



THE KEY OF EFFECTIVE COMMUNICATION IS PRONUNCIATION

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Received:	November 28 th 2020	This work will provide the reader with valid examples of how the pronunciation should appropriately and effectively be taught for non-native speakers and unique techniques for better consolidation of the knowledge through contemporary methods.
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1. INTRODUCTION

Human communication has always been the crucial point of scholars' discussions in terms of pure linguistic and cognitive processes. Pronunciation in this aspect is the core element of interpersonal interaction including both physiology and prosody. The pronunciation of words is a rather complex system, the components of which include the respiratory system, the vocal cords, the oral cavity and nose, tongue, lips and so on. The actions of this system are coordinated among themselves and, which is important, without the efforts of the speaking person. While speaking, a person does not need to think about this interaction, for example, how the vocal cords and the soft palate, tongue, and gums should interact with each other. Otherwise, when speaking, an individual will be very confused and the articulation of sounds will be simply terrible. With direct, unconscious speaking, our bodies, which are responsible for pronunciation, perform the necessary effect on all the properties of the voice, which determine its quality: volume, pronunciation speed, pitch, and timbre.

2. LITERATURE REVIEW

According to Cynthia Lihavi, the correct pronunciation, is a picture-puzzle consisting of 4 important elements: the correct articulation, stress, intonation, and connectedness of speech. For the picture to assemble and look beautiful, it is necessary to work on all its components, because each of them has an important place. Articulation is the work of the speech apparatus for the proper creation of sound. With proper articulation, there is a clear division of the sounds that we can distinguish. Cynthia Lihavi, a Linguist at Karatina University provides reveal in her "Audiobook Narration": "Being able to articulate in communication is important because it has an impact on how the recipient interprets the message using muscles of the lower lip and laterally the corners of the mouth, one can clearly understand what you are saying and be able to give the right feedback if needed, which goes a lot of way in preventing breakdown in communication that may further lead to disagreement". Taking into consideration the aforementioned elements of correct pronunciation, it is important to analyze why pronunciation is the key factor of effective communication. According to Dmitriy Petrov: "Pronunciation is the most important and difficult problem that non-native speakers have to face when studying a foreign language. Improper pronunciation can lead to negative impression, misunderstanding and ineffective communication". Communication with people is an important part of our life. Thanks to the ability to clearly express our thoughts and listen, we can not only achieve career success but also make friends, establish relationships with family and friends. When people talk to each other in the real life, the pronunciation is the first thing they notice during a conversation. In everyday communication, people usually do not have to use many complicated words, so a limited vocabulary is not a big issue since individuals can use more simple words to express the word that they do not know. In fact, people will notice right away if someone's pronunciation is good or bad only after the first few simple words. If a person has a poor pronunciation with very strong foreign accent, they will think of an individual as a bad English speaker and their good vocabulary and grammar cannot help in that situation.

3. MAIN PART

People feel the correctness of their speech physically because the brain evaluates not only the sound of the word but also the sensations that arise when the jaw, lips and tongue move, according to an article published by Canadian scientists in the journal Nature Neuroscience. "We wanted to solve the mystery of how hearing loss for adults who manage to keep their speech right without hearing their own words for years," said study leader Dr. David Ostry of McGill University in Montreal, words which are listed on the New Scientist magazine website. Scientists have chosen five volunteers who have lost their hearing in adulthood. Their hearing aids were turned off for the duration of

the experiment so that they would not hear the sound of their speech. The subjects attached a small device to the jaw, slightly shifting it to the side, which distorted the pronounced sound. At the same time, they were offered to pronounce the words that appear on the computer screen without hearing them. It turned out that deaf people corrected the position of their jaw, shifting it against the action of the apparatus, and restored the correct sound. According to scientists, the results of the study indicate the existence of two systems that control the correct pronunciation - auditory and motor. A person remembers not only the sound of a given word but also the position of the organs of speech as well as their movement, corresponding to his pronunciation. Deaf people lose only one of these systems, but they still can physically sense their own words, so their ability to speak correctly is retained for a long time even if they cannot hear through the hearing aid. The main condition for the articulation of sounds to be correct is that a person perceives the speech of surrounding people with the help of hearing. How stress can influence on people's correct pronunciation of words? Stress is one of the key elements in the English sound system. It plays an important role in intelligibility and comprehensibility. According to the Russian linguist Kasatkin L. L. "correct stress is not only the main component of the correct pronunciation but also the key to successful communication". Thus, we can conclude that stress is very important in English because the word can take a completely different meaning, depending on where you put the stress. As an example, the words *desert* /'dezət/, and *dessert* /dɪ'zɜ:t/ have a different spelling, but the a similar pronunciation. Hence, people may mispronounce these words or put the stress incorrectly that may completely distort the meaning in the sentence. Besides, stress at the sentence level can change the focus or intent of a sentence. Last but not least, the correct emphasis in words, as well as the correct construction of sentences and the correct use and pronunciation of words serve as an indicator of a person's culture level and his language proficiency.

The next significant component of the correct pronunciation is intonation. Intonation in communication differs from culture to culture. To be more specific, let's take an example of two languages (Russian and English) that vary in intonation while communication. The intonation of the English language differs from the usual Russian intonation for people. Russian is less emotional than English, but we also use different intonations in the conversation. According to Margot Politis, an expert IELTS teacher at E2 Language: "Intonation is important in spoken English because it conveys meaning in many ways. Changing the pitch in your voice – making it higher or lower - allows you to show surprise "Oh, really!" or boredom "Oh, really".

