

# LINGUOCULTURAL FEATURES OF SPEECH ETIQUETTE UNITS IN THE ENGLISH AND RUSSIAN LANGUAGES

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**Abstract.** The present article is about the linguocultural peculiarities of the speech etiquette units in the English and Russian languages. The author of the article discusses the role of the speech etiquette units in the process of communication. The ways of expressing gratitude, appreciation, asking a request in the two languages are also discussed in the article. The structure and semantic peculiarities of speech etiquette units of the English and Russian languages are also discussed in the article. The author of the article claims that the speech etiquette units are to be discussed thoroughly and given in the practical English books.

**Key words:** linguocultural, speech etiquette units, expressing gratitude, appreciation, apologizing, giving a request.

Language is closely connected with peoples' relations and procedures of material and non-material products, but at the same time it is independent. One of the peculiar features of a language is that its units can be divided into specific parts like sentences, word combinations, words, morphemes, etc.

The language fulfills a specific function in the society and it is reflected in the speech. Here are some of these functions: 1) communicative function; 2) the function of expressing a thought; 3) the function of expressing the inner world of the speaker or expressive; 4) creating beauty using language means or aesthetic function [1, 22].

There are different views concerning the relations between the language and the culture, it is possible because it is a wide notion and is at the center of the discussions among the scholars. The results of the historical and modern researches give us an opportunity to speak that these two notions create one unique object and highly require each other. In other words, one cannot exist without the second; at the same time they enrich each other. Language can be considered as a part of the culture, it can express the spirit of the culture and is the specific way of culture's existence.

While investigating the relations between the language and the culture there were discovered new features of the subjects like general linguistics, psychology, philosophy and they served as basis for new trends in linguistics like linguoculturology, sociolinguistics, psycholinguistics etc.

In the process of learning the different aspects of the lexicologic features of a specific language, we are to pay attention to the rules of the development of the language which effect the lexicon of a language, the influence of relations between the language and the society to the vocabulary stock of a language, the division of linguistic units from the point of up to datedness, historical, expressiveness and other points of view.

In this research, we made an attempt to analyze the content of the units of the speech etiquette of the two languages from different aspects in a synchronic way and

our research is about the specific layer of vocabulary stock of the Russian and English languages.

Speech is an independent form of human activity, though it a language expresses specific peculiarities. Speech can also reflect the culture of a specific layer of a society.

The comparison of language and speech shows us the following:

a) Language is used for communication and is able to express a human's imagination about the world using discrete symbols;

b) Speech is the language applied in practice; it can be regarded as language in action and is expressed in a chain of communication units in the process of usage.

At the present day linguistics, it is becoming actual to discuss the following conceptions of speech etiquette: standard, ethic, and communicative. The ethical side of speech etiquette requires a person to have a knowledge of the system of communication formulas, and obey the rules and measures of communication.

The speech etiquette units of the Russian and English languages are characterized by their usage, both in written and spoken languages. Furthermore, the content of the etiquette is actively used in the communication. The linguistic units that people are accustomed to use in the communication and which are termed differently in linguistics are termed as units of speech etiquette.

The requirements of speech etiquette can be considered both as active and passive side of linguistic activity and they are determined by the level of culture of the speaker and listener.

While using the speech etiquette units, one should take into account the age, sex, social state, and nationality of the interlocutor. The speech etiquette can be also expressed by the specific language and speech units, when we are: *treating, greeting, saying farewell, apologizing, expressing gratitude, asking someone to do a favor, expressing condolence, and congratulating someone* etc.

The choice of speech etiquette units can be regarded as a type of activity in a specific profession, for this reason we have chosen these units as an object of our research to analyze them in comparison of two languages.

According to the rules of speech etiquette there can be used different speech etiquette units in various situations like *greeting, saying farewell, apologizing, expressing gratitude*, usually in order to create positive atmosphere for the communication. The usage of speech etiquette formulas starts from addressing someone. Kind way of addressing someone according to N.I. Formanovskaya, is the brightest and most used units of speech etiquette [2, 41]. We can find that addressing someone is a syntactic unit which reflects one feature of specific nation's culture in the example of the following sentences. In some cases of addressing, naming someone is not only used just to attract the listener's attention to the speaker, but also used in order to show appreciation. Such ways of addressing expressed with the help of words, word

combinations of appreciation, specific means of expressing appreciation or by the forms of substantivized adjective that expresses the meaning of appreciation: *Здравствуйте, уважаемый Виктор Анатольевич, Good morning, Your Majesty.*

The functions of addressing that can express respect and gratitude. Such ways of addressing are usually used when we address the people with higher rank, respected people, foreigners and in such cases it is expressed with help of specific words or morphemes like: *уважаемый, дамы, господа, дорогой, His/Her Majesty, His/Her Excellency, Dear, Mister, Mistress, Miss* etc.

As it is seen from the examples, the equivalent ways of addressing in both languages are different from each other with their structure, semantics and the way of usage; semantic differentiation includes the linguocultural variation.

