
Professional Certificate in English and Communications for Business (United Kingdom)

Professional Speaking

Abridged speech refers to a shortened version of a speech that still conveys the main message, often used when time is limited, in Professional Speaking, it is essential to be able to convey the key points of a speech in a condensed manner.

Acoustic phonetics is the study of the physical properties of speech sounds, which is important for understanding how to use voice effectively in speaking.

Active listening is the process of fully concentrating on and comprehending the message being conveyed by a speaker, in business settings, active listening is crucial for effective communication.

Ad lib is a term used to describe speaking extemporaneously, or without prior preparation, skilled speakers can use ad lib to think on their feet and respond to unexpected questions or situations.

Affect display is a term used to describe the nonverbal cues that convey emotion, such as facial expressions and body language, in public speaking, being aware of one's affect display is essential for engaging with the audience.

Allusion is a reference to a person, place, event, or work of art that is outside the text or speech itself, effective use of allusion can add depth and complexity to a speech.

Anaphora is a rhetorical device that involves the repetition of a word or phrase at the beginning of successive clauses or sentences, rhetorical devices like anaphora can be used to add emphasis and create a lasting impression on the audience.

Anti-language is a term used to describe a language or dialect that is used to exclude or alienate certain groups of people, in inclusive speaking, it is essential to avoid using anti-language and instead use language that is respectful and welcoming to all.

Aporia is a rhetorical device that involves expressing doubt or uncertainty about a particular topic or issue, skilled speakers can use aporia to encourage critical thinking and engagement from the audience.

Appeal is a term used to describe the process of making a speech or message more attractive or persuasive to the audience, effective use of appeal can involve using storytelling, emotional appeals, or logical reasoning.

Argument is a claim or statement that is supported by evidence and reasoning, in persuasive speaking, being able to construct a clear and convincing argument is essential.

Aristotelian rhetoric is a theoretical framework for understanding the art of persuasion, developed by Aristotle, classical rhetorical theories like Aristotelian rhetoric can provide valuable insights into the principles of effective speaking.

Articulation is the process of pronouncing words and sounds clearly and correctly, clear articulation is essential for effective communication in speaking.

Assonance is a term used to describe the repetition of vowel sounds in words that are close together, poetic devices like assonance can be used to add musicality and rhythm to a speech.

Audience analysis is the process of gathering information about the audience, including their demographics, needs, and interests, effective audience analysis is essential for tailoring a speech to the needs and interests of the audience.

Audience participation is a term used to describe the active engagement of the audience in the speaking process, interactive elements like audience participation can be used to increase engagement and motivation.

Authoritative voice is a term used to describe a speaker who is perceived as knowledgeable and credible on a particular topic, establishing an authoritative voice is essential for building trust and credibility with the audience.

Autonomy is a term used to describe the ability of individuals to make their own decisions and take control of their own lives, empowering others through speaking can involve promoting autonomy and self-efficacy.

Average speech rate is the average number of words spoken per minute, variations in speech rate can be used to add emphasis and create a sense of drama or tension.

Awareness of context is the ability to understand the social, cultural, and historical context in which communication takes place, culturally sensitive speaking involves being aware of the context and adapting the message accordingly.

Body language is a term used to describe the nonverbal cues that convey meaning and attitude, such as posture, facial expressions, and eye contact, positive body language can be used to create a welcoming and engaging atmosphere.

Briefing is a term used to describe a short and concise presentation of information, effective briefing involves being able to convey complex information in a clear and concise manner.

Broadcasting is a term used to describe the transmission of audio or video content to a wide audience, public speaking can involve broadcasting to a large audience, either through traditional media or online platforms.

Call to action is a term used to describe a statement that encourages the audience to take a specific action or make a decision, effective use of call to action can involve creating a sense of urgency or importance.

Case study is a term used to describe an in-depth analysis of a particular situation or example, detailed case studies can be used to illustrate key points and provide evidence for a claim.

Chronemics is the study of the role of time in communication, including the use of pacing, pauses, and timing to convey meaning, effective use of chronemics can involve varying the pace and tone of a speech to create emphasis.

