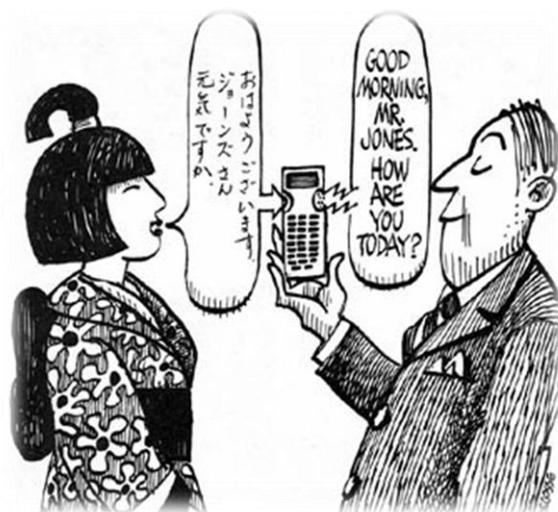


## Advanced Level **Regional accents are 'bad for business**



A recent survey conducted on business managers in the UK has revealed that certain regional accents can be “bad for business”. Professor Khalid Aziz, a

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According to the survey, business people with Indian or Asian accents are considered to be more diligent, trustworthy and reliable speakers than with American or British accents. Professor Aziz reported that only 24 percent of the executives he questioned regarded speakers with accents from the British cities of Liverpool, Birmingham, Manchester and Newcastle as being hardworking people. He asserted that people with these accents “will face prejudice in business”. His conclusion was that: “If you want to get ahead in business and don’t speak the Queen’s English, it is better to sound as if you are from America, Europe, India or...Scotland than from any English region. He added: “The key is to avoid using localized vocabulary, which others may not recognize.”

