

Analyzing Sounds for Products Written in English

Fauzia, Ratri Nur Hidayati

Email: fauzia[at]pbi.uad.ac.id; ratri.nh[at]pbi.uad.ac.id
University of Ahmad Dahlan, Indonesia

Abstract: *One of the difficulties of a second language learner when learning English is related to pronunciation issues. This is caused by several factors, including the different sound pronunciation in Indonesian and English. The purpose of this study is to describe the sound pronunciation in English product names. This research is research using qualitative method. Research stages can be arranged into three stages, including data collection phase, data analysis phase, and presentation stage of data analysis. Research is limited to three topics of sound pronunciation, namely: accessory, transportation, and electronic objects. The sources of data included in the research are from magazines, newspapers, and dictionaries. The results of this research are: 1) Most product names come from languages other than English, 2) The sound pronunciation process in the English product name often undergoes several processes in the form of silent sounds, either on vowels or consonants.*

Keywords: analysis, pronunciation, sound, English

1. Introduction

For foreign language learners, especially second language learners who find it difficult when learning English, both as a foreign language and as a second language. The second language learner usually finds difficulties in some things, for example in terms of tenses or grammar different from the mother tongue. This can be seen from the problems that arise and most often found is the problem of pronunciation. This may be due to several things, such as the differences in pronunciation in vowels and different consonants between English and Indonesian. This difference causes the second language learner to find difficulties when pronouncing vocabulary, phrases, or sentences in English. There are some Indonesian influences that are different from the English language are:

- 1) Indonesian language has a more complete vowel compared to English so that foreign language learners, especially English as a foreign language finds difficulty finding the equivalent of reading, for example when pronouncing sound / b / → / p /; / d / → / t /, and / g / → / k /;
- 2) consonant cluster differences, e.g. in the initial consonant cluster where very rarely, there is almost no initial consonant cluster found in Indonesian when compared to the number of initial clusters found in English. Initial consonant clusters are very easy to find in some words such as *strike*, *sprite*, *sprint*, where each word contains an initial consonant cluster consisting of 3 consonants at the beginning of a word.

Some examples of difficulty that can be found related to the difficulty of pronunciation in English can be found in vowel, for example in the following example: Some of the English pronunciation rules can be found differently from one to another, for example:

One letter is often found to have different 'sounds' in several words with the same letter, for example the letters 'a' in the word many / menɪ /, match / mætʃ /, mast / mɑ:st /, are not necessarily pronounced on some words such as waste / weɪst /, watch / wɒtʃ /, wall / wɔ:l /. Or in the letter 'o' in love / lʌv /, stove / stəʊv / does not have the same 'sounds' as 'o' in words like done / dʌn /, bone / bəʊn /, gone / gɒn /. The

letter 'ea' in the word eat / i: t /, great / greɪt /, head / hed /, heart / hɑ:t /, heard / hɜ:d /, bear / beə (r) / and pronunciation with 'ough' in word though / ðəʊ /, thought / θɔ:t /, through / θru: /, trough / trɒf /, enough / ɪnʌf /, bough / baʊ / are also different pronunciations between one word and another, even though each word contains the same letter. Unfortunately, there is no consistency in this pronunciation that causes language learners difficult to understand the rules and rules commonly learned in pronunciation.

On the contrary, in contrast to the above, one letter is often spelled in a number of different ways; but the following words all have the same 'sounds'; e.g. /meet/ mi: t /, meat / mi: t /, siege / si: dʒ /, seize / si: z /, key / i: /, quay // ki: /. Also found are 'silent words' forms, where not all 'sounds' are pronounced as in words know / nəʊ /, psalm / sɑ:m /, debt / det /, autumn / ɔ:təm /, salmon / sæmən /. (Bowler:--).

Difficulties found by the second language learners in pronouncing sound can also be found at the time of reciting the lexicon on some English-speaking product names that are familiar to the ear and well known to the public. This can be seen in the pronunciation of the 'guess' product name. The name of this product is widely engaged in the accessory of women and men include watches, bags, or other knick knacks related to beauty accessories. Second language learners, especially those from Indonesia, with Indonesian mother tongue often pronounce the name of this product with / gues / or / guwes /. This is because most likely the vowel sound / ue / in Indonesian is clearly pronounced as / ue /, such as when to find a 'cake' lexicon pronounced as /kuwe/, a type of *snack* that can be enjoyed as a *snack*. The pronunciation of the above lexicon certainly does not match the pronunciation that is commonly pronounced by native speakers. The 'guess' lexicon is pronounced as / ges /. This is because in English the vowel /ue / is read clearly as / e / on the 'guess' lexicon.

