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Photos: Getty Images; iStock; Illustration: Kristyna Vladjková

International transcription

Most words in *Business Spotlight* are transcribed in British English.

i:	peak	t	table
ɪ	tip	d	desk
e	step	k	coin
æ	pack	g	gain
ʌ	cut	f	far
ɑ:	task	v	video
ɒ	stock	θ	think
ɔ:	law	ð	this
ʊ	put	s	see
u:	spoon	z	zero
ə	alone, teacher	ʃ	shoe
ɜ:	early, girl	ʒ	measure
eɪ	late	tʃ	chair
aɪ	night	dʒ	journey
ɔɪ	boy	h	head
aʊ	town	m	make
əʊ	show	n	north
ɪə	clear	ŋ	singing
eə	hair	r	rose
ʊə	poor	l	late
p	paper	j	yellow
b	basket	w	water

American pronunciation differs especially in the “r”-like character of some vowels (left), as well as other vowel differences (right).

ɚ	teacher	ɑ:	is often
ɜ:ɹ	early, girl	ɒ	is often
ɪɹ	clear	æ	task, after
eɹ	hair	ɑ:	stock, modern

Language in Business Spotlight

- Articles use the style, spelling, punctuation and pronunciation of British English unless otherwise marked.
- Articles that use the American style, spelling, punctuation and pronunciation are marked with “US”.

E
EASY

Approximately at CEF level A2

M
MEDIUM

Approximately at CEF levels B1–B2

A
ADVANCED

Approximately at CEF levels C1–C2

CEF: European Framework of Reference for Languages

ifml.: informal word or phrase

vulg.: vulgar word or phrase; *sl.*: slang word or phrase

non-stand.: non-standard word or phrase

UK: chiefly British usage; US: chiefly North American usage



READERS' SERVICE

Economia, a.s., Pernerova 673/47, 180 06 Praha 8

Internet www.business-spotlight.cz

Telephone +420 217 777 888

Fax +420 224 800 371

E-mail predplatne@economia.cz