Civic engagement is a term used to describe the active participation of citizens in the democratic process, public speaking can involve encouraging civic engagement and promoting social change.

Claim is a statement or assertion that is made about a particular topic or issue, supporting a claim with evidence and reasoning is essential for building a convincing argument.

Classical rhetoric is a theoretical framework for understanding the art of persuasion, developed in ancient Greece and Rome, classical rhetorical theories can provide valuable insights into the principles of effective speaking.

Cliché is a term used to describe an overused or commonplace expression or idea, avoiding clichés can involve using fresh and original language to convey a message.

Coherence is a term used to describe the logical and consistent organization of a speech or message, clear coherence is essential for creating a clear and convincing argument.

Communication apprehension is a term used to describe the fear or anxiety of speaking in public, overcoming communication apprehension can involve practicing relaxation techniques and building confidence.

Concision is a term used to describe the ability to convey complex information in a clear and concise manner, effective use of concision can involve using simple language and avoiding jargon.

Confidence is a term used to describe the feeling of self-assurance and faith in one's abilities, building confidence is essential for becoming a skilled and effective speaker.

Conflict resolution is a term used to describe the process of resolving disputes or disagreements, effective conflict resolution can involve using active listening and empathetic understanding.

Connotation is a term used to describe the emotional or cultural associations that are attached to a particular word or phrase, awareness of connotation can involve using language that is sensitive to the audience's values and beliefs.

Contextualization is a term used to describe the process of understanding the social, cultural, and historical context in which communication takes place, culturally sensitive speaking involves being aware of the context and adapting the message accordingly.

Contrast is a term used to describe the use of opposing ideas or images to create emphasis or highlight a point, effective use of contrast can involve using juxtaposition or antithesis.

Conversational tone is a term used to describe a speaking style that is informal and conversational, friendly conversational tone can be used to create a welcoming and engaging atmosphere.

Conviction is a term used to describe the feeling of certainty or firmness in one's beliefs or opinions, expressing conviction can involve using persuasive language and emotional appeals.

Counterargument is a term used to describe an opposing viewpoint or argument, addressing counterarguments can involve using refutation or concession.

Credibility is a term used to describe the perceived trustworthiness or expertise of a speaker, establishing credibility is essential for building trust and authority with the audience.

Critical thinking is a term used to describe the ability to analyze and evaluate information, effective critical thinking can involve using logical reasoning and evidence-based argumentation.

Cultural competence is a term used to describe the ability to understand and appreciate cultural differences, culturally sensitive speaking involves being aware of cultural differences and adapting the message accordingly.

Debate is a term used to describe a formal or informal discussion of a particular topic or issue, effective debate can involve using persuasive language, evidence, and reasoning.

Decorum is a term used to describe the use of language and behavior that is appropriate and respectful, maintaining decorum can involve using formal language and avoiding offensive or insensitive comments.

Delivery is a term used to describe the physical and vocal aspects of speaking, including posture, facial expressions, and eye contact, effective delivery can involve using confident and engaging body language.

Demagoguery is a term used to describe the use of emotional appeals and manipulation to persuade an audience, avoiding demagoguery can involve using logical reasoning and evidence-based argumentation.

Dialect is a term used to describe a regional or social variety of language, awareness of dialect can involve using language that is sensitive to the audience's values and beliefs.

Dialogue is a term used to describe a conversation or exchange of ideas between two or more people, effective dialogue can involve using active listening and empathetic understanding.

Diction is a term used to describe the choice of words and language used in speaking, clear diction is essential for creating a clear and convincing message.

Discourse is a term used to describe a formal or informal discussion of a particular topic or issue, effective

discourse can involve using persuasive language, evidence, and reasoning.

Disfluency is a term used to describe a break or interruption in the flow of speech, minimizing disfluency can involve practicing relaxation techniques and building confidence.

Discussion is a term used to describe a conversation or exchange of ideas between two or more people, effective discussion can involve using active listening and empathetic understanding.

Disputation is a term used to describe a formal or informal argument or debate, effective disputation can involve using persuasive language, evidence, and reasoning.

