs, and various gestures.



GREETING KEYS

FORMAL

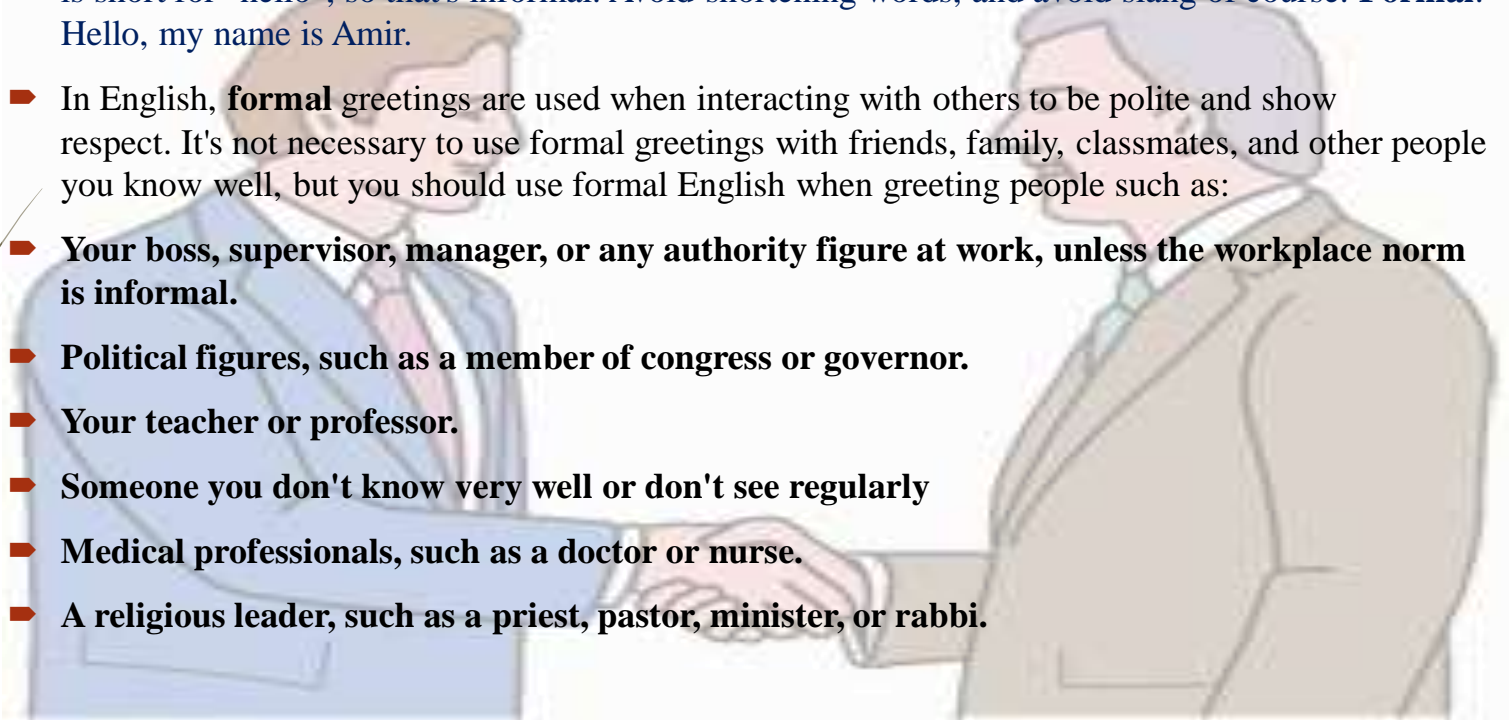
**SEMI-
FORMAL**

INFORMAL



FORMAL GREETING

- Basically, a **formal greeting** is a clear, properly-constructed sentence and uses the full words. "Hi" is short for "hello", so that's informal. Avoid shortening words, and avoid slang of course. **Formal:** Hello, my name is Amir.
- In English, **formal** greetings are used when interacting with others to be polite and show respect. It's not necessary to use formal greetings with friends, family, classmates, and other people you know well, but you should use formal English when greeting people such as:
- **Your boss, supervisor, manager, or any authority figure at work, unless the workplace norm is informal.**
- **Political figures, such as a member of congress or governor.**
- **Your teacher or professor.**
- **Someone you don't know very well or don't see regularly**
- **Medical professionals, such as a doctor or nurse.**
- **A religious leader, such as a priest, pastor, minister, or rabbi.**



FORMAL GREETING

Good morning.
How are you?

Hello, I am fine.
Thank you.



SEMI-FORMAL GREETING

- **Semi formal** is the fine line between **formal** and informal. It signifies that you know the person, but not on a personal level.
- If you do not know the name of the recipient, use Dear Sir or Madam or To whom it may concern. **Semi-formal greetings** follow the same format as **formal greetings**; however, you may refer the recipient by his or her first name.



INFORMAL GREETING

- **Informal greeting is how one might greet a friend or good acquaintance, such as "Hi!" or "Hello!" or "How's it going?"**
- **These greetings can be used in most informal situations. These ways to say “hello” are used in very casual, friendly, and familiar contexts. They can be used in spoken English, text messages, voicemail messages, or emails with people that you know well.**
- **“Hi!” (Probably the most commonly used greeting in English)**
- **“Morning!” (A more casual way of saying “Good morning”)**
- **“How are things (with you)?”**
- **“What’s new?”**
- **“It’s good to see you.” (Used when you haven’t seen someone in a while)**
- **“G’day!” (Short for “Good day”)**

INFORMAL GREETING



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INTRODUCTION

What is introduction???

- ❑ Introduction is the action of introducing something. It refers to a beginning-may be presenting someone new to a group or inserting a new idea into a project.



Why it is important to introduce yourself?

- It is important to introduce yourself because it shows your ability to meet new people confidently. It makes other people feel more comfortable and allows you to make a good first impression.



INTRODUCTION KEYS

What is introduction keys ?

- ✓ The keys which are used in action of introducing something or a formal presentation of one person to another can be defined as introduction keys.



