

**Better Spoken English**  
**Prof. Shreesh Chaudhary**  
**Department of Humanities and Social Sciences**  
**Indian Institute of Technology, Madras**

**Lecture No. # 21**  
**Stress in English I**

Good evening

Good evening, sir

Are you all right, comfortable?

Yes sir

This is the end of the day, you should be at the play ground rather than in the class room, but sometimes it happens in your life is like that sometimes we have to stretch ourselves and go beyond the normal routine. So, may be you know, you can do some one minute yoga catch your deep breath and relax and come back to the class. Would you like to do that? Or are you ok? Or you both physically and mentally present here in the class. Yes sure. Yes. How many people remember the song, that we sang last week at least few lines? Ok. Can we go it together? So, that it will refreshes you. Plus you do something together. Ashwini, can you read us? We will follow you or we will join you. Begin please, comes here record my friend Ashwini. One two three. Who else? Who can read? Please lovely.

Thank you, that is marvelous. What is your name?

Yes, good. You please do get some units, to good way to get English rhythm. English rhythm is to listen to English songs and get some of these songs in English. You like as a very good tradition of music both instrumental and vocal. Today we are going to almost close the unit on pauses. And we will begin the unit on word stress, but before we do that, I like to recognize these things in a continuous speech. Last week we played the radio broadcast on a chain of shops called Wal-Mart shops, good or bad things about them. I hope some of you will do that for sarang later today, but before we do that, I like

you to have this script. And as I am going to play that text again and I like you to mark only stresses. You know how to mark pauses.

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So, now, I am going to ask you to mark stresses. For example, the moment you here, one company have been successful. One company had succeeded. So, the stress is here mark like this or underline like this. In the city of Newyork city mark like this or Newyork mark like this, but wherever you hear the stressed syllable, kindly mark it either on the top of the syllable not the entire word, that particular part of the word which is stressed. Shall we do that? And then I am going to ask you to read it aloud to me just as the broadcasted as and then towards the end. I am going to ask you to read some text of you own. Is that ok? We will do that today? So, please kindly have a copy and return the extras to me. As I play the audio file have your ears to the voice, but your eyes to the text and mark stresses or mark a make sign mark either underline or vertical stroke sorry tilted stroke on that part of the word, which you think is stressed. And later, when I ask to you read it aloud. You should read it aloud with correct stresses on those parts of those words. Am I clear to you? Are we together? Yes or no.

Yes, sir.

Do you understand me?

Yes sir.

Sure. Let us hear. Let us check in the first line. Have you marked? Right. Have you marked? Last bench please, will your stand up and read the first line alone which stresses.

Thank you. Next read the same line. Next please.

Text book pause next please yes.

Good next

Good the next two lines.

Discount stores sell goods at low prices they succeed only if they sell a lot of goods and keep their cost low. One company has succeeded beyond imagination.

Same line again please.

Discount stores sells goods at low prices they succeed only if they sell a lot of books and.

Pick up your paper in your hands so that camera can catch you

And keep the cost low. One company has succeeded beyond imagination.

Thank you next one.

Wal-Mart is bigger any competitor. It has made four thousand stores in the United States and nine other country. It has more than one million workers it is Americas largest private employer.

Have you got yout dictionary here? Can you check the stress on this word c o m p e t i t o r? What is it?

Competitor

Check with dictionary. I want you to get into the habit of learning to look up new words.

Yes, it is competitors. What is it?

Competitors.

What is it?

Competitor

What is it?

Competitor

Can you read these two lines again? what are about our friend ?

Wal-Mart is bigger than any competitors

Competitor

Competitors

Yes

It has more than 4000 stores in the United States and nine other countries. It has more than one billion workers. It is America's largest private employer.

Like that, I will go to the next part. Now I will play the next two three paragraph. Please pay attention to the sound and get right stresses. Here we go.

Right this next two three paragraphs, we heard now. Can you please?

Walmart reported sales almost Two hundred sixty thousand million dollars last years and profits. The company reported earnings of nine thousand million dollars last year.

