

in the segmental and the suprasegmental characteristics of oral speech. Most importantly, accents are voice characteristics that immediately attract the attention of people in every day professional communication and influence them, both personally and socially.

Foreign accent in business communication is a topic that has scarcely been touched upon in the general study of the effectiveness of human interaction. However, the success of oral communication is much dependent on the evaluation of a personality, his intelligence, educational background, and his voice. A listener's impression of voice characteristics may affect such crucial areas of social interaction as job opportunities, boss – office-worker relations, international business, etc. The foreign accent 'syndrome' is rather a complicated case of language deficiency. It can't be cured overnight. The inferiority complex accompanying the speaker with a foreign accent makes him/her self-conscious in speech communication, which is a serious drawback, especially in business communication.

The communicative effect of an individual's accent upon a native speaker can be either positive or negative. The quality of speech supplied by the label «foreign accent» can be regarded as one of the cases of speech variation determined by the influence of the mother tongue and revealed through the deviation from the «pattern», which is, in our case, the pronunciation norm of English. The study of interference effects resulting from the overlap of the two prosodic systems (the primary language prosodic pattern and the target language prosodic pattern) presents a lot of data showing a certain prosodic model of accented speech containing both the universal and the specific features of the foreign learner's error performance. Ignoring these differences in the phonetic form may cause serious misunderstandings in the process of professional communication between native and non-native speakers. The social effect of one's voice and pronunciation idiosyncrasies is of great importance. A marked (broad or slight) foreign accent can influence one's life career in many ways (Honey 1989).

The teaching of English pronunciation in a non-native classroom includes a thorough error analysis with a special reference to the effect produced by their foreign accent upon a partner in professional communication, upon the general result of such communication. The «contaminated» portrait of a bilingual speaker belonging to a different speaking community marks him/her in many ways, which may be both obvious and hidden. They deserve to be researched with the aim of making a professional's English adequate for

achieving the desired communicative effect of professional interaction. Since many Russian University graduates nowadays start their business careers in international business they are often facing the three most important problems of effective communication: to be adequately understood (which means to have a good enough standard of English with a minimum degree of Russian accent), to be able to understand the many varieties of English spoken by the representatives of foreign firms (that is to be aware of the diversity of English accents) and, finally, to adequately react to accented speech (especially it refers to telephone talks). Improving one's vocal impression and oral performance is one of the ways to reduce the damage and become a more effective communicator in international or multicultural settings of the modern world.

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SOCIONIM AS A COGNITIVE PRESENTATION OF REALITY

Khvesko T.V.

*Tyumen State University, Tyumen,
e-mail: khvesko@inbox.ru*

A study of American geographical and place names reveals some general classes: those embodying personal names, chiefly the surnames of pioneers or of national heroes; those transferred from other and older places, either in the eastern states or in Europe; Indian, Dutch, Spanish, French, German and Scandinavian names; Biblical and mythological names; names descriptive of localities; and names suggested by the local flora, fauna or geology. The names of the first class are perhaps the most numerous. Some consist of surnames standing alone, as Washington, Cleveland, Bismarck, Lafayette, Taylor and Randolph; others are contrived of given names, either alone or in combination, as Louisville, St. Paul, Elizabeth, Johnstown, Charlotte, Williamsburg and Marysville. All our

great cities are surrounded by grotesque Bensonhursts, Bryn Joneses, Smithvales and Krauswoods. The number of towns in the United States bearing women's given names is enormous. Most of these places are small, but there is an Elizabeth with 75,000 population, an Elmira with 40,000, and an Augusta with nearly 45,000. Some place names are very matter-of-fact about natural surroundings. There's Twin Lakes (in six states), Three Lakes (in two states) and even Mosquito Lake (just in Alaska.)

Dinosaur, Colorado also falls into this what-you-see-is-what-you get category. It really is a place where dinosaurs can be found. Sometimes, American place names draw on natural features that aren't merely seen with the eyes, but also perceived by the nose and the tongue. Maybe the well water tasted like diluted candy (Sweetwater). Maybe something in the air smelled like rotten eggs (White Sulphur Springs).

It's interesting to note that Americans have named many towns after tastes they prefer in their diets. Americans are obviously inspired by sugar and salt, but have little regard for spiciness.

There's only one Spiceland (Indiana) amid many sweet-somethings. Salt tops sugar in popularity, though, especially if you count towns named Saline or Salineville (six of them) or Salinas (just one in California.) Cities that were named after people also tend to be unimaginatively named. There should have been a limit on the number Smithfields and Smithlands allowed.

There are numerous cities with names that advertise their supposed wealth in coal, lumber, wheat, corn, raisins and prunes, e.g. towns named Enterprise and the much rarer towns named Success. There are plenty of place names that seem eager to flaunt wealth and status. Comparative analysis of onyms shows linguistic creativeness of speech patterns. The study of Place Names is often connected with the society, peoples, cognition.

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