Distraction is a term used to describe a factor that disrupts or diverts attention away from the main message, minimizing distractions can involve using clear and concise language and avoiding extraneous information.

Eloquent is a term used to describe a speaker who is skilled and effective in using language, developing eloquence can involve practicing speaking and using persuasive language.

Emphasis is a term used to describe the use of stress or accent to draw attention to a particular word or phrase, effective use of emphasis can involve using vocal inflection and body language.

Empathy is a term used to describe the ability to understand and share the feelings of others, expressing empathy can involve using emotional appeals and storytelling.

Ethos is a term used to describe the perceived character or credibility of a speaker, establishing ethos is essential for building trust and authority with the audience.

Euphemism is a term used to describe a mild or indirect word or phrase used to avoid offense or unpleasantness, using euphemism can involve being sensitive to the audience's values and beliefs.

Exigence is a term used to describe a situation or circumstance that requires a response or action, responding to exigence can involve using persuasive language and emotional appeals.

Extemporaneous speaking is a term used to describe speaking without prior preparation or planning, effective extemporaneous speaking can involve using confident and engaging body language.

Eye contact is a term used to describe the act of looking directly at the audience, maintaining eye contact can involve using confident and engaging body language.

Facial expression is a term used to describe the use of facial muscles to convey emotion or attitude, positive facial expressions can be used to create a welcoming and engaging atmosphere.

Feedback is a term used to describe the response or reaction of the audience to a speech or message, using feedback can involve adjusting the message or delivery to better meet the needs of the audience.

Figure of speech is a term used to describe a word or phrase that is used in a non-literal sense, effective use of figures of speech can involve using metaphor, simile, or personification.

Fluency is a term used to describe the ability to speak smoothly and continuously, developing fluency can involve practicing speaking and using persuasive language.

Formality is a term used to describe the level of politeness or respect used in language, using formal language can involve avoiding contractions and using complex vocabulary.

Gesture is a term used to describe a movement or action of the body that conveys meaning or attitude, effective use of gesture can involve using confident and engaging body language.

Group discussion is a term used to describe a conversation or exchange of ideas between three or more people, effective group discussion can involve using active listening and empathetic understanding.

Hesitation is a term used to describe a pause or break in the flow of speech, minimizing hesitation can involve practicing relaxation techniques and building confidence.

Humor is a term used to describe the use of comedy or wit to engage or persuade the audience, effective use of humor can involve using irony, sarcasm, or exaggeration.

Hyperbole is a term used to describe an exaggeration or overstatement used for emphasis or effect, using hyperbole can involve being aware of the audience's values and beliefs.

Idiom is a term used to describe a phrase or expression that is used in a non-literal sense, effective use of idioms can involve using figurative language and cultural references.

Impromptu speaking is a term used to describe speaking without prior preparation or planning, effective impromptu speaking can involve using confident and engaging body language.

Inclusive language is a term used to describe language that is respectful and welcoming to all individuals, using inclusive language can involve avoiding stereotypes and biases.

Informative speaking is a term used to describe speaking that aims to educate or inform the audience, effective informative speaking can involve using clear and concise language and visual aids.

Intonation is a term used to describe the rise and fall of pitch when speaking, effective use of intonation can involve using vocal inflection and emphasis.

Irony is a term used to describe a contrast between what is expected and what actually occurs, using irony can involve being aware of the audience's values and beliefs.

Jargon is a term used to describe technical or specialized language that is not widely understood, avoiding jargon can involve using clear and concise language.

Kairos is a term used to describe the opportune or timely moment for speaking or taking action, seizing kairos can involve using persuasive language and emotional appeals.

Kinesics is a term used to describe the study of body language and nonverbal communication, effective use of kinesics can involve using confident and engaging body language.

Listening is a term used to describe the process of receiving and interpreting information, active listening can involve using verbal and nonverbal cues to show engagement and understanding.

Logical fallacy is a term used to describe an error or flaw in reasoning or argumentation, avoiding logical fallacies can involve using evidence-based argumentation and critical thinking.

Metaphor is a term used to describe a comparison between two unlike things, using metaphors can involve being creative and innovative in language use.

