

## SOCIAL FORMS OF SPEECH ETIQUETTE AND THEIR PATTERNS

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### Abstract

The article deals with the social phenomena, having the great impact on the language and revealing in speech etiquette. The etiquette formulas of the Russian and French languages are represented through the set of these social factors.

**Keywords:** speech etiquette, speech behavior, extralinguistic knowledge, the principle of courtesy, social role, social symbolism.

### Introduction

E. Hall emphasizes that different types of distance - intimate, personal, social and public - have a significant impact on people's behavior and, accordingly, determine the level of success of their verbal communication.

The social conditioning of the communication situation and the participants' awareness of their social roles, as well as the roles of their partners, serves as the basis for any interaction. During direct communication, we strive to find out the social roles of the interlocutor, which helps to form his image, make assumptions about his future behavior and develop a plan for interaction.

I.S. Kon defines a social role as “a normatively approved by society mode of behavior expected from everyone occupying a given social position.” There are not only direct representations of social roles that are significant for communication, but also indirect (social-symbolic) means that vary depending on society and demonstrate the social status and role repertoires of communicators. These means can be both verbal and non-verbal.

Nonverbal means of social symbolism are acts of status appropriation in culture. This appropriation not only satisfies certain needs, but also serves as a symbol of prestige, regulating human behavior. They also include intentional demonstrations of behavior patterns or, conversely, intentional violations of generally accepted norms in order to demonstrate certain social roles. Examples of differences in social symbolism between cultures can be seen in flowers. For example, an even number of flowers in a bouquet symbolizes mourning in Russian culture, while in European cultures this does not have such a meaning. White flowers in France are brought to funerals, while in Russia they can be used at weddings. As for verbal social-symbolic means, these include the choice of pronunciation style, the deliberate imitation of the pronunciation skills of a certain social group, as well as the choice of forms of address and the use of various forms of language (literary, dialect, etc.).

It is important to note that all characteristics that define a person as a member of a particular society largely depend on the national and cultural characteristics of a country or region. Speech behavior is a complex phenomenon that depends on many factors, including upbringing, place of birth and education, and the communication environment. E. Sapir emphasizes that people adapt their needs to the environment, noting that “they do what they do largely because it is easiest to



adjust their behavior to established forms that have no clear explanation and are part of the nature of things, just as space has three dimensions.” Awareness of social behavior patterns may be necessary for adaptation to changing conditions.

Social factors play a key role in the life of language, especially within the framework of speech etiquette. Etiquette is a set of rules of good manners accepted in society that establish communication norms in various situations. These rules have a specific historical character and change depending on socio-economic conditions, and also have national specifics, which leads to differences in different countries.

The same expression can be used in different etiquette situations. For example, in Russia the phrase "Thank you for the bread and salt!" is used to express gratitude for food, and the greeting of a guest is "Bread and salt!", in which the guest is greeted with bread and salt.

Social norms and customs are necessary for the existence of society, as they regulate the interaction of people in the process of their activities. Customs, which are related to the rules of etiquette, are the most ancient forms of storing and transmitting socio-historical experience.

Among these norms, we can distinguish those that are characteristic of all humanity or of certain cultures united by a common type of civilization (for example, Western Europe and North America), as well as of national cultures, which form behavioral stereotypes (for example, “typical Englishman” or “typical Frenchman”).

All of the above is background knowledge, which is currently defined as "mutual knowledge of the speaker and listener, which is the basis of linguistic communication." Speech etiquette refers to background knowledge that is common to the participants in communication. If we classify background knowledge by the degree of prevalence, we can distinguish:

- General human knowledge (for example, about the sun, wind, etc.);
- Regional knowledge that may be unknown to some residents (for example, not all residents of Africa know what snow is);
- Regional knowledge that is shared by all members of a certain ethnic and linguistic community and is associated with national culture.

Thus, background knowledge plays an important role in successful communication and understanding of speech etiquette.

Within the framework of the regional studies category of background knowledge, special attention is paid to speech etiquette, which is analyzed in the context of linguistic and regional studies, as E.M. Vereshchagin and V.G. Kostomarov do.