TYPES OF INTRODUCTION KEYS

There are three types of introduction keys

- Formal
- Semi-formal
- Informal



Formal Introduction Keys

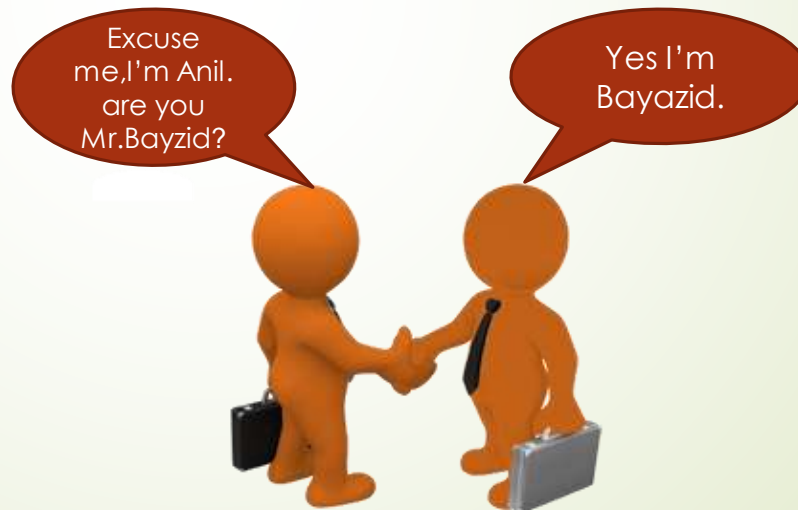


The introduction keys which are mainly used to suggest a type of relationship or social status between individuals or groups of people coming in contact with each other can be said formal introduction keys.



#Example:

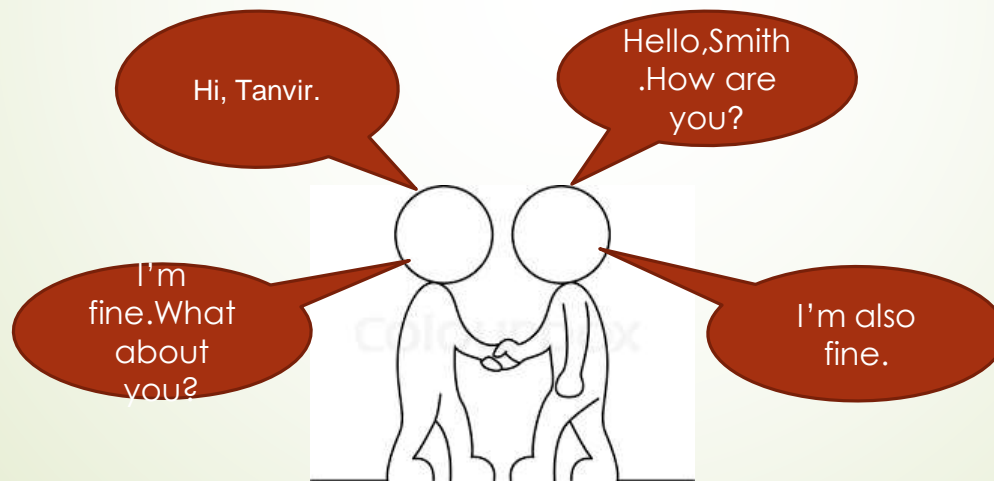
A conversation between Anil and Bayazid.



Semi-formal Introduction Keys

- The introduction keys which we use in day to day interaction with colleagues, teacher, elder brother and sister can be said semi-formal introduction keys.

Example



Informal Introduction Keys

- The introduction keys which we use casual, informal speech is the linguistic equivalent of a relaxed tone and simple words are informal introduction keys.



More Examples What would you say to

#What would you say to introduce your friend Shaker to your boss?

- May I introduce a friend of mine, Shaker?[Formal]

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

- Can I introduce Salim, my new secretary?[Formal]

#What would you say to introduce your cousin to your friend Roxana?

- Hi, Roxana. This is my cousin Sohel.[Informal]

#What would you say to introduce yourself to a stranger in a party?

- Hello, I am Arif. Nice to meet you.[Semi-formal]

#What would you say to introduce Mr. Rahim, your neighbour to John?

- John, This is Mr. Rahim. He is my neighbour.[Informal]



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



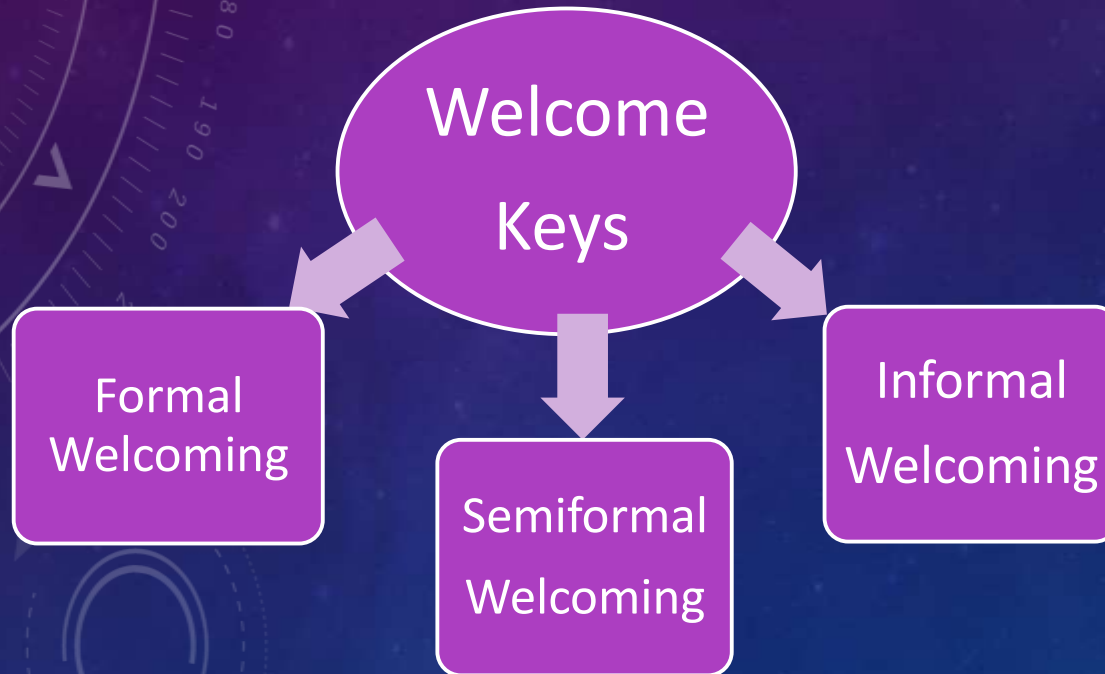
Welcoming a friend



Welcoming office staff

TYPES OF WELCOME KEYS:

WELCOME KEYS CAN BE EXPLAINED BETTER BY THREE TYPES:



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.*

EXAMPLE OF FORMAL WELCOME KEYS:

- ❑ It is a pleasure to have you here.
- ❑ Good evening. It is an honour to share this event with you.



