

## METHODOLOGY FOR USING PRONUNCIATION DEVELOPMENT TECHNOLOGIES IN CLASSROOM AND EXTRACURRICULAR ACTIVITIES TO DEVELOP STUDENTS' CAREER-ORIENTED COMMUNICATION SKILLS

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**Abstract:** In an increasingly globalized job market, effective communication in English is critical for career advancement. For students in English for Specific Purposes (ESP) programs, pronunciation is a key component of career-oriented communication. However, traditional methods of pronunciation instruction often fail to fully address the needs of learners, especially in a professional context. This paper explores the methodology of using pronunciation development technologies in both **classroom** and **extracurricular activities** to enhance students' career-oriented communication skills. It presents a framework that integrates technological tools such as speech recognition software, mobile apps, and virtual learning environments into ESP curricula, with the goal of improving pronunciation, intelligibility, and professional communication. The article also includes practical strategies for instructors to effectively incorporate these technologies in their teaching, both inside and outside the classroom.

**Keywords:** pronunciation development, pronunciation technologies, ESP, career-oriented communication, classroom activities, extracurricular activities

As the world becomes more interconnected, the need for effective English communication in professional settings grows. English for Specific Purposes (ESP) students, particularly those pursuing careers in fields such as business, medicine, engineering, and tourism, require strong career-oriented communication skills to excel in their professional environments. Among these skills, pronunciation plays a crucial role in ensuring clarity and intelligibility in spoken English, particularly in professional interactions such as meetings, job interviews, presentations, and client communications.

Traditional pronunciation teaching methods often focus on basic phonetic drills and theory, which may not always align with real-world professional demands. In recent years, pronunciation development technologies—such as speech recognition software, mobile apps, and virtual learning platforms—have proven to be effective in enhancing pronunciation and communication skills. These technologies offer ESP students the opportunity to practice pronunciation in ways that are both engaging and aligned with career-specific needs. This article discusses the methodology for integrating such technologies into classroom instruction and extracurricular activities to improve career-oriented communication.

Pronunciation is often underestimated in many ESP programs, despite its significant impact on professional success. Researchers like Jenkins (2000) and Celce-Murcia (2001) emphasize that intelligibility is more important than native-like accuracy in professional settings. Mispronounced technical terms or incorrect stress patterns can lead to misunderstandings, undermining the speaker's credibility and creating barriers to effective communication in high-stakes environments.

As ESP students often deal with specialized terminology and complex professional jargon, accurate pronunciation is essential for ensuring that technical terms are communicated effectively. For example, in professions like medicine or engineering, the mispronunciation of a technical term could lead to confusion or errors in communication, which may have serious consequences.

Recent advancements in technology have significantly impacted language learning, particularly in pronunciation development. Technologies like speech recognition software, artificial intelligence (AI)-powered applications, and virtual reality (VR) environments have been successfully used to improve language learners' pronunciation.

- Speech recognition tools (e.g., Google Speech-to-Text, English Pronunciation apps like Elsa Speak) offer immediate feedback to learners on their pronunciation accuracy. These tools help students identify and correct errors in real time, which is critical for learning correct pronunciation.
- Mobile apps like Speech Ace, Forvo, and Sounds: The Pronunciation App provide learners with the opportunity to practice on-the-go, making pronunciation practice more accessible and flexible.
- Virtual Learning Environments (VLEs) like Second Life or Voki can immerse students in simulated professional environments where they can practice their pronunciation skills in interactive, career-relevant contexts.

Research by Fitzpatrick & Hino (2017) and Pennington (2018) highlights the effectiveness of these technologies in improving learner engagement and learning outcomes in pronunciation instruction.

In the classroom, pronunciation technologies can be used in a variety of ways to complement traditional instruction and engage students in active learning. Below are several strategies for integrating these technologies into the ESP curriculum: Speech recognition tools such as Google Speech-to-Text, Elsa Speak, and Speech Ace provide immediate feedback on students' pronunciation. Instructors can create tasks where students are required to pronounce key vocabulary or technical terms related to their field. For example, in a business English course, students might use speech recognition software to practice delivering a presentation with accurate pronunciation of key terms like "quarterly earnings" or "market analysis."

