

# MY REAL

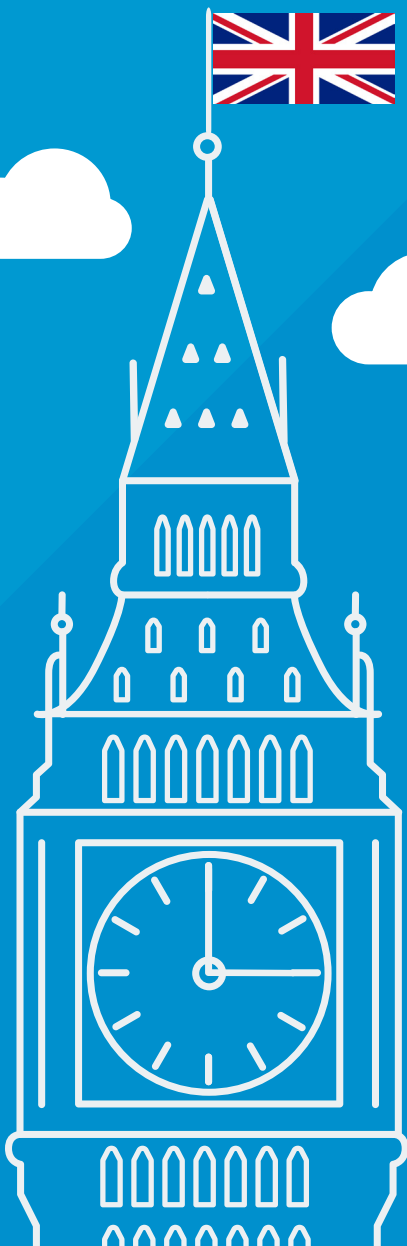
# BRITISH

# ACCENT

MOBILE  
ACCENT PACK



BY JADE  
JODDLE



## **My Real British Accent** **3**

*Introduction by Jade Jodde*

Beginning Your British Accent Training **3**

Developing a Natural British Accent **4**

What About a Posh British Accent? **5**

## **Accent Descriptions and Examples** **7**

Standard British English – A Modern, Precise Accent **7**

Estuary English – A Natural London Accent **8**

Upper Class Accent – The Elite Accent **9**

Cockney Accent – A Dying Accent **10**

Multicultural London English – ‘Street Language’ **11**

British Accent Stereotype – An Old-fashioned Accent **12**

Other Accents – All the Rest! **13**

<b>Social Class and Accent in Britain</b>	<b>15</b>
Celebrity British Accents	<b>17</b>
Your Flexible British Accent	<b>19</b>
How to Get a Clear British Accent	<b>21</b>

# My Real British Accent

*Introduction by Jade Joddle*

This accent training pack is for you if you wish to develop a clear and natural British accent. If either you live in the UK or plan to do so in the future, this guide will be particularly relevant to you as you work to train your accent. Whether you are an intermediate or advanced speaker of English, the following pages provide information and video training for you to begin working on your British accent today.

**At the end of our British accent journey together, I will also share the secret of how YOU can learn to speak with a completely natural British accent – make sure you don't miss this important information!!!**

## Beginning Your British Accent Training

Accent training is generally not important for beginner learners of English because the sounds of the English language are difficult to understand clearly at first. However, as a person's English ability improves, time spent training the accent quickly results in much clearer and easier to understand speech.

Accent begins to matter to learners of English for practical, emotional and financial reasons. Firstly, accent training to change one or two problem sounds makes a big difference to how well you are understood. By training your accent just a little, you will likely find that native speakers stop looking at you with a confused face when you are speaking. The second reason is to feel an increased sense of belonging. For example, many non-native English speakers don't like being asked where their accent comes from. Accent training can stop this irritating question once and for all. Lastly, people have a desire to change their accent because learning to speak more clearly may help them to get a promotion at work.

## **Developing a Natural British Accent**

I train people to get natural accents which follow modern pronunciation standards. Unlike the old-fashioned British accent that is unfortunately taught in classrooms around the world, I teach the real British accent of today. To get the best British accent possible for you, the result of your training should always be a natural, flexible accent. When your accent is natural, it suits your lifestyle. When your accent is flexible, it means that you know how to change your accent just a little, depending on whether you are in either a formal or informal situation.

## What About a Posh British Accent?

In my experience of training clients, native speakers rarely want to get an upper class accent. In the past, the situation was very different. Back when Britain's class system was oppressive, an upper class accent was required for many jobs – if you didn't have the right accent, you were professionally and socially excluded. For example, if your ambition was to work in the media, you needed to have an upper class accent. However, this is no longer the case, as accents from all over the country are now heard on television and radio. In fact, we now have the opposite accent situation: apart from in costume dramas such as *Downton Abbey*, upper class accents have practically disappeared from modern British television!