SEMI FORMAL WELCOME KEYS

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



EXAMPLE OF SEMI FORMAL WELCOME KEYS:

- Good evening. Welcome to the party.
- I am pleased to have you here.

INFORMAL WELCOME KEYS

Informal language is used in more relaxed, everyday situations.

We use formal welcome keys if the audience

- is known to you.
- is of similar age.
- shares your interests.
- and/or the event is for family or friends.

EXAMPLE OF INFORMAL WELCOME KEYS:

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



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 ARE WELCOME"

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 the above

It's so good to have you here.

least formal and most personal

I'm glad to have you here.

What is Thank you?

It is a polite expression used when acknowledging a gift, service, or compliment, or accepting or refusing an offer.

Thanking Keys

Can you lend me
your English
book?

Thank you for
lending me the
book.

Of course,
here it is.

That's all
right.



Types of Thanking Keys

Formal or
Standard

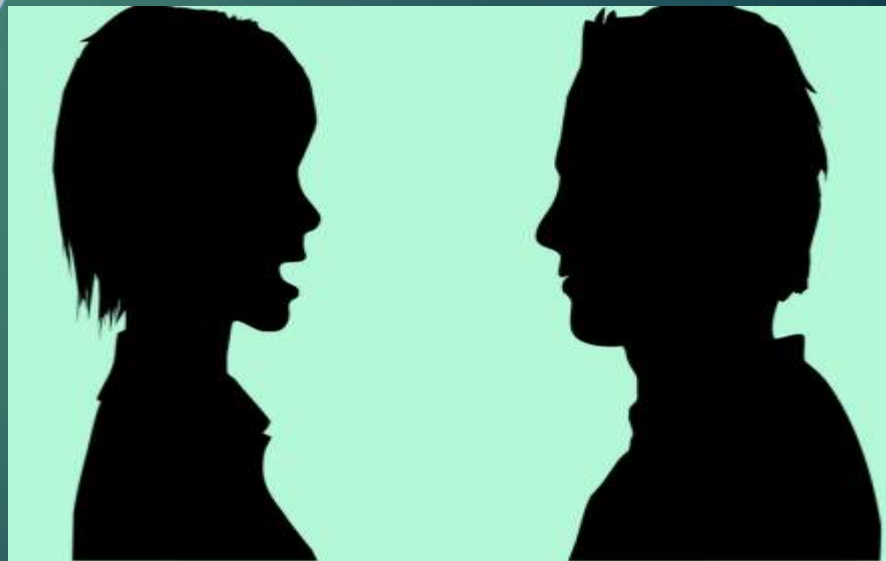
Informal

Formal or Standard

That's very kind of you.

Could you show me the way of the hospital?

Oh! yes, it's just round the corner.



Formal or
Standard

Thank you for
helping me with
this project

Don't mention



Formal or Standard

My pleasure

Thank you very much for your kind gift of a watch on my birthday .It is very beautiful to look at.



Informal

Do you want some
tea or coffee?

No, thanks



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Informal

I want to thank
you for that
delicious meal

You're welcome



Informal

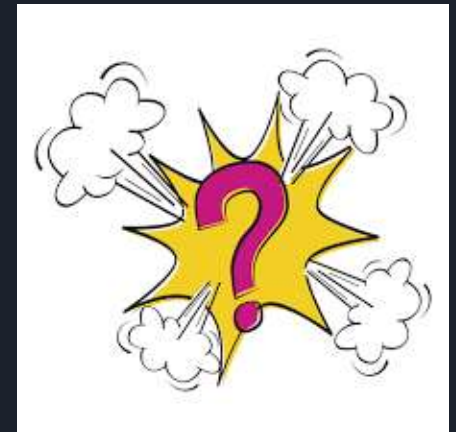
Thank you very
much for helping
me through that
difficult time

That's ok



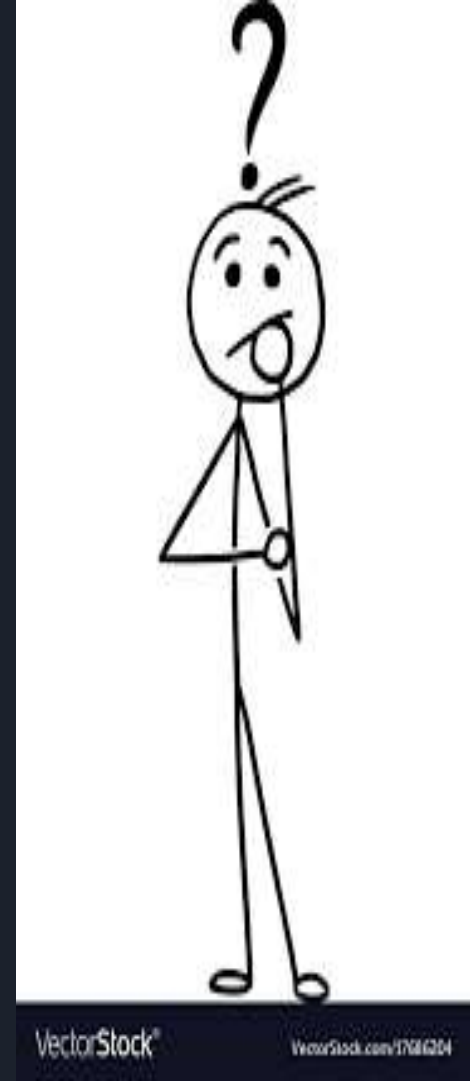
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How to ask for **Advice**



What is **ADVICE**???

Advice is a form of relating personal or institutional opinions, belief systems, values, recommendations or guidance about certain situations relayed in some context to another person, group, or party often offered as a guide to action or conduct.



Asking for **Advice**

1. Formal / Standard

2. Informal





Formal / Standard Expression

Situation 1: A conversation between teacher & student

student :Mrs. Runa, can you please tell me how can i gather more information for completing my physics assignment? Should i follow our text book or something else?

Teacher: I think you should research on your text book and beside that go to the internet and search for that topic. That will help you to gather more informations about your assignment.

Student: Thank you for your kind advice.

Formal Expression



Situation 2: Conversation between A manager & his senior officer

Manager: Sir, would you please give me some advice for our new project?

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

Manager: Thank you, sir.

Informal Expression



Situation 3: Conversation between two friends

Moshi: I don't understand today's chemistry lecture on cement. What should I do now?

Bayazid :You should take help from our teacher. He will try to make you understand. Beside that you can copy my note. I think it will help you.

Moshi : Thank you for your advice.



