

3. Statement über die Ukraine: Österreich-Ukrainische Gesellschaft, als OTS (Presseausendung) des Vorsitzenden, Finanzminister a.D. Rudolf Edlinger vom 26. Nov. 2004. URL: <http://www.oeug-wien.at/>

Тетяна Вдовенко

к. філол.н., доцент

Ізмаїльський державний гуманітарний університет

Vdovenko_Tanya@i.ua

ENGLISH AS PART OF UNIVERSITY LIBERAL ARTS EDUCATION

Currently, there is a significant expansion of the English-speaking space and the transformation of the English language into *lingua franca* world communication. In this regard, there are new points that require the linguist's close attention. Language undergoes constant, sometimes even subtle changes, to make speech communication actually productive, it is necessary to take these changes into account.

First of all, it refers to the phonetics of the language and phonetic transfer of such basic transitional variants as British and American. Until recently, the speech of British speakers was taken as a model of the pronunciation norm, but it often contains phonetic characteristics that are typical of American speech. Public speech is also modified and allows deviations from the standard. Therefore, the question arises «*how to use the material of English speech in the course of learning in connection with the changes taking place in the language fruitfully?*» It is necessary to tune in to the changes in pronunciation and understand their functional-rhetorical orientation.

In order to improve the teaching of the English language, it is necessary to expand the original material, which is used as a role model (the target), including such texts, which are most clearly represented by the fusion of the British and American versions. From the point of view of the theory and practice of modern English linguistics of great importance are BBC broadcasts, which cover very important issues for the moment. For students around the world who study «Global English», news blocks are of particular interest.

Nevertheless, when creating a phonetic course, it is necessary to follow the established University tradition to be guided by the British pronunciation standard. An inseparable component of phonetic education is a clear understanding of the basic British voice parameters, syllable, rhythm, intonation form. These properties of British phonation have already been previously described, studied and systematized by outstanding linguists, so they can be used in the educational process. The American version, on the contrary, is subject to further research in terms of standardization and best practice. The characteristic features of the American sound cannot be introduced in their entirety, as at this stage it is impossible to cover all the phonetic richness and diversity of both variants. They will not be able to become equally active components of our speech.

Updated through texts BBC the English material is subject to development, its role is primarily to develop learner's skills and ability to define in the flow of speech

phonation (political) elements that do not fit into established in the minds of foreign language learners sound representation of British pronunciation. The American version can be made to work in the global English-speaking communication only on the basis of stereotypes of the British standard. To do this, it is necessary to clarify the system of meta-meanings adopted in phonetic science and bring it into line with linguistic reality. To develop a more traditional terminological hierarchy – *the King's English, The Received Pronunciation* (RP) and its types (*general, conservative, advanced*), including a broader concept inherent to the speech voice of cultured and educated anglophones in the UK and the USA. This is very important for University liberal arts education, because its ultimate goal is to comply with the norms of speech behavior accepted in the modern world.

The body of knowledge about "*global English rhetoric*" needs to be expanded to such phonetic organization of speech, which will give the opportunity to reproduce accurately and fully the content of intent statements (*purport*). At present, the rhetorical aspect should be put at the forefront in the study of English within the Humanitarian University education. This provides a variety of sound, focus on a particular interlocutor, or a large audience, as well as the use of the greatest extent of all the properties of the voice (the ability to be engaged in dialogue on topics of significant importance and of common interest, the ability to express and defend their opinions, as well as attitude to the opposite position). Lexical-phraseological and morphological side of communication is very important, but no less important is its speech (*neo-macro-phonetic*) component.

It is the basis of the culture of speech behavior, correct and reasonable behavior of the discussion. The most effective use of the language is the main goal of the theory of speech, which is called «*neo-macro-phonetics*» [1]. This is not just a teaching of pronunciation, but a thorough study of all language activities with a focus on «*expressive communication*».

The question of speech culture and the purpose of language communication come to the fore. The focus is the ability of a person to know and use the norms of the language. One of the forms of human existence is language proficiency, which is associated with the need for communication. An inseparable component of the language culture of each nation is the culture of exchange of «*speech actions*». Because of this, *neo-macro-phonetics* is the equivalent to the speech study, the major role is played by its «*external*» side, which is caused by the manifestation of speech etiquette, characteristic of each language community.

BBC television political debates always adhere to the framework of the restraint and correctness accepted in English communication, even when discussing very sensitive issues, which determines their inclusion in the training course. Such material must be subjected to special treatment and its meaning must be revealed. What is meant is the direction of modern linguistic science such as pragmalinguistics, and especially its pragmaphonetical section. This section involves such text processing, in which certain aspects of the English pronunciation will be convincingly demonstrated, will help to understand their specifics and effectively use in their own speech.