Unless one has an upper class background by birth, socially speaking, a posh accent may create a phony impression. This is why native speakers who approach me for accent training want only to make very slight changes to their natural accents: they want to speak more clearly, but without sounding like a completely different person.

Join me over the next couple of pages as I introduce you to British accents you will hear in and around London. Or, if you're ready to get training your British accent right away, [CLICK HERE.](#)



Yours sincerely,

Jade Joddle  
Speaking Skills Specialist

# Accent Descriptions and Examples

## Standard British English – A Modern, Precise Accent

Standard British English is a clear and crisp accent which is a modern evolution of upper class speech. The two ways of speaking share many of the same pronunciation rules. Importantly, however, the vowels in Standard British English have shifted to more modern pronunciations. This subtle, yet important, difference neutralises the elite qualities of upper class speech. The result is a more socially inclusive accent that is able to relate to people of all social levels. Famous actors who speak Standard British English include Daniel Craig (James Bond in Casino Royale, Skyfall, etc.), Robert Pattinson (Twilight), Keira Knightly (Pirates of the Caribbean), Tom Hardy (The Dark Knight Rises), Dame Helen Mirren (The Queen).

**Accent surveys say:** Standard British English is modern, precise and charming.

Listen to Standard British English: [CLICK HERE.](#)

<http://jadejuddle.com/standard-british-english/>





## Estuary English – A Natural London Accent

Estuary English is a widely spoken, modern accent. It sounds similar to the Standard British English accent, but with one important difference: when you hear the Estuary English accent, you know that the speaker lives in London. This accent at times sounds very close to the standard British accent, with only a trace of London pronunciation patterns. For other Estuary speakers, there is a stronger Cockney influence. Estuary English is sometimes described as a ‘classless accent’ by accent experts because it is not associated with any particular social class. Instead, it represents the social middle-ground.

**Accent surveys say:** Estuary English is perceived to be modern, approachable and informal.

Listen to Estuary English: [CLICK HERE.](#)

<http://jadejoddle.com/estuary-english/>



## Upper Class Accent – The Elite Accent

An upper class British accent, otherwise known as Heightened R.P., is spoken by the 2% of people at the top of the British class system. This accent is learned at Britain's expensive boarding schools such as Eton, where an education costs parents more than £30,000 per year for each child. Since this is also the accent of the highest courts of law, the military elite and the British Parliament, this way of speaking evokes power and privilege.

**Accent surveys say:** the upper class accent is authoritative, exclusive, formal and unfriendly.

Listen to the upper class British accent: [CLICK HERE.](#)

<http://jadejoddle.com/upper-class-accent/>



## Cockney Accent – A Dying Accent

The world famous Cockney accent of working class Londoners is dying out according to accent experts. This means that only a small percentage of Cockney parents are passing the accent on to their children. This shift in the way working class Londoners speak has been caused by changes to the economy which have resulted in new groups of people from all over the world moving to London's East End. The changing population has led to the Cockney accent evolving into new ways of speaking.

**Accent surveys say:** Cockney is often ranked as the worst of all British accents!

Listen to the Cockney: [CLICK HERE.](#)

<http://jadejoddle.com/cockney-accent/>



## Multicultural London English – ‘Street Language’

Multicultural London English is a new accent spoken mostly by working class youths in London. The accent is a blend of Cockney and foreign English dialects such as Jamaican. Living side-by-side, different cultures have an impact on the way the working class accent is developing among young people of all races, but in particular for the first generation children of emigrants. Famous examples include Lauren Cooper in The Catherine Tate Show, radio presenter Tim Westwood and rapper/pop star Dappy.

**Accent surveys say:** Multicultural London English is ‘street language’.

Listen to Multicultural London English: [CLICK HERE.](#)

<http://jadejoddle.com/multicultural-london-english/>



## British Accent Stereotype – An Old-fashioned Accent

The British accent stereotype has an exaggerated posh sound and clippy rhythm. To the ear of a native speaker, it looks backwards to the times of the British Empire, when in 1922 Britain ruled over a quarter of the surface of the Earth. While this accent is fitting for costume dramas in which upper class Britons wear bowler hats and live in country manor houses, it is no longer an accent that is spoken in real life by native speakers.

**Accent studies say:** there are no formal studies on this accent however in my opinion it sounds old-fashioned and colonial.

Listen to the British accent stereotype: [CLICK HERE.](#)

<http://jadejoddle.com/british-accent-stereotype/>



## **Other Accents – All the Rest!**

If I were to describe all the British accents, this guide would quickly turn into a book. To keep it short, I had to focus on the accents associated with London. If you are interested to research the topic of British accents further, among the most distinctive are the Liverpudlian, Brummie, West Country, South Wales and Glaswegian accents.