Asking for Advice

Formal Expression

- ☞ What should I do?
- ☞ Can you give me some advice?



Asking for **Advice**

Informal Expression

☞ What am I going to do?

☞ I don't know what to do?





GIVING ADVICE

- Expressions for giving advice
- Examples

GIVING ADVICE

- **What giving advice means?**
- Giving advice means to give someone advice about what to do or follow in a situation.
- Providing someone some insights in a good way about what they should do in a given situation is giving advice.





HOW TO GIVE ADVICE

- ❑ Tell a story
- ❑ Advice with permission
- ❑ Avoid judging
- ❑ Don't make promises
- ❑ Say it from the heart
- ❑ Make a suggestion

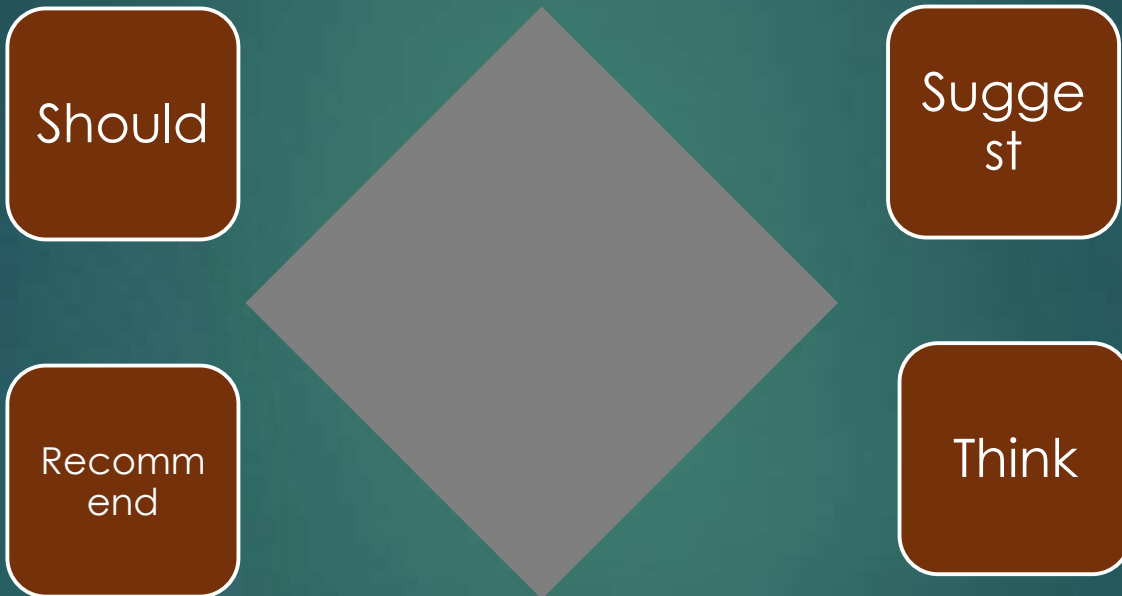
Expressions for giving advice

- There are two expressions for giving advice.
- ✓ Formal/Standard
- ✓ Semi-Formal/Informal



FORMAL EXPRESSION FOR GIVING ADVICE

Formal words used in giving advice



Examples:

Should I
left my
job?
I'm not
perfect for
it.



I suggest
you to
take time
for
decision.



FORMAL EXPRESSION FOR GIVING ADVICE



Situation: Conversation between teacher and student

Student: Assalamualaikum, sir. how are you?

Teacher: Wolaikumussalam. I'm fine and you?

Student: I'm also fine.sir,I'm very weak in English.

What should I do now?

Teacher: You **should** read English newspaper, novel etc.
I also **recommend** you to speak English with your friends and relatives to improve English.

Student: Thank you, sir.



INFORMAL EXPRESSION FOR GIVING ADVICE

Informal words used in giving advice

Why don't
you

Ought to

Had better

Mustn't


Try to

What if

Informal expression for giving advice



- ▶ Situation: Giving advice for information breach
- ▶ Sadia: I'm afraid some colleges of ours selling the information. I must inform the boss.
- ▶ Me: But you **ought to** confirm the information first.



Why don't you
going with us?

I have an
important
work.