2. Literature Review

Madya (2017) mentions English has 44 sounds grouped into vocals, diphthongs and consonants.

- a) Vowels are defined as 'vowels which in its formation air out through the throat and mouth, without obstruction

and narrowing so that no friction is heard'. There are 12 vowels in English divided into three groups; front vowel, middle vowel, and back vowel. The division of the vowel depends on the tongue and lips. The position of the lips includes: closed-widened lips, neutral lips, open-rounded lips, and closed-rounded lips.

- b) Diphthong is the sound made by transferring one position of vowel to another vocal position. Phonetically, the diphthong is represented by a sequence of two letters, the first indicating the second and second position indicating the direction of movement. Diphthong are grouped into two, closed diphthong (i.e. ɔ u, ai, au, ɔ i) and middle diphthong (i, ε, ɔ, u).
- c) Consonants are sounds or letters (vowels or deaths) which in its production of air does not flow smoothly through the mouth and throat, but experiencing obstacles or constriction so that there is friction. Consonants can be grouped by (i) the point of articulation, and (ii) articulation.
- 1) According to the point of articulation;
- a) Labial, the sound with the point of articulation on the lips. Labial is divided into two, bilabial, which is the sound articulated by two lips (p, b, m), and labio-dental, i.e the sound between the lower lip and the upper teeth (f, v);
- b) Dental, which is the sound articulated by the tip of the tongue with the front teeth (θ, δ);
- c) Alveolar, which is the sound articulated by the tip of the tongue with the gums (t, d);
- d) Palato-alveolar, which is the sound articulated by the body of the tongue with the palate (tʃ, dʒ);
- e) Palatal, i.e the sound articulated by the front of the tongue with the front ceiling (j);
- f) Velar, the sound articulated by the back of the tongue with the back of the ceiling (k, g, ŋ);
- g) Glottal, the sound produced in the glottis;
- 2) By articulation
- a) Plosive, i.e the sound produced by closing the air cavity completely (p, b);
- b) Affricate, which sounds like a plosive but the separation of articulator organs is done not too fast (tʃ, dʒ);
- c) Nasal, the mouth is completely closed, the ceiling of the rear remains low so that air freely passes through the cavity (m, n, ŋ);
- d) Lateral, the obstacle lies in the middle of the mouth, free exit (l);
- e) Rolled, the sound produced by the rapid movement of a number of elastic organs (r);
- f) Flapped, sounds that resemble a rolled consonant but consist of only one quick movement (ɾ);
- g) Fricative, the sound is formed by constricting the air cavity so that the discharge of air causes the sound of hissing (f, v, θ, δ, s, z, ʃ, ʒ, h);
- h) Semi-vowel, the sound produced by rapid movement of speech organs from closed vocals to a number of other vowels.

3. Research Method

Methods and Approaches

Overall, the research uses qualitative methods. Researchers describe the results of its analysis based on rules in English.

Research Stages

The research stages can be arranged into three stages, including data collection phase, data analysis phase, and presentation stage of data analysis. In conducting linguistic research will be known terms of methods and techniques that are not found in other humanities social research. What is meant by method is the way to be implemented. The technique refers to the way to implement the method. So, technique is a stepping out of the method. The following will be reviewed one by one.

Data Collection

Data collection is done by using various data sources and selection of data sources using purposive sampling. Purposive sampling is done through selection of data sources based on certain criteria and consideration of the research object (Sutopo, 2006: 64). Because of this research on English, some of the criteria under consideration in selecting data sources are those sources of data should be English. The sources of data included in the research are from magazines, newspapers, and dictionaries. Once the data is collected, the data is then recorded.

Data Analysis

After providing the data, the next step is to analyze the data. Data were analyzed using the method of matching. The method of matching is a method of data analysis whose means of deterrent are outside, regardless, and not part of the corresponding language or langue (Sudaryanto, 2015: 25). In some words found, the analysis was performed using the theory of sound and lexical sounds exposed by Crowley (1992) and Campbell (1998).

