SEVEN SECONDS



EAE Learning objectives for this lesson

Learn about intonation stress and pitch in English and practice using it. Test your listening comprehension. Practice presenting your ideas with impact.

Activity One - ***You've got Rythmn!***



Listen to your teacher speaking.
Can you hear a certain rythmn in it?

English is a STRESS TIMED* language.

1/What does this mean in general?

We don't put the same emphasis on each word.

*A stress-timed language is a language where the stressed syllables are said at approximately regular intervals, and unstressed syllables shorten to fit this rhythm. Stress-timed languages can be compared with syllable-timed ones, where each syllable takes roughly the same amount of time.

2/What does this mean to you?

- You can learn to use intonation to sound more clear and convincing when you speak English.
- You must learn to listen for key information and key words. If you try to hear and understand each word you will fail. We do not pronounce all the words! We do pronounce important words in a stronger way. So if you don't hear a word it was not important!

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So we get into the rythmn by making words **longer**, **shorter**, **louder** or **quieter**. We can actually change the emphasis of what we are saying in this way.

For example:

- I've got a **new** totally connected car. - It's a new car.
- I've got a new **totally** connected car. - It's as connected as a car can be.
- **I've** got a new totally connected car. - I've got one - you already had one…

So by choosing where we put the emphasis in a sentence and by using intonation we can change the meaning of what we are saying without changing the words. This shows how important intonation and stress is in English.

Another point which shows you how it's important is that we actually don't pronounce some words.

Listen to this.

- I am going to get a new connected car soon. I'm really happy about it.

What you really hear is:

- um gunna ge a new CONNECTED car soon. am REALLY happy abadi.

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Activity Two - ***Perfect Pitch!***
Have you ever noticed a certain 'sing, song' intonation when English people speak? This comes from the rising and falling pitch we use.

We change the pitch to show our attitude. Let's try it out..



Say Mmmmmmmmm.
Now say Mmmmmmmmm in an enthusiastic way.
✳ Now say Mmmmmmmmm in a bored way.
✳ Now say Mmmmmmmmm in an angry way.
✳ Now say Mmmmmmmmm in an uncertain way.

The two most common pitch movements are:
- **rising pitch** yés
- **falling pitch** yès

It is also possible to have

- a **fall-rising** pitch yês
- a **rise-falling** pitch yèés

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The most important way you can use this is to show that a sentence is finished, or that you are still saying something..

A falling tone is used to show **completeness**.
A rising tone can indicate **incompleteness**.

A falling tone is normally used when a person is about to stop talking.
If they finish the tone group with a rising tone, we are likely to understand that they wish to continue speaking and are seeking feedback, by word or gesture.

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A falling tone is used at the end of a list to show that the list is complete. For example:

- Would you like tea / coffee / fruit juice / or lemonade / (That's all I'm offering.)
- Would you like tea / coffee / fruit juice / lemonade / (There might be other drinks as well that I haven't named.)

Activity Three - **Practice** your intonation and stress, take turns to read the text.

Seven Seconds to Make a good first impression.



You meet a business acquaintance for the first time – it could be your new boss, a recent addition to your team, or a potential client you want to sign up.

The moment that stranger sees you, his or her brain makes a thousand computations: Are you someone to approach or to avoid? Are you friend or foe? Do you have status and authority? Are you trustworthy, competent, likeable, confident?

And these computations are made at lightning speed — making major decisions about one another in the first seven seconds of meeting.In business interactions, first impressions are crucial.



While you can't stop people from making snap decisions – the human brain is hardwired in this way as a prehistoric survival mechanism – you can understand how to make those decisions work in your favor.

There is little point introducing yourself and saying wonderful things if they can't understand what you are saying. Speak in a competent and confident way making sure what you say is relevant and appropriate; you want to paint yourself in a good light and give them as much, good information as possible.

Don't leave anything to chance.Pay attention to the first words you say. Express some form of thank you when you meet the client. Perhaps, it is "Thank you for taking your time to see me today" or "Thank you for joining me for lunch." People appreciate you when you appreciate them.

There is no sweeter sound than that of our own name. When you use someone's name in conversation within your first twelve words and the first seven seconds, you are sending a message that you value that person and are focused on him. Nothing gets other people's attention as effectively as calling them by name.

Show your confidence. Use short sentences, impactful words and repeat a core message which you want the person to remember. Make sure that some of your core words are used right at the start of your conversation.

***Sources*: forbes.com / Business Insider/www.sideroad.com**

Activity Four - Listening **comprehension** -listen to the song **Seven Seconds by Neneh Cherry** and then answer the comprehension questions.

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QUESTIONS: (Start listening after the first part of the song which is not in English).

1. When a child is born what happens?
2. Just as long as she stays what will she be doing?
3. How many seconds away is she?
4. How many voices are there?
5. What are the voices trying to tell you?
6. What had you better do?
7. What do you think the song is about?



B/ Watch the video umpah.com Seven Seconds to make a positive first impression.

- http://www.umpah.com/self-help/body-language/media10/ma25110-seven-seconds-to-make-a-positive-first-impression-at-your-next-job-interview.php

1. What happens in the first seven seconds of an interview?
2. What should you do before you walk through the door?
3. Which attitudes attract people?
4. How should you stand?
5. What does a smile say?
6. What does smiling activate?
7. How long should you look into someones eyes?
8. Why should you raise your eyebrows?
9. Why lean forwards?
10. Why shake hands?

Activity Five - **Main Message**



Reseach has proved that people forget 40% of what they hear 20 minutes after they have heared it. So how can you make sure that they will remember the most important part of your message?

Here's a method to remember: It's called the **S.U.R.E** method.

(By J. Franklin)

Simple Sentences are easiest to remember.
Use words which people **relate** to.
Repeat your main message.
Emphasize key words with intonation.

Activity Six: Le'ts find words which have IMPACT. Prepare answers to the following questions before the lesson.



- What kind of words to people relate to in general?
- Which words convey your main message best?
- What gives words impact?
- You can bring a concept alive by painting a picture or using a metaphor. Which metaphors suit your concept?
- You can make words resonate in short structured sentences. What linking words do you know which could help you to structure what you are saying?



http://www.easyaccessenglish.com/wp-content/uploads/brochures/Livret-Linking-Words_Talk-to-the-Monkey-EAE.pdf

Activity Seven -Practice **the S.U.R.E method**.

Use intonation and stress to make a great first impression by introducing yourself and presenting your company.
Prepare your presentation before the lesson.

Activity Eight - **Role Plays** - With your partner act out one of the following situations:

1. You answer the phone to a foreign partner or client. You introduce yoruself before answering their question.

2. You are attending a conference and meet a potential client. Introduce yourself and the company.

3. You phone a company you would like to set up a partnership with. Start by introducing yourself and your company.