#230573948

❖ 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

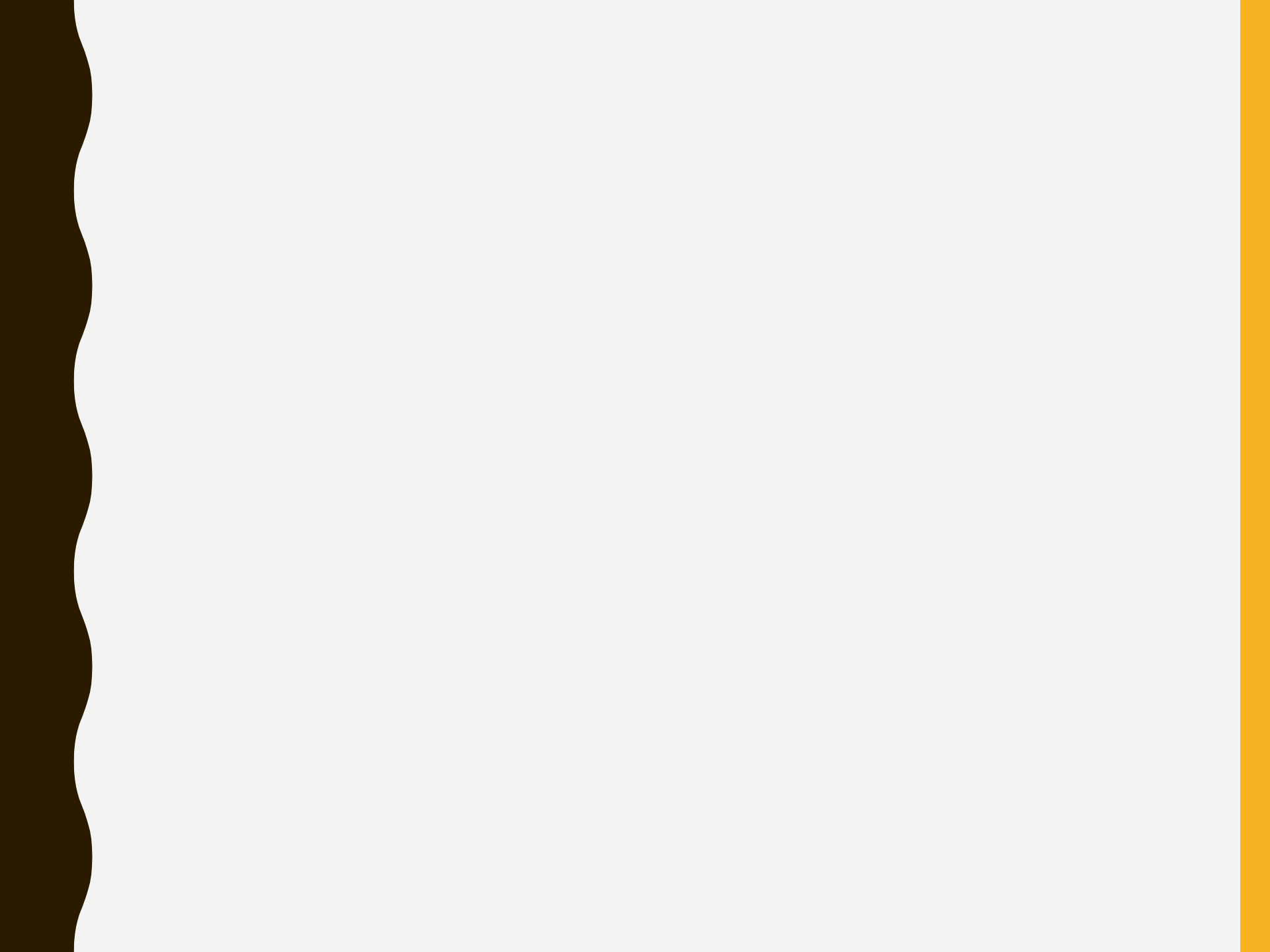


I think he/she should go to University

❖ One of your colleagues has ben offered a better job



If I were you I'd have taken that



CONNOTATION

A set of four parallel white lines that start from the bottom right and extend towards the top right, crossing the word 'CONNOTATION'.

WHAT IS CONNOTATION?

A connotation is a commonly understood cultural or emotional association that some word or phrase carries, in addition to its explicit or literal meaning. A connotation is frequently described as either positive or negative, with regard to its pleasing or displeasing emotional connection

Connotation is the implied or suggested meaning:

“You are a dog” suggests that you are ugly or morally detestable.



TYPES OF CONNOTATION:

CONNOTATION

```
graph TD; A[CONNOTATION] --- B[Positive connotation]; A --- C[Negative connotation]; A --- D[Neutral connotation];
```

**Positive
connotation**


**Negative
connotation**

**Neutral
connotation**

POSITIVE CONNOTATION:

- ▶ The first type of connotation is the positive connotation which is also called the favorable connotation. In this type, a person feels good about any word or the word makes them happy. In this, the words are giving positive impact to a person.
- ▶ For example, using the word challenging in stead of difficult, childlike instead of childish , Bazurg instead of Buddha etc. carries the positive impact and so these are positive connotation.

NEGATIVE CONNOTATION:

- ▶ The second type of connotation is the negative connotation also called unfavorable connotation. These terms are considered to be negative where the words describe the negative qualities or disabilities or disrespect of a person.
 - ▶ For example, use of word Buddha for an old person shows disrespect.
- 

She had a smirk/smile on her face.

Positive
connotation:
Smile

Negative
connotation:
Smirk



Positive Connotation

Negative Connotation

generous, unstinting	—————→	extravagant, immoderate
resolute, dogged	—————→	stubborn, mulish
thrifty, frugal	—————→	stingy, parsimonious
diligent, industrious	—————→	work-obsessed, workaholic
shrewd, astute	—————→	cunning, sly
sober, serious	—————→	morose, sullen
witty, pithy	—————→	sharp-tongue, terse
tolerant, broad-minded	—————→	unprincipled, unscrupulous
impulsive	—————→	impetuous

- ▶ *Clementine: I apply my personality into paste.*
Joel: Oh, I doubt that very much.
Clementine: Well, you don't know me so... you don't know, do you?
*Joel: Sorry, I was... just trying to be **nice**.*
Clementine: Yeah... I got it...
Clementine: ... I'm Clementine, by the way.
Joel: I'm Joel.
Clementine: Hi, Joel.
Clementine: No jokes about my name... Nooo, you wouldn't do that.
*You were trying to be **nice**.*
Joel: I don't know any jokes about your name.

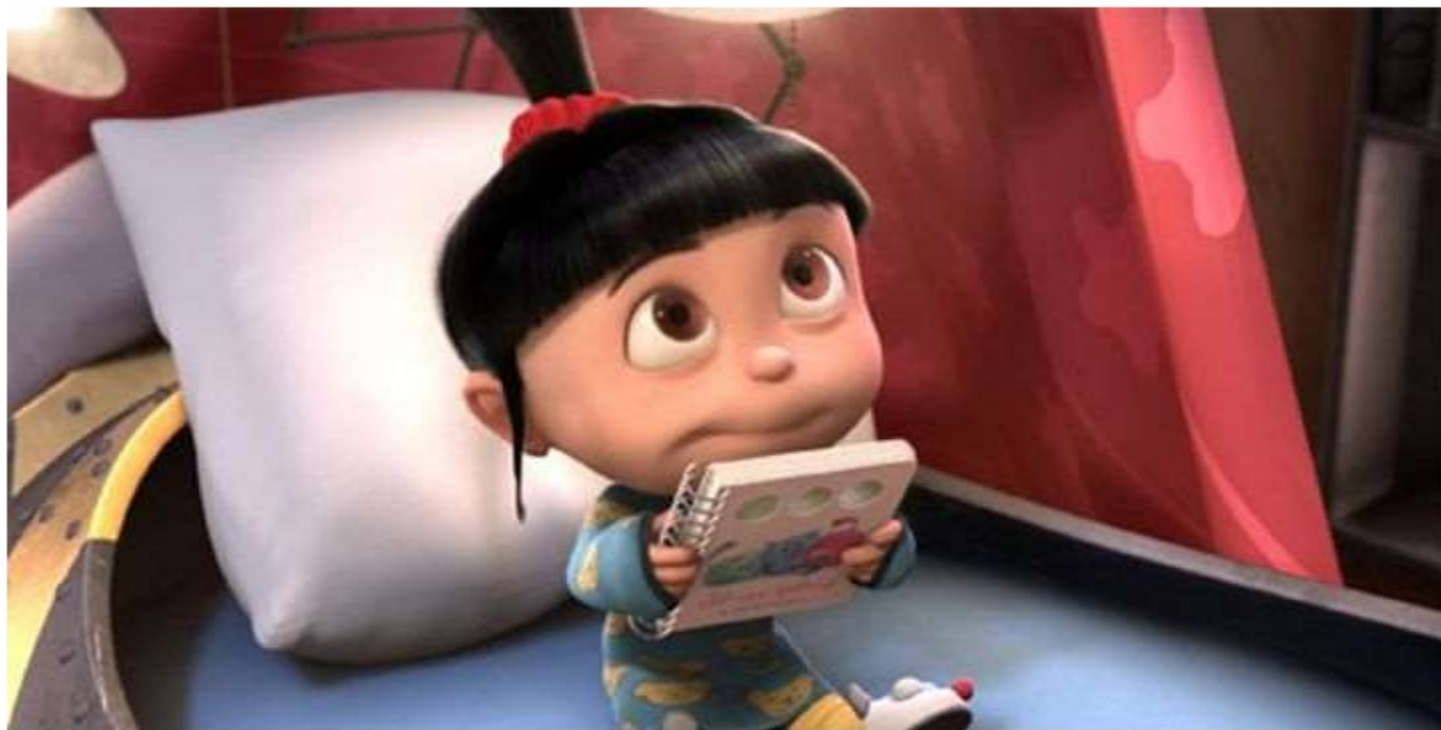
- ▶ Here, the word “nice” has a negative connotation for Clementine—for her it means dull, ordinary, pleasant; it has no truly significant meaning. Joel, however, is an awkward man, and tries to use the word in a simple but positive way—clearly he finds Clementine to be a bit strange and intense, but chooses to be “nice” by using the word “nice” to describe her. For him, “nice” has a positive connotation, thus he is taken aback when Clementine has such a dramatic reaction.

