

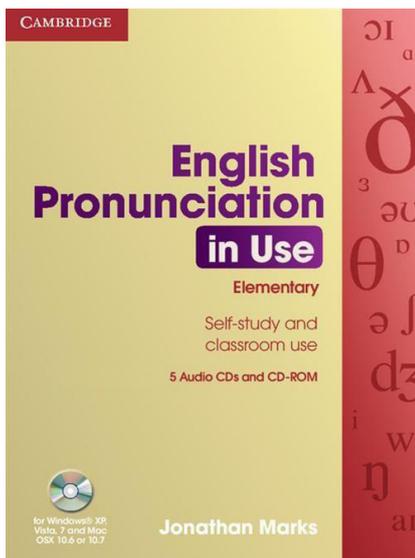
## Setting up a phonetics lab or a semester-long course on pronunciation/phonetics

We provide complete support in terms of syllabus setting, examinations for a semester-long course. We can also provide technical guidance for making an acoustic chamber, purchase of relevant software/hardware for recording, etc.

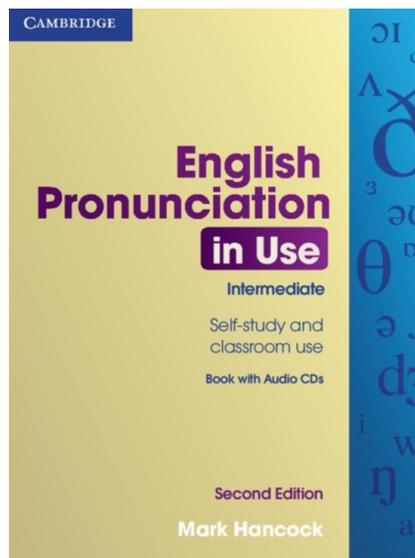
We supply the needed software and coursebooks. Each coursebook can be used for one semester.

### A. Coursebooks (printed- one per student)

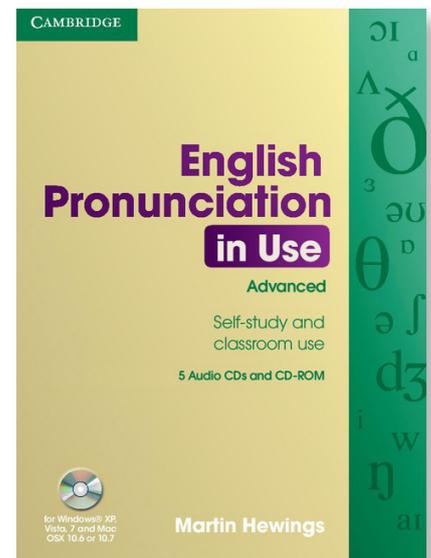
#### Elementary



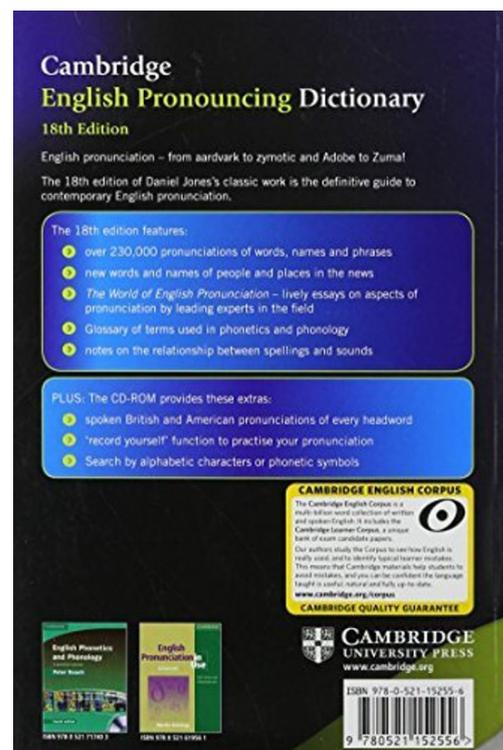
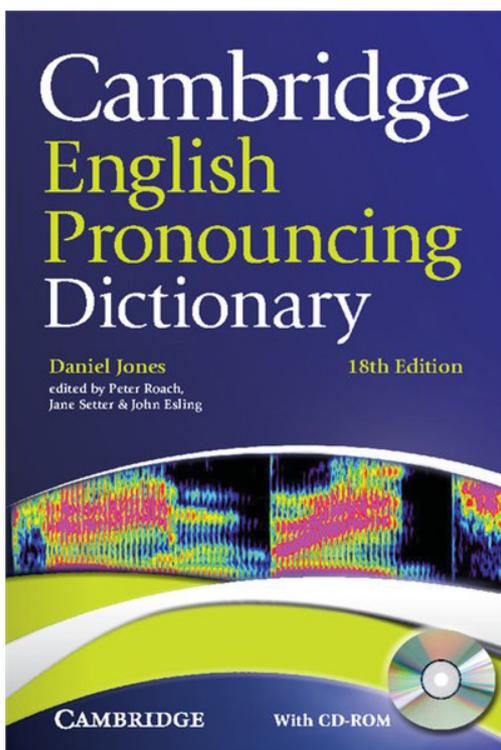
#### Intermediate



#### Advanced



### B. Dictionary (printed)



### C. Quizzes and exercises

We will provide supplementary quizzes relating to mother tongue influenced pronunciation, theory questions, etc. Some quizzes would be based on movie dialogues and famous English songs.

