

# AFFINITY *More than just words*

*Bringing you closer to your audience*

## **Your communication skills in English depend on your voice**

The sound and the resonant qualities of our voice directly influence the way people listen to us and how much attention they pay to the ideas we are communicating. We can use our voice to develop greater confidence in ourselves, create a more professional impact and give authenticity to our message.

*All of the skills taught on this course will contribute to your daily work and help you develop the eloquence and effectiveness you desire in your English communication skills.*

### **The intonation, rhythm and melody of our voice carries meaning**

As a native speaker, we naturally use a rhythm, flow and intonation that are familiar to our listener. Our ideas are communicated and understood without our audience having to consciously decode or process most of the information. According to research studies 55% of our communication depends on body language, 38% is conveyed through the sound & tone of our voice and only 7% depends on the meaning of the words we use.

It is the rhythmic and musical qualities of the English language that shape pronunciation, group ideas and allow us to efficiently communicate our meaning.

We can use the rhythmic and resonant qualities of the voice to shape our oral communication skills, improve pronunciation and speak with greater confidence and fluency.

These vocal qualities help us bridge the gap between ourselves and our audience, engage the listener, and give strength and clarity to our message.

## **Affinity - Your English Voice**

**Structured around 3 main elements:**

**The Voice, Pronunciation & Intonation techniques and Key Language & English training.**

This course offers a unique platform where you will develop key vocal skills. Skills which, in combination with a clear hands on understanding of the flow and the rhythmic and tonal qualities of the voice, will strengthen your English presentation skills and will allow you to integrate and become proficient in the use of key presentation language structures.

*A personalised course that, on a weekly basis, provides practical and linguistic tools that support and feed into your own presentation skill learning needs.*

Continued overleaf: The Course Structure, Aims, Output & Contents



# The creative impact of your voice

## Output - What results you can expect:

- Greater fluency and confidence
- The integration of new language skills
- Enhanced listening skills
- A stronger and more resonant voice
- Heightened presentation skills & practice
- Greater credibility, authenticity and persuasive abilities

**All of these qualities can be applied to your own work needs, to improve your English communication and marketing abilities.**

## Course structure:

- The course starts with an 8-hour face-to-face workshop where you will learn a series of dynamic, professional voice training exercises and guidelines, which will contribute to all the work we do in the online seminars.
- Fifteen 1.5-hour weekly online seminars, which combine the 3 areas of the course: The Voice, Pronunciation & Intonation techniques and Key language & English training, to develop presentation skills and assimilate them into your own practice. These abilities will also contribute to a final workshop where participants on the course will showcase their presentation skills.
- A final 4-hour face-to-face workshop to showcase the presentation skills, and give and receive peer feedback. This workshop is a space where you will be able to put into practice and integrate the course content and learning in the context of a live presentation.

## Course content of each area of the course:

### 1/ The Voice

**Our voice depends on the body, breath, vocal projection, and on a fourth element, the development of our listening skills.**

The objective of the first part of the course is to learn a series of professional voice exercises to help you develop greater vocal strength and discover your own unique vocal qualities, which in turn enhance vocal resonance and magnetism. This will provide you with a tool that you can use to transform your voice and strengthen your English oral communication abilities in every area of your work.

### The techniques we will be learning are:

- Professional voice coaching exercises
- The use of breath & voice to enhance vocal resonance and align the body.
- Breathing techniques.
- How to project and listen to the voice to enhance its sound and its clarity.

These will serve as the foundation for the practice and assimilation of Pronunciation & Intonation techniques and Key Language & English Training

**Continued overleaf: Pronunciation & Intonation and Key Language & English Training**





# Bringing you closer to your audience

## 2/ Pronunciation and Intonation

Having enhanced our vocal skills in section 1/The Voice, we will start to work on the natural rhythms of English pronunciation and intonation, to give confidence to the way we speak.

### The four components of this area of the course are:

- Using the rhythm and music of speech to strengthen delivery & assimilate language forms.
- A working knowledge of vocal anatomy to enhance pronunciation and intonation.
- Increased body awareness to strengthen the intonation & the rhythm of speech
- Integration of common speech rhythms

### Objectives:

- Become familiar with and assimilate natural speech rhythms to improve pronunciation and create greater fluency and confidence.
- Integrate common speech patterns that we can apply in a wide range of contexts.

## 3/ Key Language & English Training

The third area of the course covers a series of linguistic and structural features that further develop presentation, communication and sales skills.

### Contents:

- Development of greater confidence through presentation practice & peer and tutor feedback.
- Presentation language & presentation techniques; learning specific structural elements and key language.
- Discourse analysis using a variety of sources: videos, audios, written materials and transcripts, to strengthen a hands-on understanding and assimilation of key language, organisational features and vocal patterns.
  - Expression of purpose, reason & result.
  - Dynamic phrasing: use of participle clauses, apposition, complex sentences, and other linguistic elements.
  - Familiarity with common language patterns – adapting sentence structures to own presentation or communication contexts.
  - The continual development of own practice through the integration of all these elements.