NEUTRAL CONNOTATION:

The third type of connotation is neutral connotation which is very common and widely used. In this, person neither developed a positive or negative connotation.

For example, use of word **Burhha** instead of **Bazurg**.

Positive, Negative, and Neutral Connotations



POSITIVE= “LITTLE ONE”

NEUTRAL=CHILD

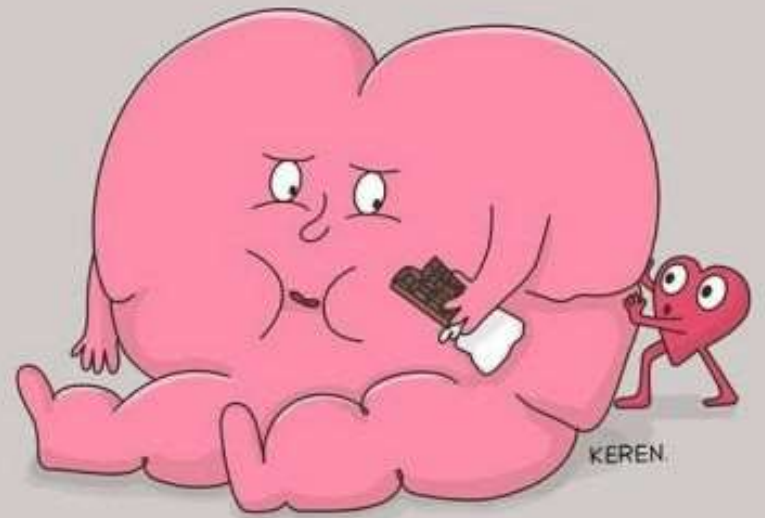
NEGATIVE=BRAT

IMPORTANCE OF CONNOTATION:

- ▶ Most words have two meanings: a denotative (literal) meaning, and a connotative (implied) meaning. It is important to note that not all connotations are solely positive or solely negative—depending on how a word is used, it can connote different things. Thus it is one of the most critical things to consider when it comes to word choice, in both literature and everyday conversation. In fact, the feelings or meanings associated with words can be everything. Connotations set the tone when writing and speaking, and clarify one's intentions—they can elicit certain emotions or reactions or help to provide distinct impressions of things. Conversely, choosing words with the wrong connotation can produce an undesired reaction or emotion and misrepresent one's intentions.

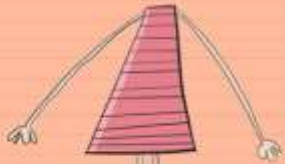


FROM THE BOTTOM
OF YOUR HEART



HEAVY HEART

head in the clouds
(living in a fantasy)



a storm in a teacup
(a big fuss made about
something of little
importance)





SLEEPING PILLS



FIREWORKS



KEREN.

BREAK YOUR WORD



BAKING SODA



ROCKING CHAIR



SAVING TIME

Words cut deeper than knives.

A knife can be pulled out,
words are embedded
into our **soul.**

Shuyurieee





DENOTATION

A decorative graphic consisting of several parallel white lines of varying thicknesses, slanted diagonally from the bottom-left towards the top-right, crossing the word 'DENOTATION'.

WHAT IS DENOTATION?

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

Denotation is a translation of a sign to its meaning, precisely to its literal meaning, more or less like dictionaries try to define it. Denotation is sometimes contrasted to connotation, which includes associated meanings

DENOTATION is the straight forward or common- sense meaning of a sign. Literally what is actually shown in an image.

A red rose is a flower - that is its straight forward meaning or denotation



An apple is a fruit we eat-



A lamb is a young sheep-



EXAMPLES OF DENOTATION

Adventurous=courageous

Ben is an adventurous.(courageous)

Aroma=smell

She recognized the lovely aroma of her mother's cooking.(smell)

Home=Family

John returns to his home.(family)

Inexpensive=cheap

Vegetables are inexpensive.(cheap)

FORMAL EXPRESSION



WHAT IS FORMAL EXPRESSION?

1. Formal expression refers to a kind of verbal communication that includes standard words, complete sentences and standard forms of address.
2. We use formal expression in serious situation or with the unfamiliar people and formal place.
3. For example, we should use formal language when we are in a job interview or e-mailing our university professor

ADVANTAGES OF FORMAL EXPRESSION

1. The most obvious advantage is that formal expression allow knowledge to be stored in the long term.
2. The second advantage is the capacity for universal communication.
3. The third advantage is the testability of formalized knowledge.

INFORMAL EXPRESSION

Informal expression refers to a kind of communication that usually includes less than standard words, incomplete sentence and less than standard forms of address.

We use informal expression in relax situation, with the relatives, with the well known people.

For example, we should use informal language when we are writing a massage to friends.

DIFFERENCE BETWEEN FORMAL EXPRESSION AND INFORMAL EXPRESSION

Formal expression	Informal expression
1. Formal expression refers to a kind of verbal communication that includes standard words, complete sentences and standard form of address.	1. Informal expression refers to a kind of communication that usually includes less than standard words, incomplete sentence and less than standard form of address.
2. Formal expression is used in for example, books, news reports, business letters or official documents.	2. Informal expression is used in everyday conversation and in personal emails.
3. In formal expression, sentences are longer and more complex.	3. In informal expression, sentences are shorter and simpler.
4. For example, she has the ability	4. For example, she can.

