

CONGRATULATIONS" AS A MANIFESTATION OF FOLK CULTURE

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Abstract

This article examines "congratulations" as a phenomenon of folk culture.

Keywords: Natural written Russian speech (NWRS), genre "congratulations", culture, emotional coloring.

Introduction

At present, there is a special interest in examining language from the point of view of its functioning. Language functions in a certain cultural space. As is known, there are a large number of definitions of the term "culture". We adhere to an approach in which culture is understood as the creativity of constructive activity, as a huge laboratory in which systemic values, achievements are created [1]. "Congratulatory" is inscribed in the conceptual picture of the world of a native speaker, has its own name, exists in the linguistic consciousness of a person (in the linguistic picture of the world), and, therefore, can be identified and studied as a separate linguistic object. As is known, N.I. Tolstoy, dealing with the problem of the relationship between language and culture, builds a kind of hierarchical cultural ladder:

- 1) literary language – elite culture;
- 2) vernacular – “third culture”, culture of the urban population, urban lower classes;
- 3) dialects, dialects – folk culture;
- 4) argot – traditional-professional culture.

The object of our observation and study is "congratulatory" as a hypergenre of natural written Russian speech (NWRS), developed by folk culture. By genre we mean "verbal design of typical situations of social interaction between people" [2]. We consider the hypergenre "congratulatory" as a union, a collection of genres of the NWRS, texts that differ in form and design and have a single functional feature. In such texts, the phatic goal is realized: to congratulate. "Congratulatory" play a major role both in the sphere of professional communication and in the field of everyday communication. As one of the types of epistolary communication, along with writing, "congratulatory" play a major role in the life of society, establishes a connection between people, and affects the spiritual, inner world of a person. As a genre of NWRS, "congratulatory" have the following characteristics: written form, spontaneity, unprofessional execution, incorporation into the situation. The sign of spontaneity is weakened in greeting cards, albums, posters. But in a congratulatory note, the text of the congratulation is written here and now, spontaneously.

In our study, we consider "congratulatory" as a phenomenon of folk culture. As N.B. Lebedeva notes, the genres of folk communication, including written communication, are an achievement and asset of folk culture and a manifestation of the folk life of society [3]. Folk culture has developed various types of "congratulatory": postcards, notes, posters, collages, albums,



inscriptions on gift items, etc., the choice of which by the writer indicates the manifestation of communicativeness, consideration of interests, closeness/remoteness of the addressee, the type of relationship between the communicants.

The following varieties of the hypergenre "congratulations" are taken for consideration and study in the study:

postcard-letter, postcard. Postcard - 1. postcard for an open (without an envelope) letter; 2. card of the same format with an artistic image [4];

poster-newspaper (our name) - wall sheet - large drawing with explanatory propaganda, advertising or educational text [5], a type of fine art, laconic, catchy images with short texts [6]; congratulatory note - written spontaneous personally oriented communicative interaction in the sphere of informal communication, containing the text of congratulations and pleasant wishes to the recipient;

album – 1. a beautifully bound notebook for drawings, poems, photographs, texts, autographs, etc.; 2. a book of illustrations, drawings, photo reproductions [7]. A congratulatory album is a colorfully designed book or notebook that is filled with texts, poems, drawings, photographs, caricatures, congratulations and wishes.

A congratulatory note, in our opinion, is a structural element of the situation itself, unlike greeting cards, greeting albums, where the text is relevant, written not "here and now", spontaneously, momentarily, but the text itself as a fact.

As a result of the study, we came to the conclusion that one of the most common types of "congratulations" in our culture is a greeting card.

As a speech genre, "congratulations" has a certain structure, composition:

The introductory part, which is an appeal to the addressee (the appeal is usually affectionate, setting the tone for positive communication): Beloved daughter ...; Dear sister ...; Dear son Volodenka ...; Respected Roman Petrovich ...; Dear Tanechka ... etc.

The main part includes congratulations, the name of the event on which they congratulate, a manifestation of sincere feelings, sometimes a message about some fact from life:

Happy New Year! // I sincerely congratulate you on the happiest day of your life - your birthday! //With great love, I congratulate you on Valentine's Day!;

Wishes: We wish you love, happiness, joy, good luck ...; We wish you many good friends, love, success, kindness ..., All the best to you, etc.

After the congratulations, wishes comes the author's signature, which may be absent.

The structure of the main part of the congratulation can be presented as follows:

"Congratulations with + noun in Tv.p."

"I wish + noun in Dat.p.(to whom) + noun in R.p.(what)"

In addition to the language code, the authors of "congratulations" also use other code systems.