This is achieved by pragmaphonetical identify of the most common ways of rhythmical-prosodic organization of the utterance, the basis of which is voice

modulations. They are associated with modifications of the duration and placement of pauses, mutual connection and distribution of the syllabic and verbal stress in the phrase (stress-accent relationship), the separation of notional and structural parts of speech, strong and weak forms.

Only when there is a clear understanding of the «external» cultural important side of speech communication the activation of these parameters in the speech of language learners is feasible. When discussing BBC TV debates, it is necessary to take into account who speaks, what is his affiliation by birth and socio-political status of the speaker and his cultural and educational level. In addition, it is necessary to have a reasonable attitude to various aspects of the language, a kind of «cognitive» selectivity in terms of choosing a model to follow.

In other words, in terms of «productive» development, the ultimate goal of which is to repeat the authentic model in his speech, the choice is left to the anglophones, especially the British version. Not only British, but also Americans, as well as foreign speakers can be among the experts. Their ability to «fit» in the context of the English language represents «*neo-macro-phonetic interest*», especially how they give their speech the greatest intelligibility and rhetorical expressiveness, using the parameters of volume, tempo, rhythm, tone movement, as well as pause and cessation of phonation.

The art of conducting a discussion on topics of significant importance is very important. It gives the opportunity to defend their position, to parry the arguments of opponents, to formulate questions to the interlocutors. In this regard, there is a need to identify a number of forming lexical sequences that contribute to the dialogue.

Along with the question of the culture of speech behavior, it is necessary to pay due attention to all the proper cultural information, which is the basis of modern rhetoric and television political debates. Of great importance are modern English dictionaries (*Longman Dictionary of English Language and Culture*, etc.).

Using the dictionary allows you to understand the meaning of the features of the concepts of *rhetoric* and *debate* in the English-speaking world of the present time. For successful language learning it is necessary to learn the functional specificity of these terms and how their lexical units are implemented in the speech of anglophones. Therefore, a detailed study of dictionary entries is recommended in the Humanitarian University education.

Similarly, television political debates are prepared, which are considered to be one of the main components of the training material. As a result, a collocation-colligation construction of one's own speech may occur, as a result of which the «model» text will be mastered creatively.

Similarly, television political debates are prepared, which are considered to be one of the main components of the training material. As a result, a collocation-colligation construction of one's own speech may occur [2, с. 113], as a result of which the «model» text will be mastered creatively.

At the first stage of University education, the level of English proficiency among students is not the same, so it is difficult to develop such a course of lectures. In this regard, the Pragmalinguistic modeling of the features of the English language system, which contributes to the gradual smoothing of existing differences and the choice of the best option of the learning process, becomes even more relevant.

Specially designed modeling system is in this case the most fruitful. It allows you to demonstrate lexical and phraseological, morphological and syntactical aspects of English usage, and also allows this division of the word material, in which the most difficult moments of grammar and vocabulary, and collocations (*choice and arrangements of words*) are important. In this case it is necessary:

- to restore the transcription spelling of the word;
- to translate the Ukrainian equivalent of the dictionary interpretation of concepts into English;
- to choose the appropriate Ukrainian translation of the English dictionary illustration;
- to express in English the new context in Ukrainian, which is specially prepared for this purpose and is based on the dictionary illustration;
- to provide the Ukrainian version of the original text where the word is used;
- to base its own context in English and in Ukrainian on the basis of the «model» material from the previous paragraph [2, с. 111].

Decheva S.V. suggests the introduction of some changes in the teaching of English in the University audience, taking into account the new language trends in the global English-speaking space. Great importance for the development (study) of phonetics is the inclusion in the educational process diatopically two main variants – British and American. An important role in teaching is played by a special emphasis on the rhetorically oriented speech of BBC news broadcasts and debates, which require Pragmalinguistic processing of the material.

Within one article it is impossible to show how this system works. Pragmalinguistic modeling is applied not only to individual words, but also to the ultimate syntagmatic sequences that allow you to get into live speech and prepare for the upcoming discussion. Pragmalinguistic development of grammar elements, which are particularly difficult when learning English, is extremely necessary. At the same time, it is necessary to take into account the new reality of global English-speaking communication, and it is associated with the presence of background knowledge of a cultural nature. This knowledge can be obtained primarily from the relevant dictionaries. The sentences that explain the so-called *danger zones* of English grammar are chosen in such a way that they contain socio-cultural and historical information that may be suitable for future debates.

1. Аниховская Т.В. Риторика интеллективного общения (на материале английских телевизионных программ новостей Би-Би-Си). М.: МАКС Пресс, 126 с.

2. Дечева С. В. Английский язык как часть университетского гуманитарного образования. Вестник Самарского государственного университета. История, педагогика, филология. Том 2. №1. 2012. С. 110-113.