

Module 8 – Writing, Speaking & Pronunciation

Title: "Crafting & Delivering Effective English – Writing, Speaking & Pronunciation"

[Opening]

Welcome to our final module! We'll combine writing skills, speaking strategies, and a pronunciation focus—helping you produce and deliver polished English.

[Section 1 – Writing Essentials]

When you start writing something, you first must think on these key aspects:

- Text types: essay, review, formal/informal emails.
- Structure: introduction, body, conclusion.
- Logical connectors: however, therefore, in addition, on the other hand.
- Cohesion between paragraphs: signposting language.

[Section 2 – Pronunciation Focus – Word Stress]

Word stress

When speaking, it's important to pay attention to the pronunciation too.

Many words change stress. When it's a verb, the second syllable is stressed. When it's a noun, the first syllable is stressed.

Verb	Noun
to increase /ɪnˈkriːs/	an increase /ˈɪnkriːs/
to record /rɪˈkɔːd/	a record /ˈrekɔːd/
to present /prɪˈzent/	a present /ˈprezənt/
to permit /pəˈmɪt/	a permit /ˈpɜːmɪt/
to reject /rɪˈdʒekt/	a reject /ˈriːdʒekt/

[Section 3 – Pronunciation & Intonation]

Sentence stress: is the emphasis placed on certain words within a sentence to highlight important information and create rhythm.

Example:

In the sentence "I want the blue one," the word **want** is stressed to indicate a preference. Instead, if we stress the color **blue** is to specify which one is desired.

Content words (nouns, verbs, adjectives, adverbs) are typically stressed, while function words (pronouns, prepositions, articles) are often unstressed. However, sentence stress can vary depending on the speaker's intention.

Sentence stress helps listeners understand the speaker's focus and intent. Word stress helps with pronunciation; sentence stress helps with communication. **Rising intonation in open questions:** indicates uncertainty or a request for clarification. For example, asking "Where did you go?" with falling intonation signals a straightforward request for information about the location. However, if the same question is asked with rising intonation, it suggests the speaker is unsure of the location and is seeking more details or confirmation.

[Final Recap & Farewell]

What we've covered in eight modules — from tenses to pronunciation. Encourage learners to review, practice, and enjoy their progress. Good luck, and thank you!