



## The Role of Pronunciation in Promoting Leather and Leather Products

<sup>1</sup>Midat, C. Y., <sup>2</sup>Igbehinadun, J. O., <sup>1</sup>Dashe, N. E., <sup>1</sup>Adamu, A.

<sup>1</sup>Department of General Studies,

<sup>2</sup>Department of Leather Technology,

Nigerian Institute of Leather and Science Technology, Zaria.

### ABSTRACT

*This paper reviewed some of the important issues of English language pronunciation as one of the basic requirement of learners competence and it is also one of the most important features of language instruction. Leather is one of the first materials used by man to meet his needs. While it was used for covering purposes in primitive ages, it became a strategically important material as scabbard, stirrup and quiver in wars. Here are few clues that should help to perfect pronunciation in Leather goods. Break leather goods down into sounds: say it out+ loud and exaggerate the sounds until you can produce them. Record yourself saying leather goods in full sentences, then watch yourself and list Look up tutorials on You-tube on how to pronounce "leather goods". The best way to improve your pronunciation and learn a new language through 1- on -1 lesson from native speaking teachers on Italki. From the foregoing, understanding the terms of communication required in actualizing the importance of using appropriate pronunciation in major languages, both local and foreign, can further enhance the economy value of leather and leather products as it affects job creation and foreign exchange earnings and thereby increasing the per capital income of the average Nigerian and by extension, the economic growth.*

### ARTICLE INFO

Article History

Received: August, 2022

Received in revised form: August, 2022

Accepted: January, 2023

Published online: March, 2023

### KEYWORDS

Pronunciation, Leather and Leather Products

### INTRODUCTION

Language is originally a means of communication among human beings and this is acquired using appropriate pronunciation. Whether we think of rationality or sociability, we are thinking of language. It is language that makes us different from other species. Communication is primarily speaking and listening before communicating. Pronunciation, in a most inclusive sense is the form in which the elementary symbols of language, the segmental phonemes or speech sounds, appear and are arranged in patterns of pitch, loudness, and duration.

In the simplest model of the communication process in language, encoding and decoding messages involves pronunciation activity and shaping the output of the encoding and decoding stages. The external appearance of the message and input to the decoding stage is what the speaker does and what the hearer

perceives. It is so basic to language that it has to be considered in any general discussion of the topic Hussein (2021). English pronunciation is one of the most difficult skills to acquire and learners should spend lots of time to improve their pronunciation Gilakjani (2016).

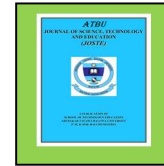
Understanding pronunciation is one of the basic requirements of learners competence and it is also one of the most important features of language instruction. Good pronunciation leads to learning while bad pronunciation promotes great difficulties in language learning Gilakjani (2012). Pronunciation is vital to proper communication because the incorrect use of pronunciation inevitably leads to the message being misunderstood or being distorted by the recipient. Pronunciation is an inescapable part of spoken communication, and all speakers have an accent of sort. It is impossible to speak a language without pronouncing the words and it is impossible

Corresponding author: Midat, C. Y.

✉ [carolinemidat24@gmail.com](mailto:carolinemidat24@gmail.com)

Department of General Studies, Nigerian Institute of Leather and Science Technology, Zaria.

© 2023. Faculty of Technology Education. ATBU Bauchi. All rights reserved



to understand other speakers without understanding their pronunciation.

Levis (2018), opined that most adult language learners need help with pronunciation in order to be more intelligible and to understand others. The elements of pronunciation (sounds, stress, and intonation) are applied in teaching and learning English, especially speaking activity. This claim is shared by Revell (2011), that the more the learner is exposed to L2, the better his or her L2 pronunciation attainment. Similarly, Revell (2011), asserts that the amount of exposure entails an L2 learner's contact with native and non-native target Language speakers, as well as a range of multimedia channels.

However a more exposure without noticing and discriminating subtle contrast between L1 and L2 sounds systems might lead to unsatisfactory results. Schutz (2019), stated that we must replace the saying seeing is believing" with hearing is believing. The English spellings do not serve as a guide to pronunciation. On the contrary, it can often be misleading. Schutz (2019) highlighted some examples of spellings and pronunciation.

Example 1: How many possible interpretations are there for the grapheme oo

- A. One
- B. Two
- C. C. Three
- D. D. Four
- E. E. Five oo five
- F. 1. /uw/ as in boot-/ buwt/
- G. 2. /ʊ/ as in book- /buk/
- H. 3. /ʌ / as in blood /bled/
- I. 4. / Ow/ as in brooch -/browc/
- J. 5. /ɔ: / as in door -dr/

Example 2: How many possible interpretations are there for the vowel grapheme "a"

- 1. /ei/ as in able, make, table, taste
- 2. /æ / as in apple, at, cat, past
- 1. 3, / a:/ as in car, father, park
- 3. /εə / as in air, care, chair
- 4. / ɔ: / as in awful, ball, law, walk
- 5. /ə / as in about, global, island.

