

**MODERN PRAGMAPHONETICS  
OF WORD ACCENT IN THE AMERICAN  
VARIANT OF THE ENGLISH LANGUAGE.  
PROBLEMS AND PROSPECTS**

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The article deals with the issue of intonation and accent within the American variant of the English language, and the difficulties that arise due to the lack of adequately formulated rules with regards to accent in modern manuals on phonetics of American English. Accent has been widely assumed and recognized as one of the most straightforward and least complicated 'matters', however the research has shown that in each language there are specific ways of producing accent. Systematic approach to accent can improve competence of language learners, and it can ensure better understanding of code-switching on the prosodic level.