People affirm something and give orders in an even voice, and make requests with a slight increase in tone. The difference is that in Russian language these increases and decreases are less pronounced than in English, therefore the intonation of native speakers seems a bit strange and simulated. An English-speaking person may not be too emotional, an individual just used to speaking with English intonation, which is characterized by constant ups and downs. The intonation with which individuals are accustomed to speaking to native English speakers seems "inanimate", too even, which makes it appear that speakers are bored with talking to the interlocutor or that people are too arrogant. According to professor Yesenia Pavlotsky, linguist-morphologist, expert of the philology, Mass Media and Psychology at Novosibirsk State Pedagogical University: "Intonation is the most important linguistic category, which is characteristic of the spheres of language and speech, i.e. units of both spheres. Without it, neither language, nor speech, nor communication can be conceived. In a broad sense, it acts as a natural way of representing linguistic units, and as applied to speech, intonation is a specific version of the semantic and emotional interpretation of speech structures. Thanks to intonation, an unambiguous transmission, and perception of the content of speech are carried out". Thus, the intonation of spoken language allows us to understand the interlocutor's attitude to the content of the speech he makes: people all understand when a person speaks with sarcasm, anger or indignation. The intonation of speech is a way of interpreting its content, providing mutual understanding and knowledge. Words and their meanings are the first keys to understanding the text. Their specific grammatical forms and combinations are the second. But the main key is intonation with its melody, pauses and stress that reveals their true content.

Should we worry if we have made mistakes in intonation? The wrong intonation will not prevent the interlocutor from understanding what people said. Even if an interlocutor mutters monotonously, but at the same time pronounces words properly and correctly builds sentences, listeners will understand him. But an English-speaking companion will not be able to understand with what feeling and for what purpose a person said it. Remember what role intonation plays in Russian. The simple question "How are you?" Can be pronounced differently and thereby convey to the collocutor his feelings and his mood, for example: In an even tone, to ask from the partner: "How are you?" When meeting with a less close acquaintance, just out of politeness. This will not even be a question, but the usual phrase of greeting. People are happy to ask "How are you?" from a friend who recently experienced some difficult situation. In an elevated tone, ask "How are you?" From the person who is guilty before someone. In a displeased tone, a person will hint to him that it is time to apologize for the mistake made. Gladly exclaim "How are you?" referring to the person who has just returned from a trip. This makes it clear to the person that his partner is happy to hear the story of the trip. After this example, intonation seems to us to be a more important part of the process of learning a language. Even though a person mispronounced the word, it is not such a big dilemma. By making mistakes we learn, and hence, an individual should practice pronunciation a lot and invest more time on learning to not repeat the same mistake while communicating.

Another crucial aspect of correct pronunciation is the connectedness of speech. In connected speech, sounds change their quality under the influence of neighboring sounds. According to Dmitry Petrov, Russian translator, a teacher at Moscow Linguistic University: "Connected speech is naturally pronounced sentences. Recognition of

continuous speech is more difficult since the spoken words do not have clear boundaries, which may arise a sequence of problems for non-natives with the correct stress, accuracy, and syllables". Syllables completely disappear since the stress does not fall on them. Furthermore, in oral speech there is no division into separate words, everything merges into a single stream, like music. That is why reading texts in other languages, like English for example, is so easy, and it is so difficult to understand English by ear, and hence, so our speech often sounds unnatural.

There is often a significant difference between the way words are pronounced in isolation and the way they are pronounced in the context of connected speech. In connected speech, words or syllables are clipped, phrases are run together, and words are stressed differently than they would be in writing. Author Rachael-Anne Knight goes into detail about the mechanics of connected speech processes (CSP) in *Phonetics (A Coursebook)*: "Connected speech can cause confusion or misunderstanding when words and sounds are changed or lost. Recognition of connected speech is much more difficult because the boundaries of individual words are not clearly defined and their pronunciation is greatly distorted by a blurring of pronounced sounds". We are facing confusion while speaking with a native speaker. We get excited about the flow of their speech and how fast and easily they can convey their messages orally. Also, we get easily confused while watching foreign movies without subtitles. People become excited when native speakers speak fast as if there are no clear boundaries in their speech or they do not follow any communication rules. Hence, individuals try to imitate them by practicing a lot so as to look like the natives.

4.CONCLUSION

To conclude, knowing a lot of vocabularies is meaningless if speakers cannot pronounce those words correctly and no one can understand the words that people are trying to use. Even worse, pronunciation mistakes can lead to some serious misunderstanding. For instance, the misunderstanding about the signal "sinking" in a video clip on YouTube called "I am sinking" is a clear example of the mispronunciation. The signal "sinking" was pronounced like "singing", and hence, created confusion of YouTube followers. Many individuals firmly held the belief that people can communicate in English because they can interact with their teachers and other students. However, it does not work in that way. The teachers have been listening to bad English for years so they can understand students' poor pronunciation. But the best way to differentiate whether a student has a good pronunciation or not is to talk to native English speakers, and if natives can understand what non-natives are saying, it means a person has a good pronunciation.

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