Yes. You just put right stress on dollars two hundred sixty thousand million dollars. Next please.

No.

Next.

Yes, the same lines.

Wal-Mart reported sales of almost two hundred and sixty thousand million dollars last year.

Yes.

And profits. The company reported earnings of nine thousand million dollars last year.

Good next. Do the next two lines?

Recognize the power low prices. He has fifty stores.

You are going faster than it is slow. Come again please.

Ok. You please next two lines.

Same Walton opened the first Wal-Mart store in nineteen sixty two. He began to use computers to control the flow of goods. He reduced he reduces price to levels no one thought possible.

Yes. You do the entire three paragraphs. Wal-Mart reported.

Wal-Mart reported sales almost two hundred sixty thousand million dollars last year and profits. The company reported earnings of nine thousand millions dollars last year.

You must go more slowly particularly in formal locations. Ok.

Sam Walton recognized the power of low prices. He owned fifteen stores in Arkansas, Missouri and Oklahoma before he began Wal-Mart.

Do all the three paragraphs please?

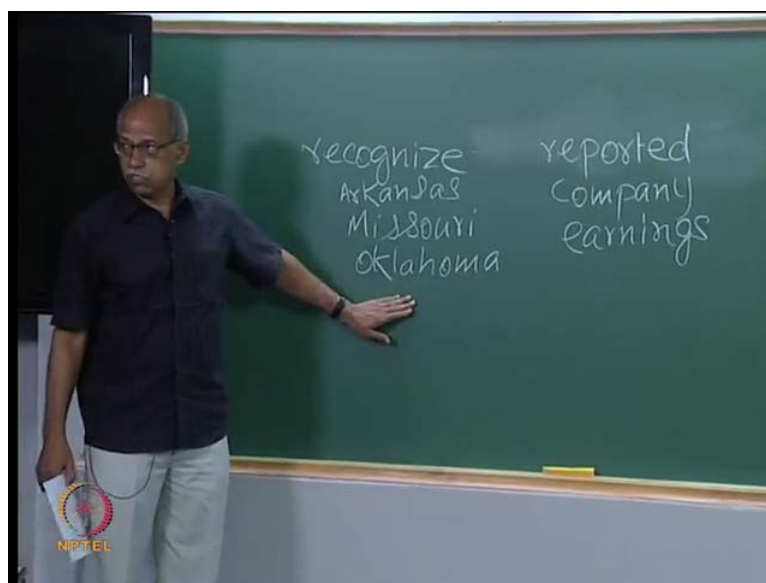
Wal-Mart..

Go slow and with proper stresses

Wal-Mart reported sales of almost two hundred and sixty thousand million dollars last year and profits. The company reported, loss of nine thousand million dollars last year. Same wallet recognized the power of low prices. He owned fifteen stores in Arkansas, Missouri and Oklahoma before he began Wal-Mart.

Sit down. Please check the stresses on the following words. Check the stress on, you can write first on your notebook r e c o g n i z e

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I will write it here and check. Check a stress on these words. Use your dictionary and say where these words are stressed? Yes, check also the names of these states. You should say how this broadcaster broadcaster pronounces these words. Got them? Otherwise you know I am going to play it again. Please check.

Have you checked? Take your time, check with the dictionary? And then we will play from there again, but be quick. Do you have a dictionary? No. pull it out. Why are you sitting alone there? Do you have a dictionary? It is small one move forward please good do you have a dictionary? That would not? Do come closer? Check with the biggest dictionary? Will you get these words? Very good. Did you get it? See, if somebody has let us do these words together. What is the first word?

Recognize.

Recognize what is the next word

Arkansas.

You know do they does he pronounce this last sound.

No.

No he does not what is this.

Missouri.

And what is this.

Oklahoma.

Oklahoma the stress is.

Oklahoma.

What is this?

Oklahoma.

Oklahoma what is this.

Reported

What is this?

Company

Company what is this

Company opens your mouth full and closes it quickly.

Company

What is this?