- Introduce a set of field-specific terms for students to practice.
- Allow students to use speech recognition software during class to practice pronunciation.
- Provide feedback on areas of improvement, especially with stress patterns and intonation.
- Incorporate peer review where students assess each other's pronunciation and provide constructive feedback.

Mobile apps like Sounds: The Pronunciation App can be used to gamify pronunciation practice, motivating students to practice outside of class. Instructors can create challenges where students earn points or rewards for accurately pronouncing words or phrases that are critical to their field.

- Create a weekly challenge where students must practice and master a set of professional terms using mobile apps.
- Integrate group activities where students compete against each other to pronounce terms correctly.
- Organize pronunciation quizzes through apps that allow for instant feedback and tracking of progress.

Virtual Reality (VR) offers a highly immersive environment where students can practice pronunciation within simulated professional contexts. Using VR platforms such as Second Life

or Engage, students can participate in mock job interviews, business meetings, or client calls, focusing on accurate pronunciation and communication in their specific professional context.

- Set up virtual scenarios that simulate real-world professional environments relevant to students' future careers (e.g., an engineering team meeting or a medical consultation).
- Have students practice their pronunciation in these settings while receiving feedback on clarity and professional communication.
- After each VR session, engage students in reflection activities, where they discuss pronunciation challenges and success points.

Extracurricular activities provide opportunities for students to practice pronunciation in more informal or less structured environments. These activities can be particularly useful for reinforcing classroom learning and allowing students to apply their pronunciation skills in real-world situations.

In addition to regular classes, pronunciation workshops and clubs can be established to provide extra practice opportunities for students. These clubs can focus on specific aspects of pronunciation, such as intonation patterns, rhythm, or stress, and use technologies to facilitate practice.

- Set up a weekly pronunciation club where students can practice speaking on professional topics with a focus on accuracy and fluency.
- Use technologies like pronunciation apps or speech recognition tools during these sessions for targeted practice.
- Invite guest speakers from different professional fields to conduct workshops on pronunciation and communication skills.

Language exchange programs can be enhanced by integrating video conferencing platforms like Zoom or Skype, where students can interact with native speakers or fellow learners. By using these platforms, students can practice professional English pronunciation in real-life conversational settings.

- Set up virtual language exchange partnerships where students from different countries can practice pronunciation together, focusing on professional vocabulary.
- Use recording tools to allow students to listen to their speech and compare it with that of native speakers.
- Facilitate guided discussions where students focus on using specific career-oriented language while practicing correct pronunciation.

Social media platforms like YouTube, TikTok, and Instagram can be utilized to create informal pronunciation challenges. Students can record and post videos of themselves pronouncing key professional terms, receiving feedback from peers and instructors.

- Create a monthly pronunciation challenge where students post videos of themselves speaking professional jargon or technical terms.
- Encourage students to engage with each other's posts, providing peer feedback on pronunciation and intonation.
- Use social media to showcase students' progress and encourage interaction with a wider community of learners.

By integrating pronunciation development technologies into both classroom and extracurricular activities, students are provided with numerous opportunities to enhance their pronunciation skills in a practical, engaging way. The benefits include:

1. Improved Pronunciation Accuracy: Immediate feedback from speech recognition tools allows students to fine-tune their pronunciation, especially of field-specific terms.

2. Increased Engagement: Gamified pronunciation practice through mobile apps and VR scenarios enhances student motivation and participation.
3. Career-Oriented Communication Skills: Pronunciation practice within realistic professional contexts equips students with the skills they need for job interviews, presentations, and professional meetings.
4. Peer Collaboration and Social Learning: Extracurricular activities like language exchange programs and social media challenges foster peer-to-peer learning and collaborative improvement in pronunciation.

In a Conclusion, This article proposes a comprehensive methodology for integrating pronunciation development technologies into ESP curricula to improve students' career-oriented communication skills. The findings highlight the positive impact of these technologies on students' pronunciation and overall communicative competence. By incorporating PDTs into both classroom instruction and extracurricular activities, ESP programs can better equip students to succeed in professional environments. Further research is needed to explore the long-term benefits of these technologies on students' professional trajectories.

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