"Congratulations" are written verbally (539), but some texts combine verbal and paraverbal means (277), that is, the texts are creolized. Creolization is a combination of several semiotic systems. We, following N.B. Lebedeva, believe that creolization is a typical feature of natural written speech and

"congratulations" as one of its genres. "Creolized texts are texts in the structuring of which, along with verbal ones, iconic means are used, as well as means of other semiotic codes (color, font, etc.)" [8].



The most striking examples of creolized texts are girls' albums, demobilization albums, as well as the "congratulations" we are studying. It is difficult to imagine these genres as only verbal or only paraverbal, they always contain a mixture of semiotic systems. The authors of "congratulations" highlight some words, letters, draw something, add something of their own, special, individual to the "congratulations". Written speech, as is known, is deprived of direct contact between the author and the addressee, and paralinguistic means are used by authors for intonational filling, to accentuate the attention of the addressee, are indicative of emotions, feelings, and express the psychological state of the writer. The following paralinguistic means are used in the studied varieties of the "congratulations" genre: fonts, color, arrangement on paper, spaces, handwriting, numbers, as well as means of iconic language (drawing, photograph, caricature), images of plants, hearts, flowers.

Paralinguistic means introduce additional semantic expressive shades into the "congratulations". The image is an important component of the creolized text, in our case the text of a greeting card, note, poster, it carries an additional functional load, attracts the attention of the addressee to the "congratulations", enhances the visual perception of the text of the congratulations. In addition, such images express the emotions, feelings of the addresser and affect the emotions, as well as the aesthetic feelings of the addressee. Images, in our opinion, have a symbolic meaning. Thus, a flower is a symbol of spring, beauty, joy; a bee is also a symbol of spring, summer, warmth, sun (the addressee's birthday is in the summer); a caricature symbolizes a cheerful, carefree mood; a decorated Christmas tree is a symbol of the New Year, joy, happiness.

It is difficult to imagine, for example, a card designed in black and white tones, without pictures. The "congratulations" under study are bright, colorful. The authors use different colors to highlight words, sentences, significant parts of the text, to underline, the pictures are also painted in bright colors. By the degree of coloring, the external world is differentiated by us, perceived as an indicator of quality, age, but also as a carrier or cause of a certain emotional tone. The alternation of colors in congratulations activates the perception of the text. The color in the text of the congratulation highlights "important, meaningful elements of the verbal component" [9]. In addition, in the "congratulations" the color affects the emotions of the addressee, evokes special mental states in him. The choice of one or another color depends on the creative individuality of the author of the "congratulations", his idea. The choice and perception of color depends on the emotional state of a person. This explains that a person, depending on his emotional state, is disposed to some colors, indifferent to others and does not accept others. Therefore, the author tries to choose bright, colorful colors to have a positive effect on the addressee. Max Luscher concluded that color causes a corresponding reaction in a person depending on his emotional state and shapes his emotions in a certain way [10].

In the studied material, we identified the frequency of use of different colors by the authors. The authors use red, yellow, green, orange, pink, blue, and purple colors to design their "congratulations." Each color has a certain semantics. For example, the color red is used by the authors in 89 "congratulations," it helps to focus on the most important thing, highlights the most important parts of the text. This color is used in most creolized "congratulations." This is due to the fact that red is a favorite color in Russia, and has been associated with wealth and love since time immemorial.



The next important paralinguistic means is the font. According to E.E. Anisimova, "the font is a necessary compositional element of a creolized text, a building material for the design of its verbal part, and at the same time an independent artistic form".

In the studied congratulatory texts, the authors use letters of different sizes, different styles, and different distances between them. All this helps to attract the attention of the addressee, sets the intonation, and a certain rhythm of reading the congratulatory text. The authors of the considered "congratulations" use different fonts in order to highlight the most important parts of the verbal component in terms of meaning and to focus the attention of the addressee on them. The use of font is also determined by the author's intention and creative manner.

A large number of creolized texts in the studied material is explained by the fact that "congratulations" are a festive genre with a lot of emotions and expression. In order to reflect all this in the text, to show intonation and his feelings, the author uses paraverbal, iconic means.

"Congratulations" as an element of "folk" culture, festive, traditional and everyday, plays an important role in a person's life.

