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**EDUCATIONAL FACTOR IN PRONUNCIATION
(BY THE EXAMPLE OF GERMAN OFFICIALS' SPEECH)**

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Ця стаття присвячена питанню впливу освітнього рівня мовця на його вимову. У роботі проаналізовано поняття літературно-розмовної мови та його місця у сучасній соціолінгвістиці. На прикладі показані особливості сегментного складу вимови службовців Німеччини, соціолект яких був виокремлений на основі освітнього критерію.

Ключові слова: розмовна мова освічених, ситуація спілкування, соціолект, службовець.

Эта статья посвящена вопросу влияния уровня образования говорящего на его речь. В работе проанализировано понятие литературно-разговорного языка и его места в современной социолингвистике. На примере показаны особенности сегментного состава произношения служащих Германии, социолект которых был выделен на основе образовательного критерия.

Ключевые слова: разговорный язык образованных, ситуация общения, социолект, служащий.

This article is devoted to the question of influence of speaker's educational level on his/her speech. The notion of literary-colloquial language and its place in modern sociolinguistics are analysed in this work. The features of the segmental composition of pronunciation of German officials were shown as the example.

Key words: literal language of the educated, situation of communication, sociolect, official.

The spoken language represents social and cultural speaker's characteristics. It is typical for an unofficial situation of communication, in which speaker has an opportunity to elect for offering his/her own opinion and for realization of own communicative intention those language means, which are typical for the community of people, to that he or she belongs.

Results of numerous linguistic researches [2; 3; 4; 7; 9] show that educational factor plays an important role in pronunciation and on the contrary: the peculiarities of someone's speech become noticeable first of all at phonetic level, when speaker controls the lexical and syntactic aspects of construction of expression yet.

The aim of this article is to determine the notion of educated people's language, to describe its features by the example of German officials' sociolect, identifying and analyzing phonostylistic variants of specific phonological variable in their speech.

There is such subsystems of the spoken German as literary language of well-educated people (*hochdeutsche Umgangssprache der Gebildeten*) or literary colloquial language (*literarische Umgangssprache*) [11, p. 129]. It is distinguished on an educational criterion. Numerous linguistic researches prove that a well-educated man talks differently than one of little education. Direct dependence of the phonetic speech variation on the educational level of speaker was repeatedly proved. Higher education is the indisputable index of high status position [3, p. 100], and also the means of social mobility [4, p. 77].

Now in germanistics that subsystem of Umgangssprache, that is maximally close to Hochdeutsch, is called *Hochdeutsche Umgangssprache der Gebildeten, literarische Umgangssprache, die gebildete Umgangssprache* [8].

Among the spoken languages Kretschmer P. distinguishes visible and less visible variants. He calls the literary-colloquial language of form the prototype of the first. A linguist distinguishes this language in connection with existence of separate group of speakers "community of educated" and exactly this feature distinguishes this subsystem from folk dialects [9, p. 4-5].

The German sociolinguists paid their attention to literary-colloquial language because of appearance in scientific turnover of concept *Alltagsliteratursprache* (everyday literary-colloquial language), that is understood as a colloquial standard of superregional domestic-colloquial language (*Verkehrssprache*). The spoken language of form is an independent superregional form of existence of modern literary German that is used on all territory of Germany. It is used in the situations of the relaxed communication.

German literary and spoken language is often equated with a kind of oral literary language. Literary language is a kind of ideal type (*Idealtyp*), which in its perfect form is quite rare, notes that the bulk of educated native speakers is the regional or territorial (*landschaftlich*) everyday language of the educated. The linguist notes that written language is characterized by increasing loss of expressiveness, so speaking give preference to the national literary language ("*volkstümliche Hochsprache*"), which does not contain the specified disadvantages. In fact, this speech is nothing like the spoken language of educated people. At this stage of the development of German literary and spoken language is rendered to the masses primarily due to speech electronic media such as radio and television [8, p. 364].

In "*Modern spoken language and its peculiarities*" V. B. Sirotinina emphasizes that literary conversation is normalized and does not include the common language, jargon and dialects, though it interacts with them and with book style. Literary speaking is an oral form conversational style of the literary language. Neutral layers of literary language that are used in direct communication, make up the periphery of the literary colloquial speech [5].

The speaker's pronunciation is the main indicator of his/her educational level. The higher the degree obtained by the person education, the more correct pronunciation is. People, who receive higher education, are fluent in the literary language. But at the same time, when situation is informal they tend to use some simplified version of the literary spoken language that contains some phonetic features. This is because each person reflects the peculiarities of speech of a particular social environment that reflects its own cultural traditions [2]. Thus, literary-colloquial speech is quite independent sociolinguistic form of existence of the modern German language. It has its own set of units, combined with each other on set by the form rules. Spoken language is used in communication of speaking in an informal context.

Research of features of the German colloquial speech is important not only from the point of view of linguistics but also from position of sociolinguistics that studies the question of social condition of development of language. Linguists repeatedly proved dependence of variation of speech on communicative intention and situation of communication: than less degree of formality of context of communication is, the more language changes expression has. And first of all, they are phonetic ones. Results of numerous phonostylistic researches show that when the degree of formality of the variation changes, speech becomes noticeable first of all at phonetic level, when speaker controls the lexical and syntactic aspects of construction of expression yet. Even the simple reading of the same text for a different audience (for plenty of people or at home for family) will show some phonetic variations, when lexical and syntactic composition of the read text it will stay unchangeable.