E.M. Vereshchagin defines the subject of linguistic and regional studies as follows: “Participants in communication must have certain general knowledge about social history. Social history includes characteristics that are formed as a result of upbringing within a particular social group or linguistic community. This concerns behavior, worldview, ethical judgments, aesthetic preferences, and a significant part of a person’s knowledge.”

A. Meillet warns of the risks of ignoring background knowledge, emphasizing that “one cannot understand a language without knowing the living conditions of the people who speak that language.” For example, in speech etiquette, a compliment can serve as an illustration: when the interlocutor wants to emphasize that the other looks much younger than he or she actually is. In French, age is sometimes indicated by adding a numeral, while in Russian this is usually avoided: "You don't give your years" – «Опче тедоннерайт пас тес ... ans».



Researchers of language contact and bilingualism also face the problem of background knowledge. E. Haugen notes that "just as there are linguistic accents, there are also cultural accents, which arise from the interference of different behavior patterns and which can be as difficult to get rid of as linguistic accents."

E.A. Naida considers background knowledge as follows: "The assertion that a word means 'goodbye' makes no sense unless one takes into account the circumstances in which it is spoken: the time of day, the expected date of separation, the type of people with whom one is communicating, as well as gestures, intonation and voice."

Social norms of behavior are associated with certain role expectations, which are clearly manifested in speech etiquette. Each role corresponds to certain rights and obligations, which can be observed in addresses reflecting functional connections between communicants, for example, "student - dean". A student's greeting to a dean can demonstrate status differences within a given social structure.

The tone of speech behavior can vary depending on many factors, such as the degree of closeness of the relationship between people and the social conditions of communication. For example, in responses to gratitude, one can trace different tonalities.

Neutral tone implies calm and measured speech using universal vocabulary: "To your health!", "To your (good) health!" – responses to gratitude for a treat or service. Polite tone of communication is characterized by greater formality, where "You-forms" are present: "Please!", "No need to thank me!", "I should thank you!" – such responses are appropriate for minor services or when the speaker politely downplays the significance of his action. Polite expressions used by juniors to seniors also demonstrate respect: "Glad to try!" is a traditional response in the pre-revolutionary Russian army to praise or gratitude from a superior..

Expressive tone is a characteristic feature of the conversational style of communication, which is reflected in the choice of vocabulary in etiquette expressions. Examples of such phrases include: "Nonsense!", "What nonsense!", "It's nonsense!", "Nothing to be thankful for!", "What is it...!", "Oh, come on!". These formulas serve as responses to expressions of gratitude and create a relaxed atmosphere.

A welcoming tone also conveys the mood of the interlocutor, for example in the expressions "For God's sake!", "You're welcome!", "For Jesus' sake!", which are often used in everyday speech or in a colloquial environment.

A playful tone is evident in responses to thanks, said with humor: "You're very welcome!", "You don't need gratitude for such trifles!", "Eat with a bun!", "We don't take bribes, but we accept gratitude!". These phrases add an element of fun and ease to communication.

The principle of politeness is the main criterion of etiquette communication. Politeness, as a characteristic, covers both speech and non-speech behavior. P. Brown points out that the norms of behavior are reflected in the rules of etiquette, which include both negative and positive strategies of politeness. Words and set expressions of speech etiquette used in typical communication situations serve to convey a polite and friendly attitude towards the interlocutor and have cultural, historical and spiritual value. Means of expressing politeness cover different levels of language: lexical, morphological and syntactic. For example, forms of address as "You" or "You" refer to the morphological level: "Tun'as pas changé(e)", "Vousêtestellement belle".



Special forms of address, such as "Madame", "Monsieur", "Mr. Chairman", add politeness at the lexical level.

Politeness actualizers such as "S'ilvousplaît", "please be kind", play an important role in communication. Participants in communication choose lexical means depending on the situation, the characteristics of the interlocutors (gender, age, social status) and the hierarchy of their position.

Examples of the syntactic level include the formulations that conclude formal letters: "Veilleragréer, Monsieur, mes salutations distinguées." The importance of politeness forms for successful communication is assessed differently, but most researchers agree that they reflect the social relations between the speaker and the listener.

E.I. Belyaeva emphasizes that the communicative context influencing the choice of forms of expression includes such important aspects as the mutual position of the interlocutors (equal, higher, lower), the degree of socio-psychological distance and the communication environment (official, informal).

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