Hence, English has an extremely poor correspondence between graphemes and phonemes. Leather is one of the first materials used by man to meet his needs. While it was used for covering purposes in primitive ages, it became a strategically important material as scabbard, stirrup and quiver in wars Hatice (2021). Similarly, Hatice (2021), opined that Leather and leather products manufacturing industry covers the production of skins and furs of all kinds of animals, especially the raw hides obtained from animals slaughtered for their meat. The leather and leather products industry has a feature unlike other industries.

These features are directly related to the unique texture of the leather, which is the raw material of the leather products industry, and its ability to maintain this texture until it exhausts its life expectancy. According to Babatunde and Abiodun (2020), the Nigerian leather industry is a major driver of sustainable employments and economic development. The industry represents major non-oil foreign exchange earner through its rippling value and supply chain that spreads across the country.

According to the bank of industry, Nigeria's leather industry has generated N24.5billion ( \$ 700million) annually despite the limited support and also has the capacity to create about 700,000 direct and indirect jobs ( Fabamishe, 2017), cited in Babatunde and Abiodun (2020). From the foregoing, understanding the terms of communication required in actualizing the importance of using appropriate pronunciation in major languages both local and foreign can further enhance the economy value of leather and leather products as it affects job creation and foreign exchange earnings and thereby increasing the per capital income of the average Nigerian and by extension economic growth.

Here are four clues that should help to perfect pronunciation in Leather goods.

- 1. Break leather goods down into sounds: say it out+ loud and exaggerate the sounds until you can produce them.

Corresponding author: Midat, C. Y.

✉ [carolinemidat24@gmail.com](mailto:carolinemidat24@gmail.com)

Department of General Studies, Nigerian Institute of Leather and Science Technology, Zaria.

© 2023. Faculty of Technology Education. ATBU Bauchi. All rights reserved



- Record yourself saying leather goods in full sentences, then watch yourself and listen.
- Look up tutorials on You-tube on how to pronounce leather goods
- Focus on one accent: mixing multiple accents can get really confusing especially for beginners, so pick one accent (US or UK) and stick to it.
- Get a teacher: The best way to improve your pronunciation and learn a new language through 1- on -1 lesson from native speaking teachers on italki.

Examples of Leather registers:

- Leather /leðə/
- Skin /skin/
- Hide /haɪd/
- Tanning /tænɪŋ/
- Leatherette/leð'ɪt/.

From the foregoing, understanding the terms of communication required in actualizing the importance of using appropriate pronunciation in major languages, both local and foreign, can further enhance the economy value of leather and leather products as it affects job creation and foreign exchange earnings and thereby increasing the per capital income of the average Nigerian and by extension economic growth

## REFERENCES

- Babatunde A. S. & Oyinloye M.A. (2020): Promoting made in Nigeria leather products: A case study of Nigeria leather products on E. Commerce platform. *Global Journal of human social science: A Arts & Humanities- Psychology volume 20 Issue 1 version 1.0 year 2020 Type: Double Blind peer Reviewed International Research*
- journal publisher: Global journals.  
Online ISSN: 2249-460X & PRINT  
ISSN: 0975-587X
- Gilakjani A. P. (2012). The significance of Pronunciation in English Language Teaching. *Researchgate/publication/267*
- Gilakjani A.P.(2016). English Pronunciation Instruction: A literature Review. *IJEE. 2016; 1 (1) URL :http://ijreeonline.com/article-1-21-en.html Vol 1, (12-2016)*
- Hatice E.R.(2021).Aspect of the Leather Industry: An Interpretation from the Perspective of Business Science. *April 2021. Prizren Social Science Journal Volume 5(1): 11-43 DO1: 10, 32936/PSSJ.V5i1.205 License. CC BY-NC-ND 4.0*
- Hussein A. & Mahmood H. (2021). The importance of Pronunciation in English Language Teaching. *Researchgate. Net/publication*
- Levis J.M. (2018). Theory and Practice of Second Language Language Acquisition 4 (1).The University Opole, Poland 2.
- Schutz R. (2019). Effective and reflective teaching of pronunciation. *Iowa State University 3*
- Szyska M.(2018).Pronunciation learning Environment: EFL students Cognitions in- class and out-of-class Factors Affecting Pronunciation Acquisition. *July 2018.*
- Tella A. & Kola K. (2012). English in the Theological Context (PP225-284). Publisher: Baptist Press, Nigerian Baptist Convention, Ibadan, Nigeria *Research Gate. Net/ publication.*

---

Corresponding author: Midat, C. Y.

✉ [carolinemidat24@gmail.com](mailto:carolinemidat24@gmail.com)

Department of General Studies, Nigerian Institute of Leather and Science Technology, Zaria.

© 2023. Faculty of Technology Education. ATBU Bauchi. All rights reserved