Meter is a term used to describe the rhythmic pattern of speech, effective use of meter can involve using rhyme, alliteration, or assonance.

Microexpression is a term used to describe a very brief facial expression that conveys emotion or attitude, being aware of microexpressions can involve using empathetic understanding and active listening.

Mise-en-scène is a term used to describe the arrangement of scenery, props, and other visual elements in a presentation, effective use of mise-en-scène can involve using visual aids and props to enhance the message.

Motivation is a term used to describe the driving force or reason behind a particular action or behavior, appealing to motivation can involve using persuasive language and emotional appeals.

Narrative is a term used to describe a story or account of events, effective use of narrative can involve using storytelling and emotional appeals.

Nonverbal communication is a term used to describe the use of facial expressions, body language, and other visual cues to convey meaning, effective use of nonverbal communication can involve using confident and engaging body language.

Objectivity is a term used to describe the ability to remain impartial or unbiased in a particular situation or context, maintaining objectivity can involve using evidence-based argumentation and critical thinking.

Oral tradition is a term used to describe the passing down of stories, legends, or cultural values through spoken word, honoring oral tradition can involve using storytelling and cultural references.

Outline is a term used to describe a detailed plan or structure for a speech or presentation, creating an outline can involve using clear and concise language and visual aids.

Paralanguage is a term used to describe the use of vocal cues, such as tone, pitch, and volume, to convey meaning or attitude, effective use of paralanguage can involve using confident and engaging vocal delivery.

Pathos is a term used to describe the emotional appeal of a speech or message, appealing to pathos can involve using storytelling, emotional appeals, and vivid imagery.

Pause is a term used to describe a break or interruption in the flow of speech, using pauses can involve creating emphasis or adding drama to a speech.

Persuasive speaking is a term used to describe speaking that aims to convince or persuade the audience, effective persuasive speaking can involve using logical reasoning, evidence, and emotional appeals.

Pitch is a term used to describe the highness or lowness of a speaker's voice, varying pitch can involve using vocal inflection and emphasis.

Plagiarism is a term used to describe the act of passing off someone else's words or ideas as one's own, avoiding plagiarism can involve using proper citation and referencing.

Podium is a term used to describe a raised platform or stand used by a speaker, using a podium can involve using confident and engaging body language.

Posture is a term used to describe the position or alignment of the body, maintaining good posture can involve using confident and engaging body language.

Pragmatics is a term used to describe the study of how language is used in context to convey meaning, effective use of pragmatics can involve using contextualization and cultural references.

Precision is a term used to describe the ability to convey complex information in a clear and concise manner, effective use of precision can involve using simple language and avoiding jargon.

Presentation is a term used to describe a formal or informal talk or speech, effective presentation can involve using visual aids, props, and confident body language.

Propaganda is a term used to describe information or messages that are biased or misleading, avoiding propaganda can involve using evidence-based argumentation and critical thinking.

Proxemics is a term used to describe the study of the use of space and distance in communication, effective use of proxemics can involve using confident and engaging body language.

Public speaking is a term used to describe speaking in front of a large or general audience, effective public speaking can involve using confident and engaging body language, vocal delivery, and visual aids.

Punctuation is a term used to describe the use of marks or symbols to separate words and phrases, effective use of punctuation can involve using clear and concise language and visual aids.

Rationalization is a term used to describe the process of providing reasons or justifications for a particular action or behavior, using rationalization can involve using logical reasoning and evidence-based argumentation.

Rebuttal is a term used to describe a response or counterargument to a particular claim or statement, effective rebuttal can involve using evidence-based argumentation and critical thinking.

Reception is a term used to describe the process of receiving and interpreting information, active reception

can involve using verbal and nonverbal cues to show engagement and understanding.

Repetition is a term used to describe the act of repeating a word, phrase, or idea for emphasis or effect, using repetition can involve creating emphasis or adding rhythm to a speech.

Rhetoric is a term used to describe the art of persuasion or the study of effective communication, effective use of rhetoric can involve using persuasive language, evidence, and emotional appeals.

