



TA'LIMDA TILSHUNOSLIK, TARJIMASHUNOSLIK VA CHET TILLARNI O'QITISH MASALALARI: MUAMMO VA YECHIMLAR

**MAVZUSIDAGI XALQARO
ILMIY-AMALIY ANJUMAN**

shaxsiyati va madaniyati bilan bog'liq bo'lishi mumkin. Umuman olganda, non-verbal muloqot odamlar o'rtasidagi aloqani yanada chuqurlashtiradi va tushunishni osonlashtiradi.

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THE PECULARITIES OF PHONETIC/PHONOLOGICAL UNITS OF ENGLISH IN ACCORDANCE WITH UZBEK LANGUAGE IN TERMS OF STRONG-WEAK SOUNDS

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ANNOTATION

It is known that speech sounds formed on the basis of phonemes have acoustic properties such as strength and weakness. We perceive the loudness of the speech sound as loudness or lowness according to our hearing. Specifically, when we listen to the radio, we ask them to turn it up (louder) or down. In consonants and vowels, strength-weakness occurs in a unique way.

Key words: speech sounds, loudness, lowness, vowels, strength-weakness

For the pronunciation of vowel phoneme to be strong, the amplitude of the pharynx should be wider (expansion of both sides) and the muscles of the mouth resonator and laryngeal space should be tensed.

The stronger the tension, the more intense the vowel. Vowel's strength-weakness is related to its strong-weakness positions. A strong position for vowels is first of all when it is used separately in a sentence (sentence) and when it comes in the function of a word: Iii! What did you say..., O'o'o'o'! Like it's very good. The second convenient

position for pronouncing vowels strongly is when they come before consonants (olim, brother, that), as in cases where the vowel itself forms a separate syllable (like ma - o – rif, mu-o-la-ja) [2; 36-38].

In words such as Surat Tal'at, san'at borrowed from the Arabic language, the vowels in the second syllable are pronounced strongly. The vowels in the first syllable can be pronounced long or short in words such as ra'no, maano.

When vowels are pronounced strongly, the phonological signs that make up it (narrow-wide, labial-unlabial, front/middle/back of the tongue, etc.) are clearly displayed.

Weak vowels are associated with weak positions. The weakest position is when the vowel has lost its phonetic properties. For example, the phoneme I is reduced, very weak, very short, and slow in the first syllable of the word.

Another weak position for vowels is when they occur in closed syllables and at the end of words. In such cases, it is pronounced strongly when it is stressed, and in other cases it is pronounced relatively weakly. For example, out of the three A's in the word country, the a on the last syllable is pronounced strong, and the rest are weak.

The reason for this is that the wider the mouth is opened, the more and the higher the volume of the voice can be. This is due to the fact that the wide A has a stronger pronunciation than the narrow I sound. Also, long vowels sound louder (stronger) to the human ear than short vowels.

External (extralinguistic) factors, the intonation of the sentence can also affect the pronunciation of vowels. For example, after the sentence "You didn't come yesterday", the speaker of "Men" says the E sound in the word "me" long and hard to show that he does not agree with the message being told: Meen! like

Zinder, a researcher who conducted research on general phonetics, admits that strength-weakness does not have a phonological function (differentiation of meaning) in any of the world's [7; 65].

Consonants also have strong-weak positions like vowels. Strong consonants are formed in strong positions. The strong position for consonants is the position before the vowel at the beginning of words and at the beginning of syllables: like tol, bosh, bo-la.

As Zinder admits, the strength-weakness of one consonant can be in relation to another consonant, but also in the pronunciation process of one consonant [7; 32-34]. In particular, in the pronunciation of Shcherba, the beginning is strong, the end is weak, the middle is neutral; the beginning is weak, the end is strong, the middle is neutral; Both the beginning and the end are strong (two-peaked) and the middle is neutral. One example of this can be seen in the Uzbek language [5; 26-28]. M.Mirtojiev notes the weakness of the explosion at the beginning of the m sonata, the strength and continuity of the voice[3; 56-58].

According to Zinder, the strength-weakness of consonants has a phonological (differentiation of meaning) feature in some languages. For example, in Korean: Tal (moon) – t:al (girl); sal (arrow) – like s:al (rice) [7; 78-80].

The strength-weakness in the pronunciation of vowel and consonant phonemes destroys the monotony and pronunciation of the intonation of words and sentences formed on their basis. On the basis of the wholeness, diversity (strong-weakness) of the intonation, the listener is divided (strong) - divided (weak) and ensures that it reaches clearly and clearly.

It can be said that phonological/phonetic units were formed on the basis of strong-weak contrast. In particular, diphthongs and triphthongs are formed by the combination of two or three sounds on the basis of mutual strength and weakness. Triphthongs are formed by combining the strengths and weaknesses of three sounds.

The triphthong [juə] was formed by combining the strong [j] sound, the very long [u] sound, and the short and weak [ə] sound: cure [kjuə], pure [pjuə] [1; 42-43].

So, the phenomena of narrowness-width, shortness-longness, softness-hardness, strength-weakness with the change of the number of characters were the basis for the formation and creation of phoneme (type of speech sound). More precisely, the phonetic signs have produced phonetic/phonological units.

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“Reklama matnida verbal va noverbal belgilarning kontekstual xususiyatlari”

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Annotatsiya: Ushbu maqolada reklama matnidagi verbal va noverbal belgilarning kontekstual xususiyatlari nimalarda namoyon bo'lishligi yoritiladi.

Kalit so'zlar: reklama, kontekst, ijtimoiy, madaniy, emotsional, kognitiv, vaqtinchalik, psixologik, brendlash, lingvistik, multimodal

Kirish:

Reklama

- bu xabarlarni yetkazuvchi, his-tuyg'ularni uyg'otuvchi va iste'molchi xatti-harakatlarini boshqaradigan turli xil belgilar va belgilarning murakkab o'zaro ta'siri. Reklamada og'zaki (og'zaki yoki yozma til) va og'zaki bo'lmagan (vizual va eshitish elementlari) belgilar xabarlarni etkazishda hal qiluvchi rol o'ynaydi. Ularning samaradorligi ko'p jihatdan ular paydo bo'lgan kontekstga bog'liq. Quyida reklamadagi og'zaki va og'zaki bo'lmagan belgilarning ba'zi kontekstual xususiyatlari keltirilgan:

1. Madaniy kontekst

Og'zaki belgilar: reklamalarda ishlatiladigan til maqsadli auditoriyaning madaniy me'yorlari, idiomalari va qadriyatlariga mos kelishi kerak. Bir madaniyatda iboralar

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