Presentation of Analysis Results

After analyzing the data, the analysis results obtained are presented formally and informally. The presentation of the results of the formal analysis is to present the results of analysis by using symbols. Informal presentation means presenting the results of analysis using ordinary words (Sudaryanto, 2015: 241).

4. Result and Findings

Accessories

No	Brand	Language	Pronunciation
1	Hermes	Greek	-
2	Louis Vuitton	French	-
3	Sophie Martin	French	-
4	Channel	French	-
5	Levis	English	/li:v aɪz/
6	Nike	Greek	-
7	Christian Louboutin	French	-
8	Bebe	Persian	-
9	Christian Dior	French	-
10	Bottega Veneta	Italian	-
11	Dolce & Gabana	Italian	-

12	<i>Guess</i>	English	/ges/
13	<i>Saint-Laurent</i>	France	-
14	<i>Avon</i>	English	/e-w ʌn/
15	<i>Van Heusen</i>	English	/van hew-san/
16	<i>Reebok</i>	South Africa	-
17	<i>Puma</i>	England	/pu:m ə/ (for canadian)/pju:m ə/ (Inggris and America)
18	<i>Givenchy</i>	French	-
19	<i>Charles Jourdan</i>	French	-
20	<i>Chopard</i>	French	-
21	<i>Versace</i>	French	-
22	<i>Adidas</i>	Germany	-
23	<i>Longchamp</i>	French	-
24	<i>Pierre Cardin</i>	French	-
25	<i>Guy Laroche</i>	French	-
26	<i>Elle</i>	French	-
27	<i>Esprit</i>	French	-
28	<i>Cartier</i>	French	-
29	<i>Mont Blanc</i>	French	-
30	<i>St. Dupont</i>	French	-
31	<i>Benetton</i>	Italian	-
32	<i>Tag Heuer</i>	Swiss	-
33	<i>Bvlgari</i>	Italian	-
34	<i>Lacoste</i>	Latin	-
35	<i>H &M</i>	Sweden	-
36	<i>Zara</i>	Spain	-
37	<i>Badgley Mischka</i>	English	/b æd dʒli 'm ɪ jk ə/
38	<i>Burberry</i>	English	/'b ɜ b əi/
39	<i>Elie Saab</i>	Arabic	-
40	<i>Guerlain</i>	French	-
41	<i>Lanvin</i>	French	-
42	<i>Marchesa</i>	French	-
43	<i>Monique Lhuillier</i>	French	-
44	<i>Moschino</i>	French	-
45	<i>Proenza Schouler</i>	French	-

Transportation

No	Brand	Language	Pronunciation
47	<i>Peugeot</i>	French	-
48	<i>Chevrolet</i>	Swiss	-
49	<i>Porsche</i>	Germany	-
50	<i>Hyundai</i>	South Korea	-
51	<i>Lamborghini</i>	Italian	-
52	<i>Volkswagen</i>	Germany	-
53	<i>Renault</i>	French	-
54	<i>Citroen</i>	French	-
55	<i>BMW (Bayerische Motoren Werke)</i>	Germany	-
56	<i>Bugatti</i>	French	-
57	<i>Nissan</i>	Japan	-
58	<i>Acura</i>	Japan	-
59	<i>Subaru</i>	Japan	-
60	<i>Lexus</i>	Japan	-
61	<i>Ferrari</i>	Italian	-
62	<i>Volvo</i>	Sweden	-
63	<i>McLaren</i>	English	/m' əkler ən/
64	<i>Mercedes-Benz</i>	Germany	-
65	<i>Fiat</i>	Italian	-

Gadget

No	Brand	Language	Pronunciation
66	<i>Xiaomi</i>	Mandarin	-
67	<i>Asus</i>	Greek	-
68	<i>Samsung</i>	Korea	-
69	<i>Huawei</i>	Tionghoa	-

70	<i>Apple</i>	English	/' æpl/
71	<i>Lenovo</i>	Tiongkok	-
72	<i>Acer</i>	Taiwan	-
73	<i>Toshiba</i>	Japan	-
74	<i>LG (Lucky-Goldstar)</i>	English	/'l ʌkɪ g ə ɔld st ɑ:r/
75	<i>Nokia</i>	Finland	-
76	<i>Sony</i>	Japan	-
77	<i>Microsoft</i>	English	/'m aɪkr ə s ɒft/
78	<i>Dell</i>	English	/del/
79	<i>Canon</i>	Japan	-
80	<i>Nikon</i>	Japan	-

