

Colloquial English for Media & Communication

A Quin's English course in association with Apeiron Academy

Sofia, Saturday, [5 June] 2010 to Wednesday, [7 July] 2010 (total of 45 hours)

Q: What is “colloquial English”?

A: Pretty much everything that might be expressed in a non-formal way. Colloquial English is used in direct speech, of course, but also in a wide variety of written communications. Advertising and promotional material, for example, and in electronic communications – email and texting. Also, depending on the circumstances, colloquial English may be used in PR and “spin” releases.

Recognising and using colloquial English

This is the challenge for learners and speakers of English as a second language. You may be very proficient in your command of formal English – a proficiency acquired through years of studying the language at school and beyond. You may in fact speak and write formal English better than many native speakers! But, typically, you'll be unsure of when, why and how to “drop into” colloquial English, because – again typically – it's not taught in English language classes.

Spread over five consecutive Saturday workshops with mid-week refreshers, “Colloquial English for Media & Communication” is targeted specifically at Bulgarian professionals in PR, media and communications. This course will help you build an understanding, and build your confidence in the use, of the various components of colloquial English.

Course content

The Saturday workshops will focus on the various ways in which English is “colloquialised”. So, participants will have the opportunity for in-depth study and practice in relation to topics including –

- *Idiom* – colloquial English is riddled with idiomatic expressions which are second-nature to native speakers but can be perplexing to students of the language.

- *Phrasal verbs* (also known as compound verbs) – Rarely encountered in formal English, but pervasive in colloquial expression.
- *Modal verbs* – a principal mechanism for bringing subtlety and shade to your colloquial English.
- *Brevity* – a challenge for non-native English speakers (as well as many natives!) can be finding short ways to say things. Yet brevity can be a powerful tool of communication in colloquial English.
- *Cliché avoidance* – in its insatiable appetite for expansion, the English language constantly adopts new ways of saying things. But beware: today's buzzword can quickly become tomorrow's worn-out cliché.
- The use of *satire* and *sarcasm* – such humour can be devastatingly effective in colloquial communications but you've got to get it right!
- "*Dodgy*" English – is there a place for swearing and slang expressions? Is the "f-word" ever acceptable? What about sexual innuendo? Course participants will be directed to a range of illustrations and asked to judge for themselves (with appropriate guidance of course!).
- *Register* – wherein the course will focus not so much on what is said but on *how* it's said. A critical aspect of effective colloquial English.
- *Specific settings* for colloquial English – how to "express yourself" (thanks Madonna) when short-messaging and in email.

Course details

The Quin's English course "Colloquial English for Media & Communication" in conjunction with Apeiron Academy will be limited to 12 participants.

The course is aimed at people in the PR, media and advertising industries who are already confident in their use and understanding of "formal" English. This suggests existing competence at the B2/C1 level of the Common European Framework of Reference.

The course will consist of five consecutive Saturday workshops, running from 0900 to 1630 (seven teaching hours), plus five consecutive once-a-week sessions of two hours, probably on a Wednesday evening, for a total of 45 hours.

The course will be held at the teaching facility of Apeiron Academy at [Sofia, 54 Iskar Str., 2nd floor], starting Saturday [5 June] and ending Wednesday [7 July].

The course fee will be 450 leva per participant, payable as to 50% prior to commencement and 50% mid-way through the course. The course fee

includes custom-made materials, homework checking and feedback, and complementary tea/coffee facilities at Apeiron Academy.

About Quin's English

Quin's English is the English language tuition business of Frank Quin. Frank is a New Zealander and thus a native speaker of English. After a career in law, including 10 years as a partner of a leading New Zealand law-firm, Frank gave expression to his life-long interest in the English language by founding Quin's English, focusing on English for law, business and other special purposes. Frank first visited Bulgaria in 1994 and has lived at least part-time in the country since 1999. He speaks and writes Bulgarian to a "functional" level – as Frank puts it, well enough to get into trouble but not well enough to get out of it!

As a small English-speaking country, New Zealand has absorbed the major influences in the growth of English over the past 100 or so years, its initial ties to "British" English having been loosened by the relentless expansion of "American" English since the advent of television. As a New Zealander, Frank is ideally placed to bring to this course insights into and guidance on the use of colloquial English from across the English-speaking world.

About Apeiron Academy

Apeiron Academy is an Accredited Qualifications Centre of the [Chartered Institute of Public Relations](#).

[CIPR Advanced Certificate](#) and [CIPR Diploma](#) are CIPR basic qualification programs that start in Bulgaria and are already part of Apeiron Academy programme.

Since January 2010 the [Internal Communications Certificate](#) was added as new qualification programme and thus the Bulgarian Accredited centre became the first centre that got a licence for teaching the Certificate outside United Kingdom.