### Unit 1

### Greetings and Introductions

### (http://www.learnenglish.de/basics/greetings.htm)

First impressions are a really important aspect of British culture. Introducing yourself and others in the correct way is fraught with various do's and dont's of etiquette.

#### Introductions

In social situations, a man is traditionally introduced to a woman. However, in the business world introductions are based on a person's rank or position in an organisation. Whoever is the highest-ranking person is introduced to everyone else in order of their position. If you introduce two people of equal rank to each other, introduce the one you know less well to the one you know best.

#### Introducing Yourself

There might be occasions where you will have to introduce yourself. For example, if you are meeting a new colleague or an associate, you might start off by extending your hand and saying "Hello! I am .....". If you have been introduced earlier to someone, do not assume that the person would remember you and be prepared to reintroduce yourself should it be necessary. There are some [useful tips](http://www.learnenglish.de/culture/introductions_and_greetings.htm#useful#useful) below.

#### Greetings

The British do shake hands, i.e. when first introduced to new people, but we

rarely shake hands when parting.

In an informal situation you may see social kissing (often just a peck on the cheek), this is acceptable between men and women and also between women who know each other very well, but it is rare that you will see two British men kissing, even if it is only on the cheek.

#### Useful tips

Introductions are much simpler if you can memorise a few simple rules.

##### Introducing others

In business a person of lower rank tends to be introduced to a person of higher rank. In other situations you may find that a younger person would be introduced to an older person and a man introduced to a woman.

##### Introducing yourself

When shaking hands people may give you their name without saying "Hello" or anything else. It can come across as a bit unfriendly, but it's not considered to be rude

For example:-

* I hold out my hand to you and say, "Lynne Hand."

If you wish to be on first-name terms with someone you can indicate this by stressing your first name:-

For example:-

* "Hello, my name is Lynne. Lynne Hand."

##### Reacting to an introduction

The response you give should have the same level of formality as the introduction.

**Self-Introduction is Your Key to Interview Success**

By Peter Fisher

Once you have been invited to an interview you must get ready to create the image of someone they will surely want to hire above all other job applicants. Everybody has an opinion as to how you do that, but what do you actually do and what do you say? Self-introduction is your key to interview success because you are starting from a baseline position where they have no experience of who you are or what you are like.

Yes, they should have read your resume and cover letter you sent in, but that only gave them enough for them to want to see you in person. Now you are going to meet the hiring manager in person, you have a one-off make or break opportunity to get them to see you as the only person they want to employ.

As you know, interviewers will often rely heavily on their first impressions, to the extent that the interview becomes merely a confirmation of that first impression, either good or bad. So if self-introduction is your key to interview success, the first and most important aim is to create a positive first impression. Everybody has an opinion as to how you do that: look 'em in the eye, give 'em a firm handshake, speak up and don't mumble; know your stuff. All good ideas, but what do you actually do and what do you say?

Create A Favorable First Impression

The way to create a favorable first impression is to be sure you appear confident and open. When you meet your interviewer for the first time, make eye-contact at the introduction and repeat the interviewer's name as you shake hands and thank them for inviting you to the interview. As you get seated, smile to indicate you are ready to get down to business.

What often follows is the invitation to 'tell them about yourself' which allows you to commence your self-introduction that is so important to your interview success. This is the phase where you develop the rapport that will carry you through to the positive outcome at the end of the interview.

Because self-introduction is your key to interview success, you must have previously prepared exactly what you are going to say. This is not some lengthy story about your life, but a short focused statement that sounds interesting to the listener. You make it interesting by keeping it short (less than 3 minutes) and by showing that you are interested in both the job and the organization. This means you need to do some research about the business beforehand.

Strengths And Achievements

In your self-introduction you will include some examples of your strengths and achievements which relate directly to the requirements of the new job. This must also demonstrate your personal qualities that you apply when you are doing the job because the type of person you are is often far more important then just having the ability to do a job.

The way you outline your self-introduction, in particular the way you speak, tells the interviewer whether you are confident in your abilities so you must rehearse it well, but don't try to be what you are clearly not - you'll only be found out at a later date. Get a friend to listen to your self-introduction with a critical ear, because if it sounds false it will set the alarm bells ringing with the interviewer who will detect that it is not the real you and destroy the rapport you were building up. Practice speaking faster or more slowly, louder or quietly and try to vary it throughout.

When you have prepared your self-introduction, ask yourself this question: 'What does the interviewer need?'

The answer is that the interviewer needs to identify the best candidate to hire, whilst keeping the costs to a minimum and the fewer people interviewed the better. The need is also for the person who appears to be the best 'fit' in terms of both personality and technical ability. Also remember that they may need to justify their decision to hire you, to someone higher!

Prepared well, this self-introduction is your key to interview success because it helps to create that all-important first impression, helps you to build the rapport with the interviewer and satisfies the questions about whether you are the sort of person who will fit in to the organization successfully.

Peter Fisher is Coach and Webmaster for http://www.Your-Career-Change.com where you can learn more about how to use your self-describing skills to answer the 'Tell Me About Yourself' question at your next interview.

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**How to Improve Oral Communication Skills in English**

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Improving your spoken English can be much more difficult than improving your listening comprehension because you need to produce English speech that is not only grammatically correct, but is also understandable and appropriate for the situation. Native English speakers often speak much differently than they write, and spoken English has its own rules and peculiarities that differ by dialect.

Instructions

1

Improve your pronunciation so that you are understood. Choose one standard accent (American, British or Australian) and attempt to imitate the pronunciation. Each dialect has slightly different pronunciation of vowels, diphthongs and some consonants. For example, the "r" is pronounced at the end of words in American English but is dropped in British English. Once you choose a dialect, immerse yourself in it. Watch movies and listen to music in that dialect and try to imitate the sounds. You can also hire a professional accent and pronunciation coach or take pronunciation classes at a local language school.

2

Build your vocabulary. How do you need to use English? Memorize words that are important for you. If you are a businessperson and need English for business, learn words and phrases that are most applicable to conducting business meetings. If you are learning small talk for basic conversations, learn words about the weather and how to describe yourself. Focus on learning words that you will use. If you studying a language course book and there is an entire chapter on farming words which you know you are not likely to use, skip that section and move on to learning vocabulary relevant to your needs.

3

Learn and practice transitional phrases. Phrases that connect thoughts and ideas can improve the flow of your speech. You can use words that add, generalize, exemplify, restate, contrast and or summarize. For example, think about the following statement:

"I usually work on Fridays; however, I am normally free on Saturdays."

Here the speaker uses a transition word, "however," to contrast his schedule on Fridays and Saturdays. Transition words make your speech less choppy and more natural. At the bottom of the page, you can access a link to an excellent list of transitional words and phrases.

4

Practice with native speakers. Nothing can substitute for practicing your communication skills with native English speakers. If you do not have anyone to practice with in person, you can find language partners on My Language Exchange (mylanguageexchange.com) or hire a teacher through a service like Live Person (liveperson.com). If you have friends who are native speakers or are fluent in English, ask them to practice with you and correct your speaking. Without feedback, you will have difficulty knowing what you are doing wrong and how to fix it.

Read more: How to Improve Oral Communication Skills in English | eHow.com http://www.ehow.com/how\_6393059\_improve-oral-communication-skills-english.html#ixzz25wvPHbiY