Elektronik

No	Brand	Language	Pronunciation
81	<i>Sega</i>	Japan	-
82	<i>Panasonic</i>	Japan	-
83	<i>Foxconn</i>	Taiwan	-
84	<i>Siemens</i>	Germany	-
85	<i>Hitachi</i>	Japan	-
86	<i>Fujitsu</i>	Japan	-
87	<i>Intel</i>	English	/' ɪntel/
88	<i>Sharp</i>	Japan	-
89	<i>Philips</i>	Netherland	-
90	<i>Amazon</i>	English	/' æməzən/
91	<i>Seagate</i>	English	/si: ge ɪt/
92	<i>Logitech</i>	Swiss	-
93	<i>ZTE (Zhong Xing Telecommunication Equipment)</i>	China	-
94	<i>Epson</i>	Japan	-
95	<i>AMD (Advanced Micro Devices)</i>	English	/əd'v ɑ:ns 'm aɪkr ə dɪvaɪsɪs/

The English product name pronunciation is found as follow:

- (i) *Levis*: /li:vaɪz/
- (ii) *Guess*: /ges/
- (iii) *Avon*: /e-w ʌn/
- (iv) *Van Heusen*: /van hew-san/
- (v) *Puma*: /pu:m ə/ (Australia)/pju:m ə/ (Inggris dan Amerika)
- (vi) *Badgley Mischka*: /b æddʒli 'm ɪ jk ə/
- (vii) *Burberry*: /'b ɜ b əi/
- (viii) *McLaren*: /m' əkler ən/
- (ix) *Apple*: /' æpl/
- (x) *LG (Lucky-Goldstar)*: /'l ʌkɪ g ə ɔld st ɑ:r/
- (xi) *Microsoft*: /'m aɪkr ə s ɒft/
- (xii) *Dell*: /del/
- (xiii) *Intel*: /' ɪntel/
- (xiv) *Amazon*: /' æməzən/
- (xv) *Seagate*: /si: ge ɪt/
- (xvi) *Advanced Micro Devices*: /əd'v ɑ:ns 'm aɪkr ə dɪvaɪsɪs/

Sociolinguistics Studies

Some brands of English products are found in the name of accessories, transportation, communication/gadgets, and electronics. From some names found, the product brand excluded is not from English. In the name of the accessories product, for example, most of the product names are from France. This is most likely due to the famous French in the field of fashion. Some of the product names in the field of transportation are also mostly from German or Italian. In some product names have an office or production place in a country that does not use English as its first language. The product name in the communication tool (gadget) is found to come from languages other than English such as Japanese,

Korean, Taiwan etc. This is most likely also due to technological advancement factors that are quite well known in these areas, resulting in many communication tools coming from the area.

5. Conclusion

The author successfully analyzed some pronunciation sound on the English product name with some conclusions as follows: 1) Not all product names found are from English. Most of the major brands are French. This is because France is well known and advanced in terms of fashion and its accessories, 2) Some famous product names are also found to come from languages other than English, namely Greek, German and African, Japanese, etc. 3) The process of pronunciation sounds on the name English-language products often undergo several processes, whether it be silent sound, either on vowels or consonants.

References

- [1] Bowler, Bill.--. *The New Headway Pronunciation: Pre-Intermediate Student's Practice Book*. Oxford University Press.
- [2] Campbell.1998. *Historical Linguistics: An Introduction*. Edinburgh: Edinburgh University Press.
- [3] Crowley.1992. *An Introduction to Historical Linguistics*. Oxford: Oxford University Press.
- [4] Sudaryanto. 1988. *Metode Linguistik Bagian Kedua: Metode dan Aneka Teknik Pengumpulan Data*. Yogyakarta: Gadjah Mada University Press
- [5] Sutopo. 2006. *Metode Penelitian Kualitatif*. Surakarta: Sebelas Maret University Press.
- [6] Sudaryanto. 2015. *Metode dan Aneka Teknik Analisis Bahasa*. Yogyakarta: Sanata Dharma University Press.
- [7] Madya, Suwarsih. 2017. *Learning English Pronunciation Systematically*. Yogyakarta: UNY Press.
- [8] Hornby, AS. 1974. *Oxford Advanced Learner's Dictionary of Current English*. Oxford University Press.