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Vivid Peculiarities of American and British Pronunciation

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In phonetics and phonology, articulation is the movement of the tongue, lips, jaw, and other speech organs (the articulators) in order to make speech sounds. Sound is produced simply by expelling air from the lungs. However, to vary the sound quality in a way that can be useful for speaking, two speech organs normally need to come close to each other to contact each other, so as to create an obstruction that shapes the air in a particular fashion. The point of maximum obstruction is known as the place of articulation, and the way in which the obstruction is formed and released is known as the manner of articulation. For example, when making a p sound, the two lips come together tightly, blocking the air for a little while and causing a buildup of air pressure. The lips are then released suddenly, leading to a burst of sound. The place of articulation of this sound is therefore called bilabial, and the manner is called stop (also known as a plosive) [1].

Pronunciation Differences of Vowels

Pronunciation of the Sound [ɑ] in American English. In American English, there are many words that have sound/phoneme [ɑ] as in father vowel. The corners of the lips are completely relaxed, and the jaw drops a bit more than In British English. The sound [ɑ] has a good bit of jaw drop and totally relaxed lips.

Pronunciation of the Sound [ɒ] in British English. In British English, however, there is a different sound [ɒ]. In words like *dog*, *pot*, is pronounced with rounded lips and the tongue back in the mouth. There is more lip rounding and less jaw drop.

Pronunciation of the Sound [ɑ] in American English, e.g.:

hot [hɑt]; *honest* [ɑnɪst]; *mom* [mɑm]; *top* [tɑp].

Pronunciation of the Sound [ɒ] in British English, e.g.:

hot [hɒt]; *honest* [ɒnɪst]; *mom* [mɒm]; *top* [tɒp].

See the differences of Pronunciation in sentences, e.g.:

American English : *h[a]t or iced c[a]ffee?*

British English: *h[p]t or iced c[p]ffee?*

Pronunciation of the Sound [æ] in American English. In A.E. when this vowel is followed by a nasal consonant, it is no longer a pure vowel. We have [æ] sound. The tongue relaxes down in the back before the tip raises in word can, and before the lips close in word ham [3].

Pronunciation of the Sound [a:] in British English. In B.E the sound [æ] is having a much wider open mouth position, e.g.:

Pronunciation of the Sound [æ] in American English, e.g.:
can [kæn]; ham [hæm]; thanks [θæŋks].

Pronunciation of the Sound [æ] in British English, e.g.:
can [kæn]; ham [hæm]; thanks [[θæŋks].

Pronunciation of the Sound [ɜ:(r)] in American English. The next sound is [ɜ:(r)]. In A.E. although variable, the tongue is slightly above the neutral position with some bunching in the palatal region. We hear [ɜ:] always with the sound [r].

Pronunciation of the Sound [ɜ:] in British English. In B.E we hear [ɜ:] without the sound [r]. In B.E the sound [r] is not included

Pronunciation of the Sound [ɜ:(r)] in American English, e.g.:
first [fɜ:(r)st]; worst [wɜ:(r)st]; girl [gɜ:(r)l].

Pronunciation of the Sound [ɜ:] in British English, e.g.:
first [fɜ:st]; worst [wɜ:st]; girl [gɜ:l] [2].

Pronunciation Differences of Consonants:

Pronunciation of the Sound [t] in British English. In B.E the tip of your tongue pressed against the top of your mouth right behind the front tooth. Then slightly push air separating your tongue and upper mouth. Every time the letters D and T are spoken, the tip of your tongue should be directed the upper part of your mouth.

Pronunciation of the Sound [t] in American English. In A.E the tend to drop the [t] in the final position. When the sound [t] is in the middle position in a word, it changes to a soft (d).

Pronunciation of the Sound [t] in British English, e.g.:
what [wɒt]; cut [kʌt]; saturday [sætədeɪ]; waiter [weɪtə]; matter [mætə].

Pronunciation of the Sound [t] in American English, e.g.:
what [wɔ]; cut [kʌ]; Saturday [sæ(d)ədeɪ]; waiter [weɪ (d)ə]; matter [mæ(d)ə] [6].

Pronunciation of the Sound [r] in British English. In B.E Open your mouth slightly. Curl the tip of your tongue back without touching the top of your mouth. The tip of the tongue should not touch the gum ridge or your teeth when pronouncing the sound [r]. When the sound [r] is in the middle position in B.E people tend drop it. And also drop the sound [r] at the end of the word.

Pronunciation of the Sound [r] in American English. In A.E the sound [r] should not be dropped.

Pronunciation of the Sound [r] in British English, e.g.:
birth [bɜ:θ]; turn [tɜ:n]; learn [lɜ:n]; work [wɜ:k]; Clever [klevə]; director [daɪrektə] [4].

Pronunciation of the Sound [r] in American English, e.g.:
birth [bɜ:rθ]; turn [tɜ:rn]; learn [lɜ:rn]; work [wɜ:rk]; clever [klevər]; director [daɪrektər].

Pronunciation of common words in American and British English.

Pronunciation of common words in British English, e.g.:
new [nju:]; adult [ædʌlt]; brochure [ˈbrəʊʃə]; garage [ˈgærɪdʒ]; address [əˈdres]; laboratory [ləˈbɒrətəri]; rout [rʊ:t].

Pronunciation of common words in American English, e.g.:

new [nu:]; *adult* [ədʌlt]; *brochure* ['brɒʃʃɔː]; *garage* ['gærɑːʒ]; *address* [æ'dres]; *laboratory* [læbrətɔːri]; *route* [raʊt] [5].

In this article we pointed out the vivid peculiarities of American and British Pronunciation and gave the example of different pronunciation.

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The explication of the concept «time» in management discourse

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The objective reality surrounding us is in a state of constant movement, change and development. Time is not inherent stability, it is perpetual motion. The use of language in the management creates a special semantic space, one of the specific features which are the prediction and design path to the future. Analysis of a linguistic element specific to a particular discourse is the key to understanding a language speaker.

The concept of time is discontinuous. Time intervals are located closer to the core of the concept of time. Time intervals are hyponym of the concept of time. Universal primary meanings of time intervals can be the following: *second, minute, week, month, etc., time, time, era, etc.* They form the core of the concept of time; indicate the time in and of itself. Farther from the core of the concept can be found in the reference of the following characters to the time *when, now, after, before, and others.*

Any discourse has had the central concept of time always, for example, *from Monday to Friday, all year, yesterday, 6 p.m., in July, on Sundays and others.* Also periods of time, work-related everyday life, working time, holiday, lunch, vacation, holiday and other are elements of the concept of time, deeper in the practice. At the periphery of the semantic field of the concept of time is found its event component. Event-words such as *briefing, meeting, conference, interview*, business conversation and others are further away from the prototype of the concept or time.

A nonconcrete reference occurs at the intersection of a periphery of the concept of time and of the concept of event. Further research will focus on peripheral members of the concept of time.

In the management discourse *strategy and tactics* are essential signs of professional language. In the semantic space of management discourse: strategy is the definition of the general way (direction, course) towards long-term goals. Tactics is a way for the general movement toward the goal; it is a form of strategy realization. The strategy, which changes frequently – is not a strategy, and the best case it is a tactic.

The strategy focuses on a longer-term perspective than tactics. Tactics or short-term solutions aimed at real moment of time. The strategy also involves some untouched