Sociolinguistics gives the theoretical foundation for the analysis of linguistic variability that reflects the social differentiation of society. The connection of social structure with variation of the structure of the language must be considered taking into account all derived from the class structures of elements – social classes, professional, cultural or other groups. Be sure to take attention and impact on the socio-cultural elements of language sociopsychological systems – social norms, attitudes, incentives, motivations, orientations, and mechanisms of social control. Of great importance for social stratification of language are integrated elements of non-systemic entities (e.g. age, gender, ethnic or other differentiation). The allocation of such items has led to the emergence of the notion of social dialect. This term is relatively young; it is the Union came in the second half of the twentieth century. Many researchers have noted the imperfection of the term "social dialect" was used rather by tradition. In this regard, to refer to social units of varying language introduces new terms: sociolect, social idioms, social language option and others [6, p. 8]. There are many definitions of the analyzed concepts,

but of all of them, sociolect – a set of language features, language variant peculiar to a certain social group (professional, social class, age, etc). The language of sociolect is seen as a product of social relationships in which the psychological aspect due to the social.

This term is used to refer to different, different from each other linguistic groupings which, however, have one trait unites them: these structures serve communicative needs of socially limited groups of people. Sociolects are not coherent communication systems. They are certain peculiarities of speech in the form of words, phrases, syntax, accent, etc. it is Important to note that the basis of sociolect, vocabulary and grammar, usually not much different from the characteristic of this national language. New words usually are not organised. Variable and most pronounced is the phonetic side of sociolects.

For studying phonetic-level of literary-colloquial speech, we conducted phonostilistics experiment to identify features of the segment and super segmental speech levels of officials' sociolect in Germany. This linguistic unity was chosen for several reasons. First, officials are the main representatives of the new middle class. The exchange of information between representatives of the higher to the lower classes is not directly, but indirectly – through the middle class. Second, the professional activity of the officials is related mainly with the service sector and is carried out through communication. Third, among the entire working population of Germany this group is the most numerous. That is, we can safely say that the characteristics of the speech representatives of the community are the most representative characteristics of the German spoken language. And that is the most important, work of officials is directly connected with obtaining of higher education that enrolls officials automatically to a circle of educated.

Near the normative variants in colloquial speech of employees was recorded a number of optional changes associated with factors such as the position of the sound in the word, presence/absence of word stress, consonant with the character of the environment. Of great importance are also extralinguistic phenomena, among which the main role played the situation of communication. Unlike formal, informal situation of communication was characterized by increased speech rate weakening control over his form by saying that causes and assimilated reduced variants.

The analysis of vowels revealed such changes as quantitative reduction, tendency to labialisation, delabialisation, elision and others. During the analysis of positional and situational realizations of the consonants were recorded changes in the following signs: devocalization, vocalization, fricativization, elision, extension and others.

Studying the speech peculiarities in different situation (official and non-official) is cultural dependent. Because every context of communication requires from speaker to match to the situation. But profession is not the only thing that influences pronunciation. Other important criteria are age and gender.

Modern phonostylistic explores the individual's speech in the aspect of linguistic code switching from literary to spoken norms. The study of gender and age variability in phonostylistic aspect (in various situations) is extremely important, as exclusively phonological approach may give controversial results. For example, a young man in formal situations of communication will be more correct than in the situation of non-standard interviews to make other people take him more serious. And women of the older generation even in a situation of informal communication stink less (compared to men) reduce their speech in order not to lose credibility.

Age is one of the main extralinguistic factors that determine not only the social role of the speaker, but the nature of his communicative behaviour. Examining annolect of officials, we have established a direct dependence on the age generation and variant of pronunciation: with age it becomes more correct. This trend likely indicates that older people prefer, especially in a situation official/ formal situation, tradition spoken forms. As a result of the speech experience in education, social norms, and contacts, regulatory option is considered more prestigious in this age group. Although in the speech of informants of older generation groups in situation of informal communication are quite common colloquial forms, their speech is more

conservative than the speech of younger officials who are more loyal to the deviation from the codified rules.

Identifying phonostylistic features in the speech of officials (male and female, younger and older generations), it is possible to characterize the speech of each group. The speech of older women in both situations was characterized by the lowest quantitative indicators of phonological changes. Women aged 42 years are the most traditional in choice in the spoken form. The speech of men of the older generation was determined by adhering norms: the informants of this group in a situation of formal communications more frequently than women violate the standard, but were more traditional in choosing the spoken forms than men the younger generation. Speech of women of the younger generation is characterized by ambivalence in relation to the communicative situation. In a formal setting communication pronunciation representatives of this group are similar in number and type of variants phonological changes in the pronunciation of older women. In a situation of non-official communication women of the younger generation, due to the informality of the context of communication, moved away from the spoken rules so that their speech was like the speech of men of the younger group who are "champions" in quantitative terms phonological changes in both communicative situations.

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