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**ESTUARY ENGLISH: SOCIOCULTURAL ASPECTS
AND SIGNIFICANCE IN ENGLISH LANGUAGE TEACHING**

**ЕСТУАРНА АНГЛІЙСЬКА: СОЦІОКУЛЬТУРНІ АСПЕКТИ
ТА ЗНАЧЕННЯ У ВИКЛАДАННІ АНГЛІЙСЬКОЇ МОВИ**

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As a variation of modern English, estuary English is essential in linguistic research and teaching English as a foreign language. Its emergence and gradual spread reflect the profound sociolinguistic changes in British society and indicate the democratization processes of the language norm. In this context, it is essential to analyze the phonetic analysis of this accent and its sociocultural role, which forms a new standard of communication, especially among the younger generation and those who want to avoid the formality inherent in Received Pronunciation (RP) [1].

The father of Estuary English is David Rosewarne. In his article published in October 1984 in The Times Educational Supplement, he

describes the concept as "a kind of modified regional speech. It is a mixture of non-regional and local southeastern English pronunciation and intonation" [2]. A linguistic analysis of Estuary English shows that its phonetic features are primarily based on a combination of elements of RP and Cockney, the working-class accent of London. One of the central aspects is glottalization, which involves replacing the /t/ sound with a guttural sound. This phonetic feature is a marker of accent and a social indicator, indicating a desire to avoid excessive formality in communication. Other characteristic features include the vocalization of the final /l/, which is replaced by a /w/-like sound, and the modification of the /r/ sound, which may be dropped or pronounced less clearly, depending on the position in the word. This phonetic evolution indicates a tendency to simplify Pronunciation, making this accent more accessible to a mass audience.

The sociolinguistic dimension of Estuary English indicates its importance as an indicator of changes in language behaviour that correlate with social transformations. It reflects the tendency to equalize class differences, a characteristic feature of late modernity. In globalization, linguistic boundaries are gradually blurring, and accents such as Estuary English are becoming a bridge between different social groups. This phenomenon interests researchers who study language as a means of communication and a social marker that reflects changes in the social structure.

From the point of view of didactics, the study of Estuary English is an essential component of modern English language teaching methods. Traditionally, the emphasis in teaching has been on Received Pronunciation as the "standard" English Pronunciation, but current trends require a more flexible approach. Curricula are increasingly considering regional accents and sociolinguistic variations in the language so that students can respond appropriately to different language situations in English-speaking countries. Estuary English, given its prevalence in the media, commercial sector, and everyday communication, represents an essential object for study from both phonetic and sociocultural aspects.

The issues of globalization and standardization of the English language also emphasize the relevance of studying the Estuary English accent. The modern linguistic landscape is characterized by high dynamics, in which regional accents gradually influence the general linguistic norm. The media space, which actively uses Estuary English, is crucial in popularizing this accent among the general population, forming new language standards that increasingly influence language practice in international communications. Thus, for English language learners, mastering the peculiarities of Estuary English becomes not only a matter of linguistic competence but also a part of cultural awareness.

Looking ahead, Estuary English will likely continue to impact the English language, particularly in the context of its international spread. Some researchers suggest that this emphasis may take a more dominant position in the future, displacing Received Pronunciation, which is increasingly perceived as outdated or overly formal. In this context, there is a need for further research that would analyze the impact of regional accents on global language practice and how these changes will affect the processes of teaching English in an international environment.

Thus, studying estuary English is essential for contemporary English studies, linguistics, and didactics. This emphasis reflects the complex processes of language dynamics, social change and globalization, which requires researchers to adopt new approaches to language analysis. Estuary English provides an exciting example of how language adapts to new communication conditions and becomes a tool for social mobility and intercultural interaction.

Bibliography:

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