

Accurate English Pronunciation

“It is really great to learn more about the proper ways of English pronunciation.”

Elaine Ng, Communications Manager, CLP Power Hong Kong Limited

“I enjoyed every minute of this pronunciation programme. Now, we are speaking genuine English at work.”

Stella Fung, Brand Manager [retailing]

“After the first session, I clearly felt that my pronunciation had improved. We now understand why foreigners often look so puzzled when we speak to them.”

Martin Lai, Restaurant Manager [hospitality]

Aim

Accurate pronunciation is an overlooked necessity when communicating in English. By mastering the fundamentals of accurate pronunciation, you will speak more confidently, be understood by foreigners and increase your understanding of native spoken English. You will be amazed by how many words you have been mispronouncing via our fun and revealing programme.

Results

1. To speak English with correct pronunciation
2. To improve clarity of spoken English
3. To speak and present much more confidently
4. To understand every word of native spoken English
5. To self-correct pronunciation and eliminate miscommunications

Content

Essential Module (Regular module: 2.5-hour x 3 sessions or Fast-track module: 7-hour x 1 day)

1. How are we doing with pronunciation?
2. Getting rid of the Hong Kong accent
3. Small changes for big improvements
4. The ABC of pronunciation – AEIOU and letters
5. Introduction to the International Phonetic Alphabet (IPA)
6. Letter-like consonants and special consonants
7. Frequently mispronounced words 1 of 6: general and business 1
8. Short versus long vowels 1
9. Compound vowels
10. Frequently mispronounced words 2 of 6: first names

Advanced Module* (Regular module: 2.5-hour x 3 sessions or Fast-track module: 7-hour x 1 day)

1. The sound concepts: (i) phonemes, (ii) syllables, (iii) words and (iv) phrases
2. Handling syllables: (i) splitting, (ii) stressing and (iii) unstressing
3. Ensuring the accuracy of sounds - mouth-shapes and tongue positions of vowels
4. The most important English sound – the Schwa
5. Voiced and unvoiced consonants
6. Frequently mispronounced words 3 of 6 : business and general 2
7. Ensuring the accuracy of sounds - mouth-shapes and tongue movements of consonants
8. Smoothing mouth-shape changes
9. Memorizing the IPA symbols
10. Frequently mispronounced words 4 of 6: last names and brand names

* Participants are strongly advised to take the Essential Module before proceeding to the Advanced Module.

Professional Module** (Regular module: 2.5-hour x 3 sessions or Fast-track module: 7-hour x 1 day)

1. The importance and tricks of clarity in spoken English
2. The rules of pronouncing words ending with an “s”
3. The rules of pronouncing words ending with “ed”
4. Linking – speaking fluently; not mechanically
5. Intonation – expressing the hidden meanings
6. Frequently mispronounced words 5 of 6 : business and general 3
7. The differences between British and American pronunciation
8. Figuring out pronunciation of words without dictionaries
9. Frequently mispronounced words 6 of 6: names of streets, cities and countries

** Participants are strongly advised to take the Advanced Module before proceeding to the Professional Module.

Reference Customers (in-house and public programmes)

1. Hong Kong Exchange and Clearing Limited
2. Hong Kong Tourism Board
3. Hong Kong Broadband Network Limited (HKBN)
4. MTR Corporation
5. The Hong Kong Polytechnic University

Trainer:	Ray Lee (refer to Trainer Profile)			Medium of Instruction: English and Cantonese
Modules (levels):	<input checked="" type="checkbox"/> Essential	<input checked="" type="checkbox"/> Advances	<input checked="" type="checkbox"/> Professional	
Study mode:	<input checked="" type="checkbox"/> Regular	<input checked="" type="checkbox"/> Fast-track		
Cost / module:	Essential HK\$1,250	Advanced HK\$1,350	Professional HK\$1,450	Sunday/Holiday Surcharge HK\$100 per module
Discount per Registration*:	2 modules HK\$100 / module	3 modules or above HK\$150 / module		*applies to the same or different participant(s)