Company

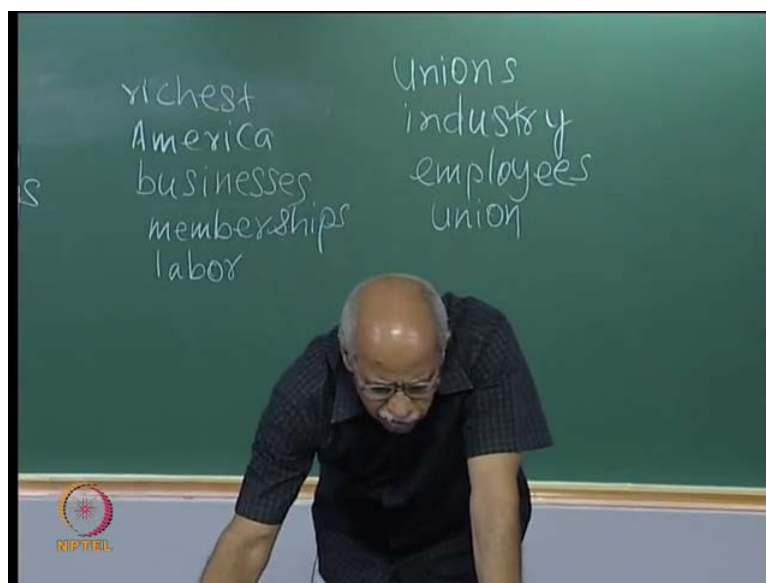
Company what is this.

Earnings

Earnings what is this.

Earnings. Pay attention to this, what makes English sound. We will go further with the text and then you know once again try and mark the stresses on the words and then we again practice it.

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Check stress from these words. You do not have to check all the words. Wherever you think you have a new word or wherever you think you have doubts you can do that. Definitely check this word. And I will play it again and you will pay attention. First check these words with the dictionary. Take two minutes and run quickly through it. If you have difficulty with the symbols ask me. Irfan, do you have the dictionary there? If you have difficulty with the symbols please ask me. Which dictionary? Fine, are you able to find these words? Yes, right. Did you get that word I n d u s t r y? Right. Are you able to find those words? Here the first yes. Are you able to get it? Right. I will play the same part once again and I want to pay attention to these words specially. I will play the same part once again and play please pay attention to these words.

Now pay attention to these words.

Aparna can you read this first two lines, beginning by nineteen eighty five? Take your time just as.

Can I play it again? Please just see how long formal broadcaster professional broadcaster takes? Please pay attention.

How does it go? By 1985. Each bit of the sound; you know the word comes very clearly. Would you like to hear it again? Everybody please would you like to hear it again? Please pay attention to the number? See that once again please,



Go slow. You know go at ease. Please if you are slightly worried not relaxed, then you would not get it right. Everybody please pay attention to the other words. Everybody please and just listen for stress on these words, which part of these words is stressed.

Why has it got so slow? Ok. Meanwhile look up these words.

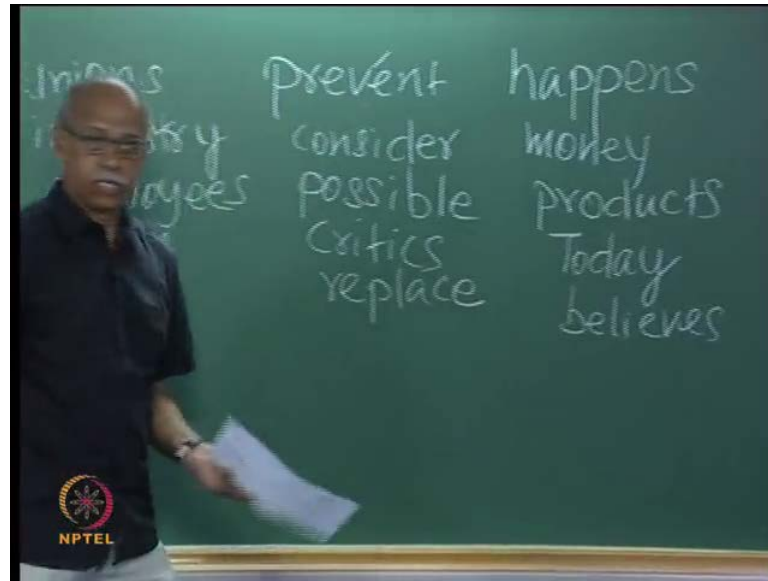
Let us check, how does (( )) pronounce this word richest this America, this business, this membership, membership this labor, this union, this industry, no look up these word quickly industry. Yes, look up these words. Anyone who has the doubt? I give you time how does it give it to your phone. Industry. Can I see your phone? Here, that is industry. The main stress is here not here. We in India, can I draw your attention please, we in India have a tendency to stress it here it is not here. It is not industry. It is industry. What is it? Industry what is this? Employees. Actually if you go slowly you can get the right stress? What is it? Employees. What is it? Union. We will do this paragraph before we move further. Aparna, would you like to do it again?