Asking someone to do is usually considered as a speech etiquette unit which is used based on the situation and is used after the addressing:

Addressing someone + asking to do something. For example:

*Dear Dr Roberts. I would like to convey my warm congratulations on your appointment to the board of Electrical Industries Ltd... Please..... Уважаемый Виктор Павлович. Я бы хотел выразить свои соболезнования в связи с кончиной вашего отца.*

As the researches show the following formulas of speech etiquette are used in addressing, expressing gratitude, asking to do something in official letters:

*Dear Mr. Gore. Thank you for your quotation for strawboards dated 19 February... ...I shall bear your firm in mind when I require other products in the future. Yours sincerely.*

*Уважаемые дамы и господа! Наша компания благодарит вас за доверие и надеется на дальнейшее плодотворное сотрудничество! Искренно ваши – компания Ротор.*

The speech etiquette is as a bright example for a unit of linguoculturology. The investigation of the problem of the interdependency of language and culture phenomenon is in many ways difficult, for it is closely connected with the culture which is a notion that hasn't any clear definition and is considered to have various characters.

Language is closely connected with the relations between people and processes of material and non-material production, but at the time is independent. One of the peculiar features of a language is – that its units are divided into several parts like: sentences, word combinations, words, morphemes, etc.

Speech etiquette has two sides from the point of linguistics: the accuracy of speech, which means that a speaker is to follow all the linguistic rules of a language and the capability of speech, which means that the speaker is having the right choice of words, concrete, short, clear and meaningful speech.

That's why the appearance of literary norms of a language which is possible because of putting the language into standards under the influence of linguistic and extralinguistic factors doesn't happen at random, but it is a natural phenomena. In this process the main role usually played the intralinguistic or extralinguistic factors. The ethical side of speech etiquette requires a person to have a knowledge of the system of communication formulas, obey the rules and measures of communication.

Speech etiquette is considered as one of the aspects of culture of speech, also we should mention that having accurate and precise speech includes in itself the measures of speech etiquette. Etiquette, speech etiquette in particular, can be considered as one of the main elements of the culture of speech.

The speech etiquette units of the Russian and English languages are characterized by their use both in written and spoken language. Furthermore, the content of the etiquette is actively used in the communication. The linguistic units that people are accustomed to use in the communication and which are termed differently in linguistics are termed as units of speech etiquette.

The usage of speech etiquette formulas starts from addressing someone. We can say that addressing someone is a syntactic unit which reflects one feature of the specific nation's culture.

Kind way of addressing someone is the main unit of speech etiquette. Usually we build relations with other people through addressing. The choice of the way of addressing each other can determine the way relations between the interlocutors.

According to the rules of speech etiquette there can be used different speech etiquette units in various situations like *greeting, saying farewell, apologizing, expressing gratitude*, usually in order to create positive atmosphere for the communication.

In addressing a person, it is usually used the units of speech etiquette like apologizing, giving a request, expressing gratitude, etc. Some of equivalent speech etiquette units are different from each other by their structure, semantics, and the ways of usage, here the semantic differentiation includes linguocultural variation in itself.

The choice of speech etiquette units is a very difficult process, because the ways of addressing, as it was mentioned above if multifunctional and includes in itself several other functions.

The units of speech etiquette form little syntactic system. The choice of specific speech etiquette unit from this system depends on the condition of the speech, the social status of the people communicating, their age, on how well they know each other, the level of their friendly relationships, on how close relatives they are to each other, the difference of sex, behavior, mood, nationality, the topic of the conversation, the distance between them, on whether the conversation is face to face or on the phone, the place of conversation, and also whether the speaker knows or doesn't know the listener's name.

Thus, the choice and understanding of speech etiquette units require from the people communicating some sort of knowledge. The wrong choice of speech etiquette units can even form some kind of misunderstanding between the people communicating. It is natural, that we can't understand a foreign language without learning the culture of the native speakers.

In the process of investigating the linguocultural peculiarities of the speech etiquette units, our main goal was to determine the sense (markers) which show the national and cultural peculiarities of the figurative meanings of lexical units that express the units of etiquette in the comparable languages.

The main task of our article was to analyze the linguocultural aspects of specific language units, speech etiquette units in particular. It is natural, because the linguoculturology discusses the national and cultural peculiarities of linguistic facts without considering the factors of time and space and that's why expresses such peculiarities in the results of its investigations.

In our research, we didn't try to give information about all the layers of vocabulary of the Russian and English languages, but made an attempt to determine the semantic peculiarities of the speech etiquette units used in these languages in a synchronic aspect.

The speech etiquette units of Russian and English languages are characterized by their usage, both in written and spoken language. Furthermore, the content of the etiquette is actively used in the communication. The linguistic units that people are accustomed to use in the communication and which are termed differently in linguistics are termed as units of speech etiquette.

In our research we determined the national and cultural peculiarities of the words and other language units in the compared language like: *привет (hello)*, *доброе утро (good morning)*, *до свидания (good bye)*, *пока (bye-bye)*, *до встречи (see you next time)*, *спасибо (thank you)*, *дорогой (my dear)*, *уважаемый (respectful)*, etc.

To our mind, in the books on practical English there is little attention given to the analysis of the speech etiquette units. We suggest that, in the newly published books these units should be analyzed well, because, in the modern methodology of teaching foreign languages, it is required not only just learning the language itself, but also through this language to study the culture of the native speakers. It is possible because, the speech etiquette units express specific features of the culture of the country, the language of which is being studied.

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