SPEECH ETIQUETTE AS A STUDY OBJECT OF LINGUISTICS

Tohirova Nozima Shuhrat qizi
Uzbekistan State World Languages University

Abstract: Speech etiquette, a crucial aspect of sociolinguistics and pragmatics, examines the rules and conventions governing polite and culturally appropriate verbal interactions. This article explores speech etiquette as a linguistic phenomenon, analyzing its structural, functional, and sociocultural dimensions. By reviewing theoretical frameworks and empirical studies, this paper highlights the role of speech etiquette in maintaining social harmony, cross-cultural communication, and identity construction.

Key words:speech etiquette, cross-cultural communication, politeness theory, verbal interaction, pragmatics, politeness strategies.

INTRODUCTION

Speech etiquette is considered as one of the important aspects of Linguistics, incorporating the cultural values, societal norms and dynamics of communication. It not only extends beyond politeness, but also has a great impact on the societal harmony and relationship. As a study object, the speech etiquette has a close connection with different subfields of Linguistics, such as sociolinguistics, pragmatics and discourse analysis. Speech etiquette is regarded as a set of social rules and conventions that are widely used in everyday communication. Speech etiquette plays an important role to keep a harmonious and respectful relationship among people with one another. Every nation has their established standard social norms of behavior. These social norms create frames for individuals to follow on a regular basis. Speech etiquette is an important part of etiquette, a set of speech behavior rules depicted in a society for the purpose of maintaining a good contact between interlocutors.

There are various approaches to the definition of the term `Speech Etiquette`. Many linguists and researchers proposed a variety of definitions for this term. The most widely recognized definition of speech etiquette in the field of linguistics was proposed by Penelope Brown and Stephen Levinson in their Politeness Theory (1987). They claim that speech etiquette is a set of rules speakers utilize to demonstrate politeness and maintain their `face` (a self-image of a person) during any social interaction with people. According to the theory proposed by Penelope Brown and Stephen Levinson, speech etiquette has a close link with managing the `face` during interactions. Their definition of speech etiquette is focused on several key concepts, including face, face-threatening acts and politeness strategies. The way Levinson and Brown made an emphasis on universality and social interaction strategically made their definition popular and widely used in both practical and theoretical aspects of linguistics.

Another mostly used definition of this term is proposed by one of the etiquette theorists and linguists, Robin Lakoff. She defined speech etiquette as `a well-developed behavior pattern in the society` in The Logic of Politeness: Or, Minding Your P's and Q's (1973). Moreover, she claims that speech etiquette is one of the linguistic issues that need to be thoroughly studied in order to minimize conflicts and maintain social harmony during the interaction with people. Lakoff proposed three rules

of politeness that can be regarded as the main principles of speech etiquette. These rules of pragmatic competence consist of not imposing, giving the receiver options and making him or her feel good. They reflect how people use a language to navigate complex social dynamics and adhere to societal expectations. Three principles Lakoff put forward are of a universal nature and therefore can be applied in various cultures and languages.

As an object of linguistic study, speech etiquette encompasses several key components that operate across various levels of discourse, from lexical choices to conversational patterns. These components demonstrate how language users navigate social relationships, express respect, and maintain harmonious communication.

At the core of speech etiquette lie forms of address and reference, which reflect and reinforce social hierarchies and interpersonal relationships. The selection of appropriate honorifics represents a crucial mechanism for signaling respect, familiarity, or social distance. For instance, "Dr." or "Professor" in English or "Hurmatli" in Uzbek are widely-used honorifics. These linguistic choices are often deeply embedded in cultural norms and may carry significant social consequences when used inappropriately.

One of the characteristic features of communicative linguistics is the importance of the linguistic units` functioning and meaning in speech communication. Speech etiquette is a linguistic phenomenon which all people throughout the world possess. However, each language owns its unique thesaurus which reflects the national specifics of the communicative politeness. The interest of modern linguists in the pragmatic and functional aspects of speech politeness has been manifested recently.

Routine formulas and fixed expressions are considered another essential components of speech etiquette. These conventionalized phrases, including greetings ("Hello", "Good morning" or "Assalomu alaykum"), expressions of gratitude ("Thank you" or "Rahmat"), and apologies ("I'm sorry" or "Kechirasiz"), serve as social lubricants that facilitate smooth interactions. Their usage patterns vary cross-culturally, with some languages employing elaborate ritual phrases (like the Arabic "As-salamu alaykum") while others favor more concise forms. The mastery of these formulas represents a fundamental aspect of communicative competence in any language community.

Politeness strategies and indirectness constitute a sophisticated layer of speech etiquette. Speakers frequently use hedging ("Perhaps you might consider..."), euphemisms ("passed away" instead of "died"), and question framing ("Could you possibly...?") to mitigate face-threatening acts and maintain social harmony. These strategies often reflect cultural values, with some societies favoring directness while others prioritize indirect communication styles. The study of these phenomena has been particularly fruitful in pragmatics, building on foundational work by scholars such as Brown and Levinson (1987).

Language as a subject of linguistic science has an ancient history as well as many trends. One of the important aspects of linguistics is considered speech. In turn, speech is characterized by functionality, situationality and communication. As a result, the scope and forms of speech politeness have been examined and studied at different times at different levels of linguistics:

- at the level of vocabulary as lexical means of kinship, professionalisms, euphemisms;
- at the phonetic level where intonation spheres were defined as expressions of politeness, neutral attitude, etc., also related to the subject of speech etiquette.;

- at the morphological level where word formation, affixes of form formation, and parts of speech were distinguished and explained as a means of expressing people's relationships with each other;
- at the level of syntax where research on sentence types is concerned with the purpose, structure and communicative functional and situational aspects of interpersonal communication.

Speech etiquette has already become the object of many research at the level of functional language styles.

The study of lexical means at the level of speech is due to the communicative and situational aspects of language. As a result of the communicative normalization of human speech activity, the etiquette aspect of the language has become a separate object of research.

CONCLUSION

Speech etiquette is a set of societal norms and conventions which enable to maintain polite and appropriate verbal behavior for a context. Speech etiquette comprises of greetings, requests, apologies, farewells, condolences, expressions of gratitude, and other types of interaction. These norms and conventions can be various depending on the language, culture or social setting of the conversation, making the speech etiquette an important area for linguists to study in correlation between society and language.

REFERENCES:

1. Formanovskaya N. I. Speech communication: communicative and pragmatic approach.M.,2002.—177p.

2. Костомаров М. Г. (1967). Речевая этикетность сетевого общения: семантика и прагматика номинаций пользователей.

3. Artikov A. Speech culture and the art of oratory. – Tashkent. 2002

4. https://www.tandfonline.com/doi/abs/10.1080/19409419.2021.1899563?journalCode=rrjc20

5. https://studfile.net/preview/9015263/page:4/