By nineteen 1985. Sam Walton was the richest man in America. He added businesses like Sams club membership stores. Good. And he opened more Wal-Mart stores.

Thank you sits down. Ashwin read next Para Wal-Mart.

Wal-Mart is a big store. They sell just about anything. Wal-Mart super centres are even bigger. They include market full of food other food stores hourly. So, our labor union in that industry. Right, if you take the next paragraph. To keep labor cost low. Wal-Mart has worked to prevent its employees from joining a union. Company has faced legal actions over some of its employment activities.

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Can you look up the dictionary for the word p r e v e n t? What is this? Prevent. Lovely yes, friend please can you do the next Para or can you do the same Para?

To keep name one man has worked hard to prevent its employees from joining union. The company has faced legal action over some with employment activities. Sit down. We will come to read the next para.

And last October two thousand three federal immigration agents raided sixty Wal-marts. They arrested more than two hundred three labor workers who were in the country illegal. Wal-Mart noted that an independent company employs them, but labor is not the only issue.

Can you do the same Paragraph again? And last October two thousand three federal immigration agents raided sixty Wal-marts stores. They arrested more than two hundred and eighteen workers who were in the country illegal. Wal-Mart noted that an independent company employs them, but labor is not the only issues.

Please sit down just listen to this question should we have a pause between night and cleaning or night cleaning and worker. Than worker. Otherwise the meaning changes, otherwise the would not remain the same. We will play the last two paragraphs and please pay attention. And then I am going to ask at least two or three of you to read the entire text or may be half of the text each. As if you are the radio broadcaster. Pay

attention to the last two paragraphs. Please pay attention to the particularly to the stresses on the long words.

Let us look at these words. I am going to check with you whether you got them right. Alright. Please. Where is stress here? Where if you have any doubts please? Pauses. What is this? Money. What is this? Products. What is this? Today and what is this? Believes. I am going to play the recording again and kindly pay attention to these words.

Can you drag it to the end? Please can you drag it to the end? To the last. Please pay attention to these? How do you pronounce the name of this city? Los Angeles. What is this? Los Angeles. You see sometimes names, even our own names, typically a peculiar pronunciation and particularly because we are not used to those cultures. You know we spell their names right, but we do not always pronounce those names right. We do not know their places, people. So, we should pay the attention to some of these things. How do you pronounce this? Prevent, consider. What is this? Possible. What is this? Possible. What is this? Critics. What is this? Replace, replace. You know stress is still here, but this is also pronounced. But what is this? Los Angeles. What is this? Happens. what is this? Money. You know that you open your mouth full close it quickly. Money what is this? Product, products What is this? Today. What is this? Believes. The last two bench in the middle centre out. Do begin reading from here in last October.

In last October federal immigration agents raided sixty Wal-Mart stores. Go slow public occasions go slow. They arrested more than two hundred nineteen workers who were in the country illegally Wal-Mart noted that an independent company employed them, but labor is not the only issue. Can you take the next paragraph please recently the Los Angeles city council began to consider possible banks and stores like Wal-Mart super centre's good critics say that Wal-Mart ruins all businesses and replace them with low paying jobs. Wal-Mart denies this happens it says people save money which they spend on other things. Good next to the last paragraph. Sam Walton died in nineteen ninety two. He urged people to buy American products products products to save jobs and to control trade deficit. Today many goods are made in China. Good. Wal-Mart says it believes in buying American goods and is willing to pay more to offer those good, but it says it cannot tell people what to buy? Right. Any one or two peoples who would like to do some one or two paragraph just about two words. Please do with one, two, three four.

