



## Accent Reduction Training Association **Syllabus 2021**

Assessment Review. Introductions. Your reasons for taking the course.  
Your questions. Your concerns.

What the course includes: speech sounds, stress patterns, intonation,  
rhythm, prosody.

**OVERVIEW OF AMERICAN ENGLISH SOUNDS; HOW TO HEAR AND  
SAY THEM.** English spelling and English sounds.

The speech mechanism and how it works.

Long and short sounds.

**RHYTHM AND STRESS PATTERNS OF AMERICAN ENGLISH**

How to stress syllables in words.

How to stress words in phrases and sentences.

The rhythm of English. Hearing and using stress patterns.

Using and understanding the spoken English of everyday conversational  
forms.

**INTONATION PATTERNS OF AMERICAN ENGLISH**

How to use stress and intonation patterns to reduce your accent. Hearing  
and using intonation patterns.

**THE VOWEL SYSTEM OF AMERICAN ENGLISH**

Learning the IPA- Categories of vowels and how to say them. Hearing and  
using vowels and diphthongs.

How to use vowel patterns to reduce your accent.

**THE AMERICAN ENGLISH CONSONANT SYSTEM** Categories of  
consonants and how to say them Hearing and using consonants.

How to use consonants patterns to reduce your accent.



## Elective Topics

Telephone Skills

Calling and Answering Protocol

Introduction Statements/Closing Statements

Video Conferencing Etiquette

Business Terminology Specific to your Industry

Business Idioms

Round Table Discussions- Boardroom Vocal Projection

Sales Calling

Job/Employee Interviews

Persuasive Speaking

Public Speaking/Presentations

Connected Breathing

Posture Effects on the Voice

Handling Q & A, Objections

Use of Sarcasm, Telling a Story

Discovering your Voice Potential

Speech Writing -Delivery Rhetoric

Relaxation and Energizing your Audience

Body Language- Non-Verbal Communication

How to Spend Less Time on the Phone

Developing a Speech

Learn Relaxation and Vocal Techniques that Work

Sharpen Interpersonal Communication Skills for Sales Meetings

Strengthen Conversational Skills

Improve Effectiveness of Sales Calls

Build Confidence through Vocal Presence

Role Play

Control Stage Fright- Nerves

Speaking with Passion

Get your Message Across More Clearly



## Syllabus

Welcome to the ARTA Program in Accent Reduction. This course is a rigorous presentation and practice of the sounds, rhythm, and intonation patterns of standard American English pronunciation. It is meant for all levels from Basic-Advanced. Practice will include the pronunciation of informal English in daily life and pronunciation for more formal situations. We will also discuss some of the many regional pronunciations that are heard in the United States. Instruction is customized, and reference will be made to the IPA alphabet. You are urged to use a webcam during each session. Daily practice exercises can be reviewed at home between sessions. It is very important to remember that DAILY PRACTICE will be necessary in order for you to improve.

TEXT: ARTA pdf's and chat logs will be sent during sessions.

HIGHLY RECOMMENDED: Each week, review your class notes in order to practice listening to your errors on a daily basis.

### Course Overview

How to practice.

How to put your improvements into your everyday speech.

Articulation: Place & manner American English vowel sounds

Distinguishing the vowels- listening Consonants, Stops and continuants

Rhythm: Stops and syllable length

Sounds: Voiced and voiceless

Sibilant word endings, linking introduced; stressing:

Vowel length, reduced vowels (schwa) Vowel/Diphthong Clarity & word stress patterns

Basic Emphasis Pattern - suffix rules;

More Basic Emphasis Pattern - silent letters



## **Goals**

ARTA training methods have proven to effectively target, develop and train communication gaps among international speakers and organizations. By working with an ARTA Certified Trainer, you will be provided the most effective communication techniques on the market today, by our Accent Reduction Training Specialist (ARTS), achieving a higher level of interpersonal communication reverting in client satisfaction. You will personally be trained by ARTA's communication methods and techniques to be deployed via, phone or video conferencing.

## **Solution**

All ARTA clients who participate will dramatically improve their professional and interpersonal communication skills leading to increased confidence as a result of studying topics in the following areas: vocal dynamic, voice projection, intonation and stressing patterns, improved tonality and range, articulation of consonants and vowels, rhythm and pacing, business terminology, and expressing emotions.

## **Result**

Upon completion of ARTA training, improvement levels will be measured. Success rates will be assessed and analyzed. Progress will be monitored by your trainer in a final assessment. Marked areas of improvement in the form of oral and written feedback and an assessment will be prepared by the ARTA trainer. It will compare your old score and new score level and mark the commensurate improvement.



# The Benefits of Foreign Accent Reduction

## Client and customer benefits

- Your clients and customers don't have to struggle to understand the speaker.
- Your clients can conduct business quicker and more efficiently.
- You clients and customers have increased confidence that the speaker understands their needs.
- Your clients and customers are more likely to give repeat business.

## Employer benefits

- Increased customer retention and satisfaction
- Increased revenues as a result of increased employee productivity
- Improved organizational communication and efficiency
- Decreased expenses resulting from less need for supervision
- Decreased recruiting and training costs resulting from slower employee turnover
- Better able to groom employees for advancement

## Employee Benefits

- More effective and efficient communication with customers and staff
- Increased productivity and confidence- can do more work without stress
- Increased effectiveness - it takes less time to do tasks
- Decreased costs - don't have to be closely supervised
- Decreased turn around time for processing work
- Increased loyalty - opportunities for advancement are not restricted
- Greater advancement opportunities



<b>LMS Support</b>			
<b>Management and Deployment</b>	Essentials	Pro	Premium
<b>Service/Support</b>			
Dedicated Program Manager	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Global 24x7 Support Team (chat, email, phone)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Dedicated Trainer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Customized material	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>LMS Infrastructure</b>			
Self-managed (LMS)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Online Quizzes	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Intranet Access	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Personal Login	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Discussion Forum	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PDF Library Access	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Other</b>			
Smartphone and Tablet Application	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Flexible Scheduling	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Intensive Scheduling As Needed (4x week limit)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Training Portal Access	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
MP4 Sound Clips	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Gamification	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Analytics and Reporting</b>			
Real-Time Chat	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Assessment Tools	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Progress Reporting	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>