People from all over Britain and the world beyond move to London for work, bringing their accents with them. This creates a great melting pot of accents on the streets of London. Typically, the longer a person has lived in the city, the more he or she will sound like a Londoner. For some people, this change in accent happens unconsciously. For others, particularly those who feel a strong sense of identification with British culture, a conscious effort is made to sound more like a native, for example by training the accent. However, there is also a small percentage of people whose accents don't really adapt even when they have lived for a very long time in Britain; this happens when a person feels emotionally disconnected from the dominant culture. Or in other words, the lack of a native accent unconsciously signals this person's outsider status.

When a non-native speaker who has originally learnt English with an American accent during his or her schooling settles permanently in London, the accent will naturally shift towards British pronunciations. More than this, many people in this situation actually seek accent training to remove and replace the American pronunciation features in their accents. The reason for doing this is feel an increased sense of belonging and/or acceptance among British friends and relatives.

What about the American accent in general? Due to the popularity of American television, British people are easily able to understand the American accent(s) and in fact don't tend to have a strong opinion about the way Americans speak, except for one key point: Americans are said to be 'loud' in comparison to British people.

Now that I have introduced you to the different kinds of British accents heard in an around London, here's my top recommendation for you to learn a completely natural British accent [CLICK HERE](#).

<http://jadejoddle.com/clear-accent-training/>

## Social Class and Accent in Britain

In Britain, accents carry information about a person's social class. This happens because Britain is one of the most class-based countries in the world (we still have a queen, after all). People may sometimes move up or down a level in social class over the course of a lifetime, depending on factors such as education, occupation or wealth. However, it is rare for a person to move up into the elite, because people are typically born into this class. Each of the social classes is associated with a particular accent. The following information about the percentage of social classes in Britain is taken from the Great British Class Survey 2013.

---

**UPPER  
CLASS 6%**

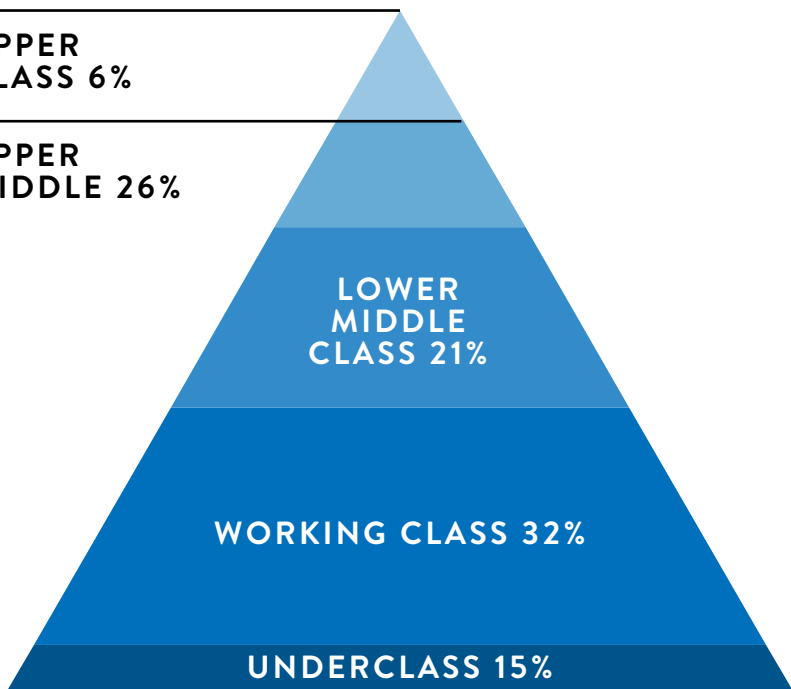
---

**UPPER  
MIDDLE 26%**

**LOWER  
MIDDLE  
CLASS 21%**

**WORKING CLASS 32%**

**UNDERCLASS 15%**





Note: The 'precariat' class is a new social class term used to describe people at the bottom layer of society in terms of wealth and skills; either they have never really worked or they cannot find permanent jobs. This class is different to the traditional working class who are economically self-sufficient (earn their own money) and who are often skilled in a trade. The speaking skills of the precariat class are often very poor and undeveloped, as reflects a low level of education. In contrast, the speaking skills of a working class person are in no way stunted.