You begin with the beginning. I will tell you, when to stop. This is bob (( )) with a voa special English economics report discount stores sell goods at low prices. They succeed only if they sell a lot of goods and keep the cost low one company that has succeeded in a beyond imagination. Wal-Mart is (( )) any competitor. It has more than four thousand stores in the United States and nine other countries. It has more than one million workers. It is Americas largest private employer. Wal-Mart reported sales of almost two hundred and sixty thousand million dollars last years and profits. The company reported earnings of nine thousand million dollars last year. Thank you, very well done. Who is the next having the centre? Yes please.

Sam Walton recognized the power of low prices. He owned fifteen stores in Arkansas, Missouri and Oklahoma before he began Wal-Mart. Sam Walton opened the first Wal-Mart store in nineteen sixty two. He began to use computers to control the flow of goods. He reduced prices to levels no thought possible. By nineteen eighty five Sam Walton was the richest man in America. He added businesses like Sams club membership stores. And he opened more Wal-Mart stores. Wal-Mart. Look at it.

Wal-Mart is biggest stores it sells just about anything. Wal-Mart super centres are even bigger. They include a market full of food, other food stores only so, our labor union in that industry. To keep labor cost low. Wal-Mart has worked hard to prevent from employees joining a union. The company has faced legal actions over some of its employment activities. And last October federal immigration agency raided sixteen Wal-Mart stores. They arrested more than hundred nine workers who were in the country illegally. Walmart noted that independent company employed them, but the labor is not the only issue. Thank you, you continue. Recently Los Angeles city counsel began to consider a possible ban on huge stores like Wal-Mart super centres. Critics say Wal-Mart's doing small businesses and replace them by low paying jobs. And Walmart denies this happens and says people save money and it can be spent on other things. Sam Walton died in 1992. He urged people to do American products to save jobs and to control the trades, deficit.

Today, many goods are made in china. Wal-Mart says it believes in buying American goods and is willing to pay more to offer them, but it says it cannot tell people what to buy. Thank you would you like to do the report that you prepared on Sarang. I did not had it written down or. Anyone else who like to talk extempore? You know broad cast

without the script please. Hold it and face the camera please go slow and it does not matter you make mistakes.

Sarang 2012 is the annual extravaganza of the IIT, Madras. Sarang 2012 was held from eighteen to nineteenth January 2012. Sarang is the ISO nine thousand one is two thousand and eight certificated. IIT, Madras has been hosting an annual cultural festival for the past thirty years. Sarang has its roots in the cultural weeks of the early 1980's. The fest was formally started in 1974 to 1975 as Mardigras. The focus of the festival is to promote interest in cultural and literary activities and to develop the organizational skills of the students. Sarang 2012 was an extravaganza of competitions, lectures, demonstrations and professional shows by the best in the industry. When it comes to professional shows Sarang provides more dearth of varieties. The open air theatre packed to 8000 strong capacity witness the lights of a Swedish band, dynamic Vishal Shekar and Devi shri Prasad. And Sarang 2012 had a foot fall of over twenty thousand people from all over India. Thank you, very well done. Shall we clap for him? Thank you. See if you get the stresses right before we close another moment. If you get longer stresses right on longest you get everything else in English pronunciation will follow automatically. The point is how do you get it? You get it because we have been speaking in one particular language in one particular manner and these things are pronounced in another particular manner. So, we have to unlearn what we know and we have to relearn in some cases the new pronunciation. Beginning tomorrow, I am going to get you into some drill of this kind which will help you to relearn or newly learn the new patterns. You must bring your dictionary. You must bring this book everyday beginning tomorrow until about the end of the next month. Is that all right? Is that clear? Thank you, have a good evening.