The functioning of folk culture is inseparable from the work and life of people. Folk culture has had and has everything that is needed for life. Folk culture creates everything that a person needs on the path to himself, to his soul, to his renewal. "Congratulations" are a special specific type of folk culture that reflects its national characteristics, this is folk art, a way of human self-expression. Congratulating someone in our culture is a tradition, something that lives, is embedded in every person from childhood. Tradition is an element of social and cultural heritage, passed down from generation to generation and preserved in certain societies and social groups for a long time. "Congratulations" live in the usual forms of communication between people, developed by culture. Being a tradition, an element of social and cultural heritage, a value, a socially established norm of behavior, "congratulations" are a universal "tuner" of the emotional background. An important component of congratulations is the mode of festivity. A holiday is a day or days of celebration established in honor or memory of someone or something. Holidays are an element of the semiotic picture of the world, and the emergence of new holidays in recent decades indicates that profound changes are taking place in society. Holidays decorate people's lives. Holidays not only give us the opportunity to relax and have fun, but also to show special attention to our loved ones, relatives, acquaintances and colleagues. In the human mind, a holiday is associated, according to M.M. Bakhtin, with "a temporary entry into the utopian kingdom of universality, freedom, equality and abundance". Thus, a holiday is contrasted with weekdays, ordinary life. Even in ancient times, a holiday acted as a way of spiritual unity, collective self-expression. Of particular importance in a holiday is the aesthetic component: sensory and emotional richness, content, expressiveness, expressiveness. The festive atmosphere helps the author to realize the need to express himself in artistic creativity. In the world of the holiday, the author is not the same as he is in real life, everyday life; the genre of "congratulations" itself, the idea of the holiday requires to be different.

"Congratulations" is a phenomenon of traditional everyday culture. Texts are created spontaneously, implemented in an everyday setting, as well as in the official sphere, which affects the choice of linguistic and paralinguistic means. "Congratulations" perform an institutional function, this phenomenon is accepted, established by Russian culture, Russian society. A. Maslova notes that "... in each culture, people's behavior is regulated by ideas about



how a person is supposed to behave in typical situations in accordance with social roles".

"Congratulations" - a manifestation of politeness, attentive attitude to others. Congratulatory discourse is an opportunity for the author to express himself, to emotionally relax. "Congratulations" is thus an etiquette tradition in the culture of society. Etiquette is a set of rules of conduct concerning the external manifestation of attitudes towards people, treatment of others, forms of address and greetings, behavior in public places. For us, speech etiquette in "congratulations" is of greatest interest. Speech etiquette "verbally expresses the etiquette of behavior, gives us those linguistic riches that have accumulated in every society for expressing a non-conflict "normal" attitude towards people, and this means a friendly attitude". According to N.I. Formanovskaya, etiquette and speech are closely related. "The manner of speech, permission or prohibition to say one thing and not to say another, the choice of linguistic means as a mark of one's belonging to the environment - all this is noticeable in our everyday speech manifestations". Speech etiquette is embodied in stereotypes, communication formulas that are not built anew every time there is a need to use them. When a person writes a "congratulation", he uses stable ready-made expressions, the structure of "congratulation", deposited in the linguistic consciousness, selects beautiful kind words for congratulations, carrying positive emotions. But each time the author makes a choice of linguistic means, adds his own individual, oriented towards the relationship with the Addressee.

"Congratulations" is a phenomenon of human spiritual culture, one of the forms of existence of traditions, language. Some of the studied

"congratulations" are made by the author himself (i.e. not bought), colorfully designed. This testifies to the character of the person, his psychological properties, his attitude to the addressee. Such "congratulations" reflect what is hidden deep inside the author, what is intended only for the chosen addressee. In this regard, the high emotionality of

"congratulations" is noted - a pronounced emphasis on feelings and their "free expression, high emotional intensity of Russian speech, a wealth of linguistic means for expressing emotions and emotional shades".

"Congratulations" as a cultural phenomenon are a spiritualized part of the material world of man. According to V.N.Toporov, "the process of spiritualization, "humanization" of the material world is associated with the introduction of things to the spiritual sphere of man. The thing acquires the gift of speaking not only about itself, but also about what is higher than it and what is more connected with the human than with the material. Consequently, the thing also testifies to a person in a number of important aspects of his being". "A spiritual attitude to an object is manifested when it acts as a kind of "memory accumulator". "Congratulations" accumulate in a person's memory memories of people, events related to the life of the writer. "Congratulations" (postcards, congratulatory notes, posters, albums) play a special role in a person's life, are associated with the festive time of the family, an individual, the whole society (New Year, birthday, anniversary, etc.).

Thus, "congratulations" as an element of folk culture, festive, traditional and everyday plays an important role in a person's life. Authors of congratulations tend to create creolized texts of congratulations, combining verbal and paraverbal signs, which indicates the emotionality of the author, the desire to express their feelings most vividly. The communicative attitude to the type of communication with the addressee affects the textual implementation of the genre of



"congratulations". "Congratulations" is the sphere of feelings, mutual sympathy, and the manifestation of politeness.

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