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## **CONSTANCY AND VARIABILITY IN INTONATION SYSTEM OF ENGLISH (TEACHING ON THE EXAMPLES OF ENGLISH ADVERTISEMENT)**

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The article studies the possibility of applying English advertisements as materials for teaching intonation along with the in-depth analysis of variability in intonation in English language. Using advertisements in the classroom can help the learners to understand the intonational patterns in English.

This article investigates the aspects of English intonation through the perspectives of acoustics and linguistics. The latter, linguistics, is no doubt used mostly in teaching the intonation of English language, according to the methodology in teaching English as a foreign language [3, p 100]. Further, the individual aspects and features of intonation in English language are investigated with the help of several qualitative research papers which study the aspects of intonation of English language through several types of sentences and phrases.

In order to do the research on the intonation in English language, it is important to study the previous research papers on this topic. Most of the papers signified the different aspects of intonation of English language with the help of “fundamental frequency patterns” [3, p 100]. The study identified the main two features of intonation in English language: rise and lowering, which might be used together in different shades and orders in the sentences. However, there is no possibility of using these two features individually. This means that the best way to study intonation in English language is with the help of patterns in speech. However, the pattern might differ according to the grammatical structure of the sentence. Therefore, it is important to highlight the close connection between the grammatical structures and rules and patterns in intonation in English language.

The method of the research included the general cognitive analysis of the local and international literature on the topic first, followed by the methods of statistical and analytical investigations of the experiment data.

Observing the intonation in a typical English language lesson in Kazakhstan, it was identified that intonation does not always correspond to the patterns of the native speakers. The stress can be put in the last syllable, unlike the correct pattern, and the pauses are used in the wrong places. This can be explained by the effect of L1 and L2. The latter does not concern the English language, as our country utilizes 2 languages of Kazakh and Russian languages. It is important to highlight that the stress is put in the last syllable in both of languages. Therefore, the pattern in intonation of the non-native speaker differs from the pattern of native speakers. Moreover, the intonation pattern rather might look like a curve, rather than a hat-pattern.

A number of interesting findings occurred which add more question to the patterning rules of the intonation in English language. It was found that the main attributes of intonation such as the rise and fall are strongly correlated to the syllables which are stressed in the word. The sentences below demonstrates the fairness of this finding. As the sentences contain merely the noun phrase, the stress is situated mainly in the beginning or the first syllables of nouns.

These are the 12 noun phrases with different speech parts and used individually, except for articles. The sentences were created to study the difference in intonation towards the noun with different speech parts. The given statements identified a pattern of nouns being stressed regardless the position or mingling with other speech parts. This means that intonation in the sentence depends on its grammatical structure.

The next set of sentences contains a set of sentences with multisyllabic words where the sentences were created based on experiments held by international and local researchers which analyze more than sixty sentences read by different speakers. The sentence structures are simple: the noun phrases are accompanied by verbs or noun phrases with adjective phrases. Although it was difficult to identify the pattern or intonation in the sentences, there still seems to be an obvious pattern. It was difficult to identify the pattern of intonation because of the big number of syllables in longer sentences. Therefore, the research utilized several readers during the experiment.

Sentences with noun phrases

1. I like going to planetarium.
2. I like dogs which have a certain personality.
3. Not everyone is able to pledge the allegiance.
4. I am looking at the hippopotamus in the mud.
5. The denominator of the decrease is rising day by day.
6. My sister likes a potato salad.
7. My sister likes the potato salad in the refrigerator.
8. My sister likes the potato salad with saltwater taffy.
9. There is no alphabetical order in these sentences.
10. There is no mathematical rule in these sentences.
11. There is a strong disorganization of words in these sentences.
12. There is no electricity in my house.
13. There is no cafeteria to work next to my house.
14. The findings of this research are disagreeable.
15. The findings of this research are unquestionable.

There is a group of the linguists who use configurations instead of the levels to investigate the intonation in English language. The pitch contours are transcribed with the help of using the distinctive movements in pitch which are identified as tones. The tonetic representation of the intonation does not show any distinction between the lexical stress and the pitch movement. The pitch movements which correspond to the stressed syllables are represented with such tones identified as levels, rise and lowering. The stress and movements in pitch are identified as the correlated elements, which means they are not independent from each other. It is interesting that the investigations which prefer to utilize the representation of tones claim that intonation is confined by the sentence meaning instead of the word itself.

Constancy and variability are the essential attributes of the structure of the language, due to their nature and purpose. Constancy and variability are manifested in all aspects of the language. And analysis of the interaction of these contradictory properties of the structure of language is an important task in studying the intonation in English language. It is important to highlight the difference corresponding to each language.

Both constancy and variability in intonation are considered in terms of the composition of articulatory features of the phoneme, turn out to be variable in terms of implementation and pronunciation. The general functional identity of phonetic-phonological units and the structures formed by their nature presupposes pronunciation variability, not only involuntary and inevitable, but certainly in coherent speech involved in the genre and stylistic differentiation, emotional expressiveness and semantic relations as a characteristic property and means of the phonetic system of the language [1, p.75].

There is a number of studies which analyze using advertisements in teaching English as a second language as a printed text or a visual. Most of the studies include advice for the beginning teachers on how to use advertisements in teaching other attributes of the language like intonation. They also include the limitations of using advertisements in the classroom. However, nowadays it is important to be able to use different resources in teaching English. The context of advertisements could raise the interest of students to study the language more. They can motivate the students to use the language not only inside but also outside the classroom. As the texts of advertisements are short, it can provide extensive reading and give students confidence and ability to develop their language on their own. Using advertisements in the classroom can be both educational and entertaining.

Moreover, as there is a miscellaneous number of advertisements in English, it is important to be able to choose the material using the following advice, which were retrieved from the methodological guide [2, p.85]:

- It is important to check the appropriateness of advertisement texts to the level of students. If the texts have too many acronyms, the students can lose motivation to study.

- It is important to study the students' interest prior to choosing the advertisements. Regardless the topic of studying, the students might be discouraged if the texts do not correspond to their general interest.

- It is important to prepare the lesson structure thoroughly. It makes no sense to use the same activities over and over again.

In conclusion, advertisements were proven to be a rich source of teaching. They include the body language, age and gender relationships and the most importantly the intonation (tone, emphasis and volume) through the audio background of advertisements. Moreover, the teachers noted that advertisements unlike the books and movies are up to date and the language used in it may contain the latest vocabulary needed to teach.

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### **THE IMPORTANT ASPECTS OF THE DEVELOPMENT OF CRITICAL THINKING OF TEENAGERS IN ENGLISH LESSONS DURING DISTANCE LEARNING**

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