Rhetorical device is a term used to describe a technique or strategy used to convey meaning or persuade the audience, using rhetorical devices can involve using metaphor, simile, or personification.

Rhythm is a term used to describe the pattern or flow of speech, effective use of rhythm can involve using meter, rhyme, or alliteration.

Sarcasm is a term used to describe the use of irony or mockery to convey contempt or disdain, using sarcasm can involve being aware of the audience's values and beliefs.

Semiotics is a term used to describe the study of signs and symbols, effective use of semiotics can involve using visual aids, props, and cultural references.

Semantics is a term used to describe the study of meaning and interpretation, effective use of semantics can involve using clear and concise language and avoiding ambiguity.

Signification is a term used to describe the process of assigning meaning to words, symbols, or signs, effective use of signification can involve using contextualization and cultural references.

Silence is a term used to describe the absence of sound or speech, using silence can involve creating emphasis or adding drama to a speech.

Simile is a term used to describe a comparison between two unlike things using "like" or "as," using similes can involve being creative and innovative in language use.

Slogan is a term used to describe a short and memorable phrase or slogan, using slogans can involve creating a catchy and memorable message.

Soliloquy is a term used to describe a speech or monologue that is delivered by a single character, effective use of soliloquy can involve using storytelling and emotional appeals.

Speech act is a term used to describe a verbal or nonverbal action that conveys meaning or performs a function, effective use of speech acts can involve using contextualization and cultural references.

Stance is a term used to describe the position or attitude of the speaker, maintaining a clear stance can involve using confident and engaging body language.

Statement is a term used to describe a claim or assertion that is made about a particular topic or issue, supporting a statement with evidence and reasoning is essential for building a convincing argument.

Storytelling is a term used to describe the use of narrative or anecdote to convey meaning or persuade the audience, effective use of storytelling can involve using vivid imagery, emotional appeals, and cultural references.

Style is a term used to describe the unique or distinctive way in which a speaker communicates, developing a personal style can involve using confident and engaging body language, vocal delivery, and visual aids.

Syntax is a term used to describe the arrangement of words and phrases to convey meaning, effective use of syntax can involve using clear and concise language and avoiding ambiguity.

Tact is a term used to describe the ability to communicate in a sensitive and diplomatic manner, using tact can involve being aware of the audience's values and beliefs.

Tenor is a term used to describe the tone or attitude of a speech or message, maintaining a clear tenor can involve using confident and engaging body language.

Tone is a term used to describe the attitude or feeling conveyed by a speaker's voice or language, using tone can involve creating emphasis or adding drama to a speech.

Topic is a term used to describe the subject or theme of a speech or message, choosing a clear topic can involve using contextualization and cultural references.

Transitions is a term used to describe the use of words or phrases to connect ideas or sections of a speech, using transitions can involve creating a clear and logical structure.

Tropes is a term used to describe a common or overused theme, motif, or device, avoiding tropes can involve using fresh and original language and ideas.

Turn-taking is a term used to describe the process of alternating between speakers in a conversation or discussion, using turn-taking can involve using active listening and empathetic understanding.

Verbal cue is a term used to describe a word, phrase, or sound that conveys meaning or signals a transition, using verbal cues can involve creating emphasis or adding rhythm to a speech.

Visual aid is a term used to describe a prop, image, or other visual element used to enhance or illustrate a speech, using visual aids can involve creating a clear and engaging message.

Vocal delivery is a term used to describe the way in which a speaker uses their voice to convey meaning, effective vocal delivery can involve using confident and engaging vocal inflection, pitch, and volume.

Vocal variety is a term used to describe the use of different pitches, tones, and volumes to convey meaning or add emphasis, using vocal variety can involve creating a clear and engaging message.

Volume is a term used to describe the loudness or softness of a speaker's voice, using volume can involve creating emphasis or adding drama to a speech.

Wit is a term used to describe the use of humor, irony, or clever language to engage or persuade the audience, using wit can involve being creative and innovative in language use.

Word choice is a term used to describe the selection of words to convey meaning or create a particular tone, effective word choice can involve using clear and concise language and avoiding jargon.