

Review

- Decide who are the speaker, addressee, overhearer, and eavesdropper in the live performance of 鳥天狗 by 陰陽座.
 - speaker: _____
 - addressee: _____
 - overhearer: _____
 - eavesdropper: _____
- According to the Speech Design model, which of the following has the most influence on the speech of the speaker? Circle the answer.
 - speaker, addressee, overhearer, eavesdropper

British Dialects and /t/

- English [t] in the middle of words or phrases has many pronunciations
 - American [t] → d
 - British standard pronunciation [t] → t
 - British dialect [t] → ? アッア

Practice: Say the following words in American, British Standard, and British Dialect style pronunciation

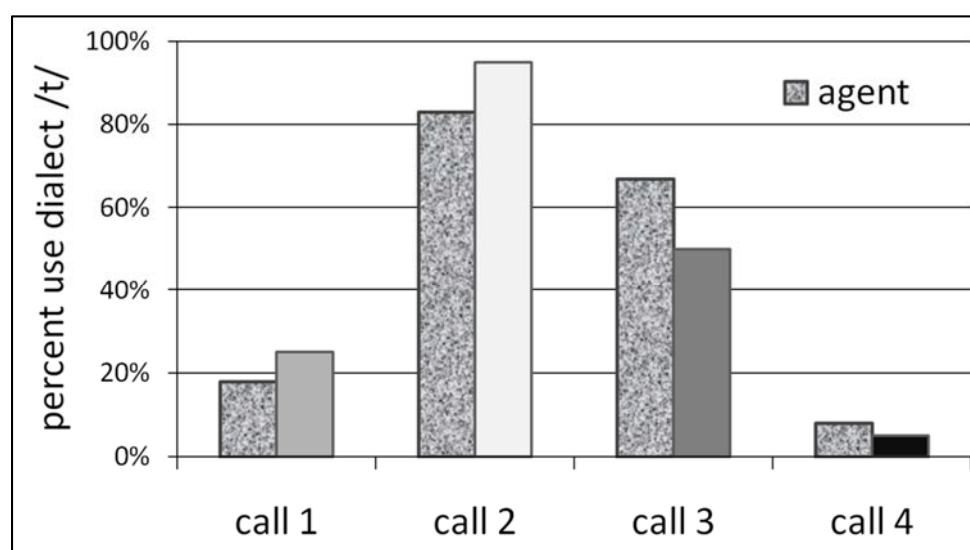
water heater city computer latter got it

Communication Accommodation

- Talkers adjust their speech to make it more like the speech of the addressee
- This adjustment is called “accommodation”
 - accommodate 収容; accommodations 宿泊施設
 - The speaker accommodates the addressee
- Why do we accommodate? Because it _____.

– far distance 疎外感 /close distance 親近感

- Addressee feels close to talker



Sales Training and Accommodation

- People who work in sales have special training: they learn to accommodate
- Why?
 - Accommodation makes you feel close to them
 - It is easier to buy something from a person you feel close to

Simply, use the same words they do, match their speech speed and mirror their gestures.
簡単にいうと、客が使っているのと同じ言葉を使い、客の話すスピードに合わせ、客のジェスチャーに合わせる。

- Furthermore, sales people assign customers to **categories**
- They then assume that the customers are **prototypical**

Sales Training

doer, driver
実行型

- 速くズバズバとはっきり話す人、興奮すると、話すスピードが上がる。

persuader, socializer
説得型、社交型

- たくさんの形容詞、大げさな言葉を使って速く話す。ジェスチャーもふんだんに使う。

patient, plodder
忍耐型、ボソボソ型

- ゆっくりと、やさしく話す。気持ちや感情を表に出す。

analytical, controller
分析型、管理型

- ゆっくりと、注意深く言葉を選びながら話す。じっくりと考え抜いてから話す。

What type of person are you?

Now choose one friend in the class. Decide what type of person he or she is.

me: _____

my friend: _____

Word Choice Depends on Person

- doer, driver – results, performance, save time, fast, now, you, efficient
- persuader, socializer – latest, stylish, trendy, fashion, exciting, colourful
- patient, plodder – comfortable, sturdy, traditional, family, lasting, safe
- analytical, controller – facts, functional, guaranteed, improved, precise

Writing Exercise

Write a sales speech for your friend. First, explain what you are selling and the type of person you are talking to. Then, write several sentences using words that match the type of person you are selling to.

- My friend is a _____ type.
- I am selling _____.
- My speech:

Divergence

Divergence is making your speech less like the speech of the addressee.

- Reason One: _____
- Reason Two: _____
- Reason Three: _____

Writing Exercise

Describe one example of divergence based on events in your daily life. Make sure you describe:

- who you are talking to
- how you adjust your speech
- why you adjust your speech