WHAT IS SLANG EXPRESSION?

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

Slang expressions are used in intimate situations and with people whom we are very close to .

Slang expression consists of words that are nonstandard in a given language and is generally spoken to show inclusion in a certain social group.

Slang expressions are worth learning and are not taught in schools.

For example, I'm so gutted I failed my driving test again.

Gutted means when someone is really upset or disappointed.

Contents

Communication

Verbal Communication

Types of Verbal Communication

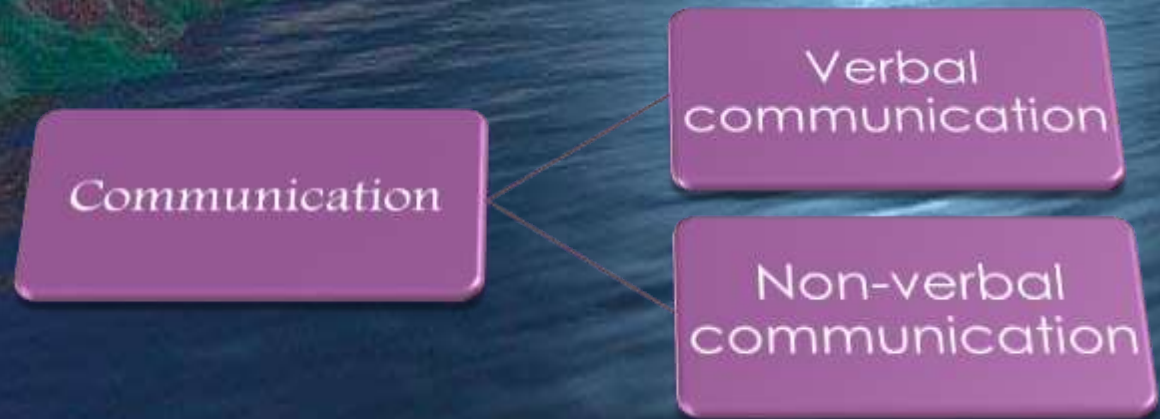
Non-verbal Communication

Types of Non-verbal Communication

Difference between Verbal & Non-verbal Communication

COMMUNICATION

- ▶ "Communication" word came from Latin word "Communicare" which means "to share".
- ▶ Communication is the process of interchanging information, ideas, feelings and opinions with or without the use of word ,i.e. signals.



VERBAL COMMUNICATION

- ▶ Communication with the use of words and language to communicate message to other party.
- ▶ It is about language both written & spoken.





Oral Communication :

The process of expressing information or ideas by speech.

Written
communication



Written Communication:

Involves any type of message that makes use of written word.

NON-VERBAL COMMUNICATION

- Non-verbal communication is the nonlinguistic transmission of information through visual or auditory.





TYPES OF NON-VERBAL COMMUNICATION



Eye contact

Gesture:

A movement of hand or head to express ideas.

Smile & facial expression

Posture:

The position or bearing of the body

Tone & voice of speaker

Body language :

A term of communication using body movements



You have to remember that.....



The way in which we saw words: Volume, Pitch, Speaking rate, Voice quality.



How we communicate with the space around us.



Refers to the accessories which a communicator carries. It shows the personality.



Difference between Verbal & Non-verbal Communication

Verbal Communication	Vs	Non-verbal Communication
Uses oral and written words.	Use of words	Doesn't use any oral or written words.
Easy to understand.	Understand	Sometimes difficult to understand.
Rarely takes place.	Delivery of wrong message	Mostly takes place.
Not required.	Personal Presence	Required.
Highly structured.	Structure	Lacks in formal structure.
No.	Time consuming	Yes.

SOCIAL ENGLISH AND COMMUNICATION

OVERVIEW

- **TOPICS**

- **SOCIAL ENGLISH**

- GREETING
- GREETING KEYS
- INTRODUCTION KEYS
- WELCOME
- WELCOME KEYS
- THANKING KEYS
- ASKING FOR ADVICE
- GIVING ADVICE
- EXPRESSION
- CONNOTATION
- DENOTATION

- **SOCIAL COMMUNICATION**

- VERBAL**

COMMUNICATION

- NON-VERBAL**

COMMUNICATION

➤ **GREETING**

A POLITE SIGN OF WELCOME OR RECOGNITION

➤ TYPES OF GREETING KEYS

1.FORMAL

2.SEMI FORMAL

3.INFORMAL

FORMAL GREETING
INFORMAL GREETING



SEMI FORMAL GREETING



INTRODUCTION

THE ACTION OF INTRODUCING
SOMETHING

TYPES OF INTRODUCTION KEY

1.FORMAL

2.SEMI-FORMAL

3.INFORMAL

WELCOME

A GREETING IN A FRIENDLY WAY

- TYPES OF WELCOME KEYS
 - 1.FORMAL
 - 2.SEMI-FORMAL
 - 3.INFORMAL

FORMAL WELCOME

Good Morning, audience,
Thank you all for coming
and joining us here today.



SEMI-FORMAL WELCOME

Good evening. Welcome
to the party. I am pleased
to have you here.



INFORMAL WELCOME

Good morning
everyone. It's so good
to have you here.



THANKING

A POLITE EXPRESSION WHILE
ACKNOWLEDGING SOMETHING.

- ***THANKING KEYS***

- TYPES OF THANKING KEYS
 - 1.FORMAL OR STANDARD
 - 2.INFORMAL

FORMAL OR STANDARD THANKING



INFORMAL



ASKING FOR ADVICE ASKING FOR OPINION REGARDING SOME TOPIC.