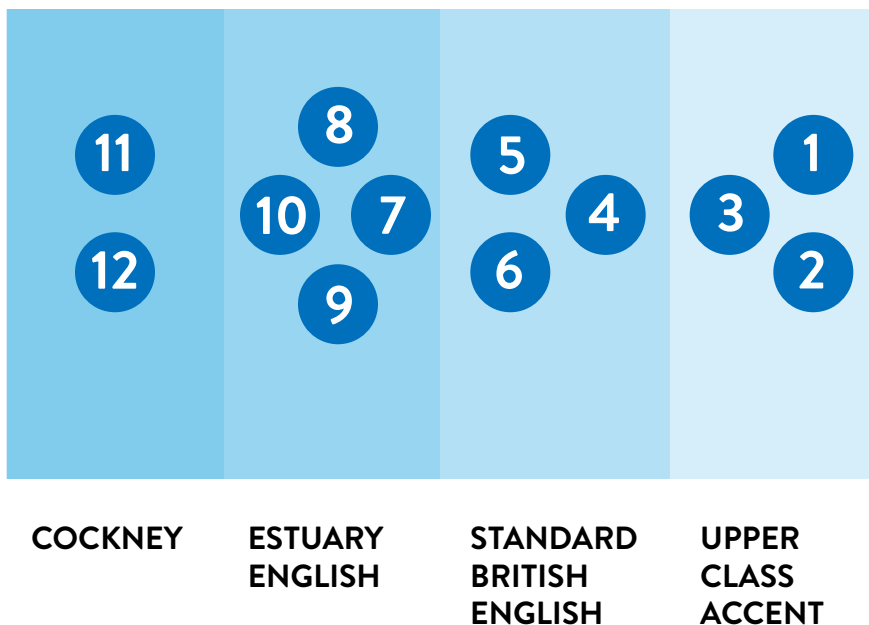
In fact, it could be argued that the reason the precariat class is 'unemployable' is because they have poor skills of relating and communicating. Importantly however, having poor communication skills is not the same thing as having a working class accent.

## Celebrity British Accents

The diagram below places British public figures on an accent continuum. People placed on the left side of the accent continuum speak in a Cockney way, which reflects a working class background or identification. Those on the extreme right side have an upper class accent to indicate identification with the elite class. Note: each person is placed according to pronunciation features evident in his or her accent. In some cases this may lead to surprising results; for example, the Duchess of Cambridge, who has upper middle class origins, speaks with a ‘posher’ accent than her husband, the future king of England.

### Celebrity Accent Chart

Legend on next page



## CELEBRITY ACCENT CHART LEGEND

- 1** **Jacob Rees-Mogg**  
Conservative Party Politician
- 2** **Prince Charles**  
Son of the Queen
- 3** **Duchess of Cambridge**  
Wife of Prince William
- 4** **Prince William**  
Son of Prince Charles and the late Princess Diana
- 5** **Daniel Craig**  
Actor (James Bond)
- 6** **Jeremy Clarkson**  
Television Presenter
- 7** **Claudia Winkleman**  
Television Presenter
- 8** **Lily Allen**  
Pop Star
- 9** **Russell Brand**  
Comedian
- 10** **Jaime Oliver**  
Celebrity Chef
- 11** **Adele**  
Pop Star
- 12** **Michael Caine**  
Cockney Actor

## Your Flexible British Accent

People with flexible accents that are able to shift a little have excellent interpersonal skills and are able to relate to people at all social levels. If, for example, I am taking a London taxi, the London pronunciation features in my accent will be more marked when I am talking to the cab driver (the reason for doing this is so I am not taken the slow and expensive way home!). I may also shift my natural accent (Estuary English) into the Standard British English accent if I am meeting people in a formal context. E.g. I am attending a professional event. For most people, changing one's accent in this way is an unconscious ability. However, it's also a trick that can be easily learnt when the right information is at hand.

The secret to getting a flexible British accent is to know the one or two slight pronunciation changes that shift your accent up or down a little in terms of social class. The reason for doing this is so that you are able to build rapport more easily among different groups of people, and as a result be more influential overall. For you, this could mean speaking mostly with a Standard British English accent, only gently shifting towards the Estuary English accent when socialising with your Londoner friends.

Being able to shift one's accent slightly in this way is what it truly means to master the British accent.

Clear Up Your Accent pronunciation training course teaches you the Standard British English accent. You will also learn the slight pronunciation differences that produce the Estuary English accent, if that's the accent you prefer.

### Jade Joddle's Flexible British Accent by Situation

Communication Context	Accent
<b>London Cab Driver Conversation</b>	Cockney / Estuary English accent
<b>Networking Event</b>	Standard British Accent
<b>Answering Call From Unknown Number</b>	Standard British Accent
<b>Giving a Speech</b>	Standard British Accent
<b>Chatting with Friends and Family</b>	Estuary English
<b>Making YouTube videos</b>	Standard British Accent or Estuary English
<b>Shopping in a Luxury Store</b>	Standard British Accent
<b>Grocery Shopping</b>	Estuary English

## How to Get a British Accent

As an accent trainer, I specialise in the Standard British English and Estuary English accents. If you are interested in either of these accents, my Clear Up Your Accent training course will teach you everything you need to know to speak clearly and sound less foreign.



Speak More  
Clearly  
-  
Sound Less  
Foreign

**CLEAR UP YOUR ACCENT**