

BULLETIN: FEBRUARY 2024  
(02/2024)

# ENGLISH MATTERS



MELEWAR LEARNING RESOURCES

DIRECT ENGLISH INTERNATIONAL  
LANGUAGE CENTRE



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 **DIRECT  
ENGLISH**  
INTERNATIONAL  
LANGUAGE CENTRE

# A CHAT WITH

## *Tunku Iskandar*

### **PET PEEVES**



I suppose I have a number of pet peeves as does Whoopi Goldberg who once said, “I don't have pet peeves; I have whole kennels of irritation”. What exactly is a “pet peeve”? It has been basically defined as a minor irritation that is annoying and perhaps something that may not necessarily bother someone else as much as it bothers me.

However I do have a list, although not a kennelful. Most of my “peeves” may be considered by others to be minor, not tantamount to spoiling the day or being worthy of mention, so I will not irritate the reader by mentioning them.

One that has caused me much vexation is people talking during a movie or a concert or at some event such that such conversation will be, for me, a major distraction. Common courtesy dictates that if it is important enough to talk about then and there, then leave and find a place to have that chat.

Even more irritating is that lately with the widespread use of mobile phones, iPads and tablets to watch movies or YouTube, there are inconsiderate people who will watch them in public on flights, buses and doctors' waiting rooms without even using earphones or airpods and continue without any concern in spite of glares from others. I will place these people in the category of 100% rude.

**Sometimes I wonder if I am overbearing or expect too much of others to conform to my norms and whether my norms are that of the majority or do I have over-expectations of other people being able to follow correct behaviour that I personally adhere to?**

**Take for example punctuality. I make a point of arriving on-time if not early, naturally believing (or hoping?) that others will do the same. Isn't it very irritating that you end up being in a minority and having to wait for most of the others to show-up before things can get underway? I know a few people who always have an excuse for their tardiness as it has become the norm for them to be late.**

**Perhaps some people may think that this next one should not be a peeve, but in Asian societies, people tend to refer to an elder as "uncle" or aunty". While this is considered by some to be respectful, my personal view is that this is not always proper. I do not prefer to be called "uncle" by a young server in an eatery when he or she could have chosen to politely say "encik" (mister) or "sir". Perhaps it may be acceptable in a very casual or personal setting but not otherwise.**

**I do not wish to be labelled as being "OCD" having irrational expectations but some things, like people using incorrect grammar even in WhatsApp texts do irritate me. Should we admonish people who irritate? Perhaps as Sir Winston Churchill said, "Criticism may not be agreeable, but it is necessary. It fulfils the same function as pain in the human body. It calls attention to an unhealthy state of things."**



# Happy Young Learners

It's a heartwarming scene to imagine young learners studying happily in the Direct English International Language Center. Picture this: a bright and welcoming environment filled with eager students engaged in interactive activities, practicing speaking, listening, reading, and writing in a new language.

In this setting, you might see small groups of children huddled together, enthusiastically discussing topics in the target language. Some might be playing language learning games that make the process fun and engaging, while others could be working on creative projects that integrate language skills with art or technology.

The atmosphere is one of excitement and camaraderie as students support each other in their language learning journey. Teachers are not only educators but also mentors and facilitators, guiding their students with patience and encouragement. Occasional laughter fills the air as learners make mistakes and then learn from them, building confidence along the way. The Direct English International Language Center becomes more than just a place of study; it becomes a community where friendships are forged, cultural understanding deepens, and the joy of learning flourishes.

Such scenes remind us of the boundless potential of young minds and the transformative power of education in shaping their futures.



# English Enhancement Programme

Beginning in January, St. John's International Primary School will implement the English Enhancement Programme, which was developed by Melewar Learning Resources. MLR's dedication to providing students with essential language skills for success in the modern, globalised world is exemplified by this initiative.

With the guidance of knowledgeable teachers, the extensive curriculum emphasises speaking, listening, reading, and writing. In order to give the young learners a sense of confidence and to improve their overall proficiency in the English language, the lessons are made to be highly interactive and fun. Young learners can freely express themselves, gain social confidence to communicate, and create new friendships in a laid-back and enjoyable atmosphere.

Regardless of proficiency level, all students receive individualised support through this programme that is designed to meet their diverse learning needs.



# TRAINER'S THOUGHTS



**S. HEMACHANRAN**  
*Corporate Manager & Trainer*  
*Melewar Learning resources*

## The Power of Audience- Centric Public Speaking

In the realm of public speaking, one principle stands out above all: audience-centricity. It's the pivot point between a speech that falls flat and one that resonates deeply with listeners. Audience-centric public speaking revolves around understanding, engaging, and captivating the audience.

Before stepping onto the stage, thorough research is essential. Understanding the demographics, interests, and expectations of the audience lays the groundwork for crafting a tailored message that directly addresses their concerns, challenges, or aspirations. This relevance fosters a connection that captures attention and fosters engagement.

Clarity is paramount in effective communication, with audience-centric speakers prioritizing simplicity over complexity, delivering their message in a clear and concise manner, avoiding jargon and unnecessary details. They actively involve the audience through storytelling, humor, and questions, transforming passive listeners into active participants.

Flexibility is crucial, as speakers must be attuned to audience reactions and feedback, adapting their approach on the fly to ensure maximum impact. By demonstrating empathy and understanding, audience-centric speakers build rapport, earning the trust and respect of their listeners.

Every compelling speech includes a call to action tailored to the audience's motivations, prompting specific responses aligned with their desires. Ultimately, audience-centric public speaking captivates, inspires, and drives action, creating unforgettable presentations that leave a lasting impact.



# ENGLISH DIRECT *to the* WORLD

**MELEWAR LEARNING RESOURCES**

## Customer Service

**Short Course**

DESIGNED TO GUIDE YOU:

- ✓ INCREASE AND MAINTAIN CUSTOMERS
- ✓ HANDLE DIFFERENT TYPES OF CUSTOMERS EFFECTIVELY
- ✓ CULTURE OF EXCELLENCE

**Join now**

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English is the global language of business and the command of the language is viewed by the international community, not just as a useful business tool but as a fundamental skill for life. The Customer Service training module is a fun, challenging, effective and practical module which encompasses the significant aspects of customer service. It is designed to assist professionals who are experts or novices in this field. The modules are carefully chosen to fit the demands of people who want to be better in serving their customers or those who simply want to enhance their customer service knowledge and hone their skills.

The methodology used in this programme is a mix of task based and communicative teaching. Participants are expected to be actively engaged in the activities designed to help achieve learning goals. There are pair and group work, individual tasks, presentations and writing activities as well. Participants are encouraged to take responsibility of their own learning along with the guidance of the trainer.



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