We will provide midterm and finals quizzes. Project work based on both movies.

## Mispronunciation

### Mother Tongue Influence (MTI) – South Indian Speakers

Let us do a quiz on an insane song “Why This Kolaveri Di?”.

Match the correct form, meaning or pronunciation of following Tamilised-English words used in the song.

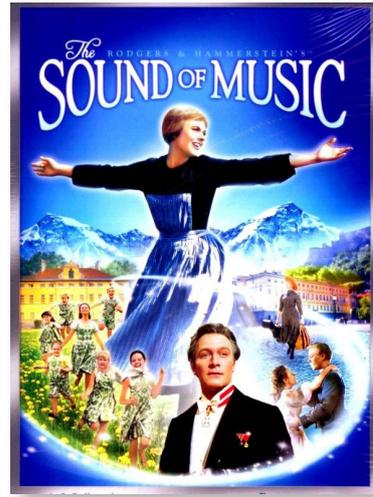
Yo boys!  
I am singing song  
Soup song  
Flop song  
Why this kolaveri kolaveri kolaveri di

Distance la moon-u moon-u  
Moon-u color-u white-u  
White background night-u night-u  
Night-u color-u black-u

Hand la glass  
Glass la scotch  
Eyes-u full-aa tear-u  
Empty life-u  
Girl-u come-u  
Life reverse gear-u  
Love-u love-u Oh my love-u  
You showed me bouv-u  
Cow-u cow-u holy cow-u  
I want u here now-u  
God I m dying now-u  
She is happy how-u

Tamilised English	“Correct” English
I am singing song.	I’m singing a song.
moonu coloru whiteu	The moon’s colour is white.
She is happy how-u.	How can she be happy?

## D. Movie DVDs (for listening comprehension)



## E. Pronunciation software on CD

The CD contains pronunciation exercises. The exercises involve different user actions: drag and drop, fill in the blank, etc. The user can listen to the pronunciation of any word.  
English Pronunciation Elementary (Table of contents)

The screenshot shows the Cambridge English Pronunciation in Use Elementary software interface. At the top, the Cambridge logo and the title 'English Pronunciation in Use Elementary' are visible. Below the title, there are four buttons labeled 'A', 'B', 'C', and 'D'. To the right of these buttons, there is a dropdown menu set to 'All languages'. The main content area is titled 'Section A Sounds and spelling' and contains a list of 27 numbered exercises. To the right of the list is a cartoon illustration of a round fishbowl with two yellow fish and some green seaweed. On the left side of the interface, there is a vertical toolbar with several icons representing different software functions like a notepad, a clock, a dice, a mail envelope, a book, and a speech bubble.

CAMBRIDGE

English Pronunciation in Use  
Elementary



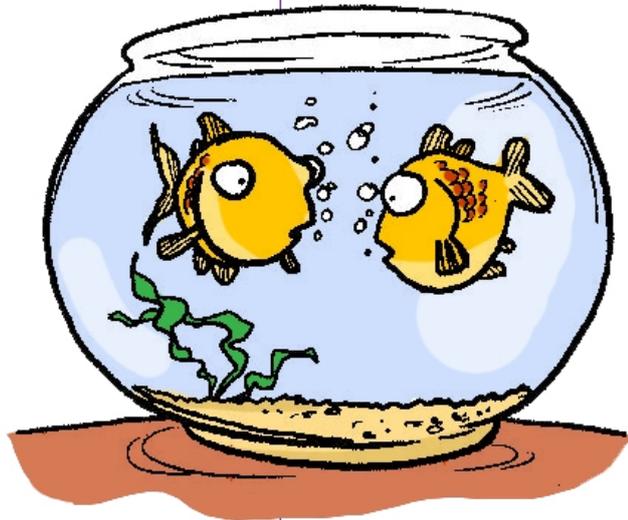
**A** **B** **C** **D**

Click **A**, **B**, **C** or **D** to choose a section, then click a unit title to go to the exercises for that unit. Each unit has 2 exercises.