- WAY OF ASKING ADVICE:

- ❖ FORMAL/STANDARD WAY

- ❖ INFORMAL WAY

FORMAL/STANDARD WAY



INFORMAL



GIVING ADVICE

GIVING AN OPINION ON SOME TOPIC

- WAY OF GIVING ADVICE:
 - FORMAL/STANDARD WAY
 - SEMI-FORMAL/INFORMAL WAY

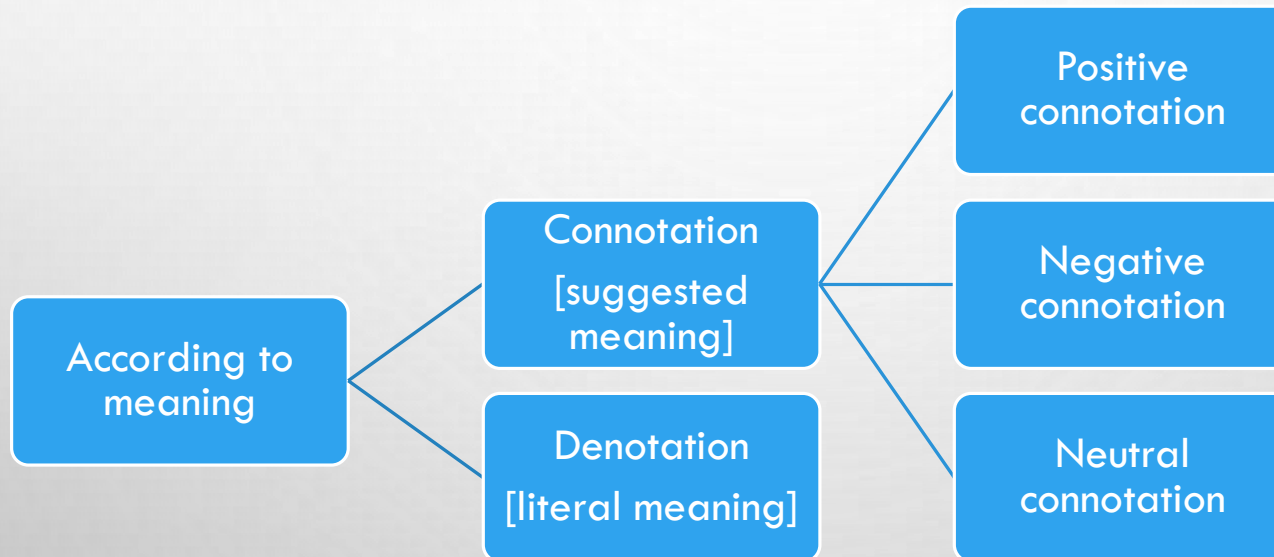
FORMAL/STANDARD WAY



SEMI-FORMAL/INFORMAL WAY

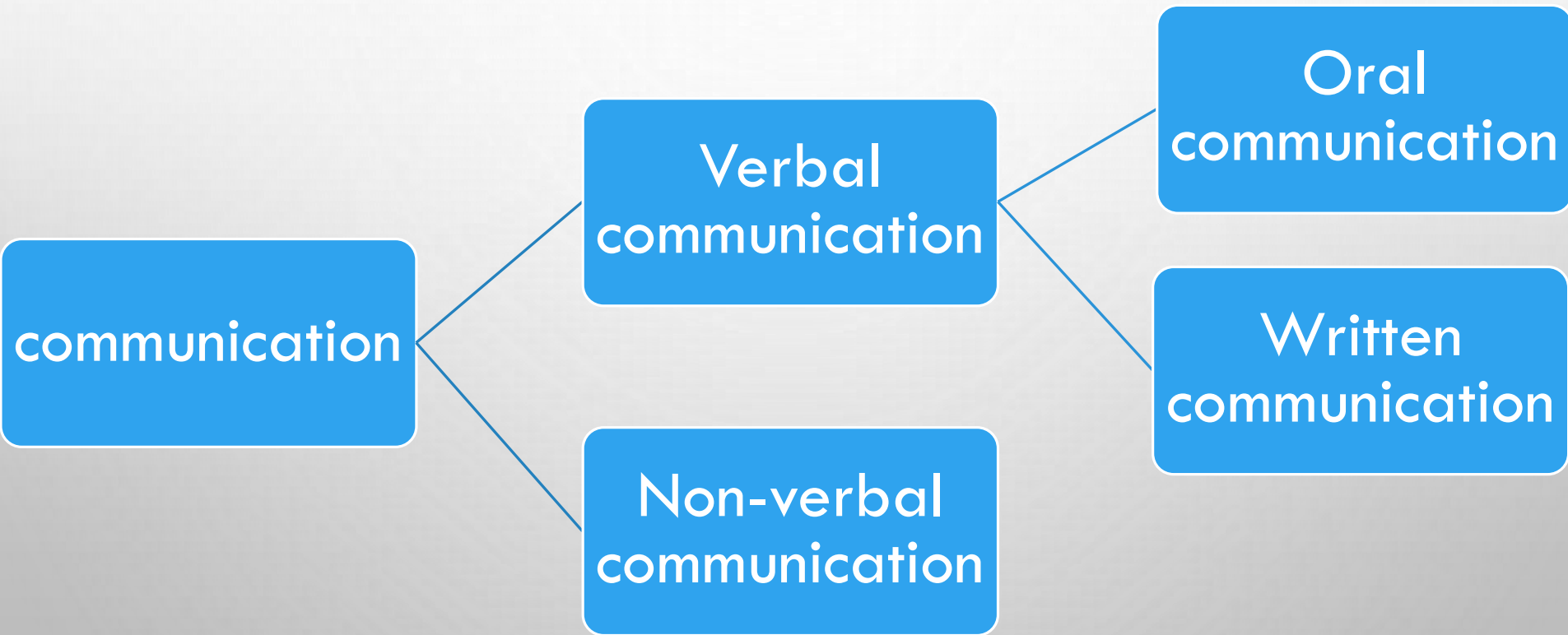


MEANING OF WORDS IN COMMUNICATION



COMMUNICATION

THE PROCESS OF INTERCHANGING INFORMATION



EXPRESSION OF VERBAL COMMUNICATION THE WAY TO COMMUNICATE THROUGH WORDS AND LANGUAGE

- EXPRESSION OF VERBAL COMMUNICATION:

- FORMAL EXPRESSION

- INFORMAL EXPRESSION

- SLANG EXPRESSION

NON-VERBAL COMMUNICATION

NONLINGUISTIC TRANSMISSION OF INFORMATION THROUGH VISUAL OR AUDITORY

- TYPES OF NON-VERBAL COMMUNICATION:

- ❖ POSTURE

- ❖ EYE CONTACT

- ❖ GESTURE

- ❖ SMILE AND FACIAL EXPRESSION

- ❖ TONE AND VOICE OF SPEAKER

- ❖ BODY LANGUAGE

GOOD COMMUNICATION DEPENDS ON:

- THE WAY IN WHICH WE SAY WORDS; VOLUME, PITCH, SPEAKING RATE, VOICE QUALITY.
- THE WAY WE COMMUNICATE WITH THE SPACE AROUND US.
- ACCESSORIES WHICH A COMMUNICATOR CARRIES. IT SHOWS THE PERSONALITY.