All languages

### Section A Sounds and spelling

- 1 How many letters, how many sounds?
- 2 Pizza for dinner
- 3 A spoonful of sugar
- 4 Father and mother
- 5 A dog in the corner
- 6 Bread and jam
- 7 My birthday's on Thursday
- 8 Here and there
- 9 Have a great time!
- 10 Old town
- 11 Pack your bags
- 12 Twenty days
- 13 Cats and dogs
- 14 November the first
- 15 Both together
- 16 It's the wrong size, isn't it?
- 17 Fresh fish, usually
- 18 Chips and juice
- 19 My hungry uncle
- 20 How many hours?
- 21 That's life!
- 22 What terrible weather!
- 23 What's the news?
- 24 Sunglasses or umbrella?
- 25 Train in the rain
- 26 Pink and orange
- 27 Last week



CAMBRIDGE English Pronunciation in Use Elementary Section A Unit 4 Exercise 1/2

Look at the underlined letters. Drag the words into the correct column. Check and listen.

ca <u>n</u> 't	a <u>n</u> swer	ba <u>th</u>	co <u>m</u> e
ha <u>l</u> f	fr <u>o</u> nt	u <u>n</u> cle	gl <u>a</u> ss
fa <u>r</u>	mo <u>n</u> th	la <u>u</u> gh	bu <u>t</u> ter
hea <u>r</u> t	stu <u>d</u> y	su <u>n</u>	au <u>n</u> t
nu <u>m</u> ber	mu <u>ch</u>	Ma <u>r</u> ch	tom <u>a</u> to
Mo <u>n</u> day			

/ʌ/

/ɑ:/

CAMBRIDGE English Pronunciation in Use Elementary Section A Unit 4 Exercise 2/2

Click on each square from Start to Finish only if the word in it has the sound /ɑ:/. You can move horizontally (↔) or vertically (↕) only.

START

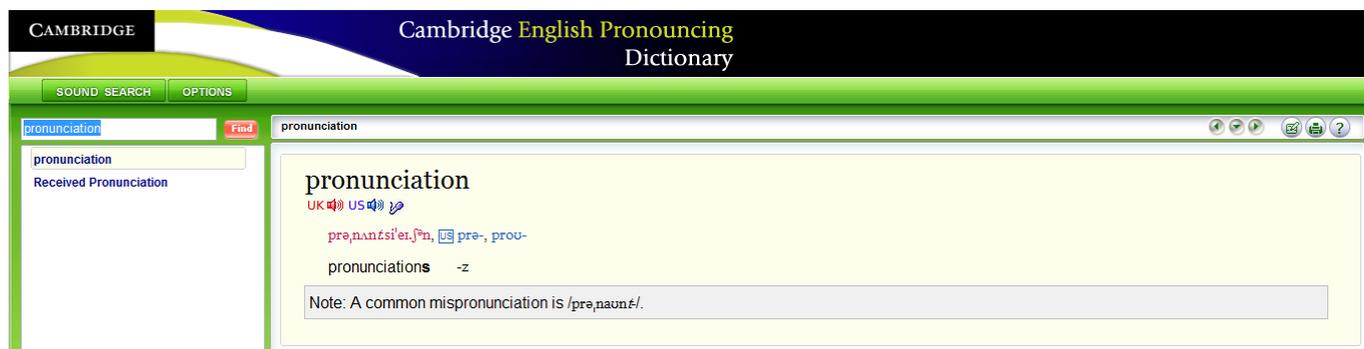
father	tomato	potato	pearl	pull	pill
pork	car	park	pick	lick	fat
pack	cut	start	bar	large	farm
brother	caught	stuck	law	firm	glasses
mother	bought	storm	luck	film	laugh

FINISH

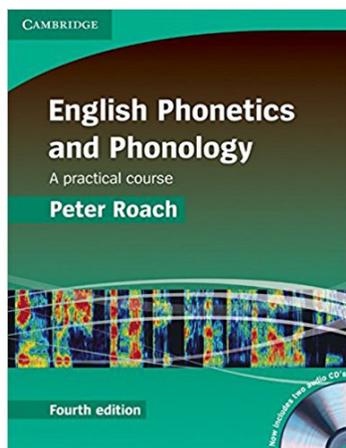
## F. Pronouncing dictionary on CD.

The pronouncing dictionary is accompanied by a CD. The user can search for any word in the dictionary. Following is given for each entry:

- US pronunciation
- UK pronunciation
- Syllable breakup
- Pronunciation of plurals



## G. Reference (for advanced course)



<b>Book</b>	English Phonetics and Phonology A Practical Course 4th Edition
<b>Price</b>	Rs. 390
<b>No. of pages</b>	231
<b>No. of CDs</b>	2

## H. Software and hardware

Institute can acquire require software (for example, the freeware Praat) and various instruments if they wish to set up a full-fledged phonology lab and offer courses in phonology.

### Advantages of setting up a phonetics lab

01. If a sound studio is created, the institute can even rent it out for commercial purpose on hourly basis.
02. It would boost the reputation of the institute as hardly any other institute offers this course.
03. Institute can earn additional revenue from the English lab.
04. Student's chance of placement improves and phonetics is a useful skill to possess for following job profiles:
  - speech recognition
  - text-to-speech synthesis
  - artificial intelligence (AI)
  - natural language processing (NLP)
  - lexicography
  - accent trainer for call centres

05. The institute could provide training to new recruits at speech industry players who provide speech recognition systems. Some of the large players are as follows:

