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ON THE PRINCIPLE OF POLITENESS IN SPEECH COMMUNICATION

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Norms of speech behaviour are marked by a significant national originality due to historical, social and cultural characteristics of the people speaking in the given language. [5, p. 8] However, there are some common rules to follow or be followed by communicants in the communication process, if they are to reach an understanding, that is, they are guided by the principle of cooperation in speech. This principle implies the need to adhere to the following rules and strategies of conversation, such as: be relevant, do not say that for which you lack evidence, be brief and avoid ambiguity.

The above-mentioned rules are observed in conversation to maximize the effective exchange of information in business or scientific communication, but in everyday speech, as the observations show, these rules are not always respected and, sometimes, are completely violated according to G. Grice [2, p. 45]. The aim of our study is to examine the general linguistic prerequisites and other principles governing speech communication between interlocutors having aesthetic, social or moral character, one of such principles is the principle of politeness, or, otherwise, the principle of tact, the influence of which often plays the crucial role in the style of statements and in the selection of language means in informal communication.

R. Lakoff formulates the principle of politeness in the form of three rules:

- a) Do not impose;
- b) Give options;
- c) Make the listener feel good and be friendly [7, p. 45].

Adherence to the principle of politeness imposes certain restric-

tions on the behaviour of the members of society who are to take into account the interests of the interlocutor, to consider his views, wishes and feelings, facilitate, where possible, the task assigned to him. The principle of politeness ultimately aims to maximize the effectiveness of social balance and friendly relations. In the pragmatic theory of speech communication politeness is regarded as the universal principle which plays a greater regulatory role than the principle of cooperation in the practice of verbal interaction. The principle of politeness is defined as a specific strategy of verbal behaviour aimed at the 'prevention of conflicts', which aims to 'save face' in situations where there is a threat to "lose face".

N.D. Arutyunova notes, that it is possible to block any of the maxims of conversation. To be polite, the speaker can be not enough informative, coherent, brief, clear and unambiguous in his speech. Sometimes he even can entrench upon the truth. Let us suggest as an example, jokes, based on the clash between the principles of truth and politeness.

A lady considerably advanced in years, addresses to a famous journalist: 'Could you give an autograph to the elderly woman?' 'Here you are, please, but where she is?' [1, p. 112]

Adequate speech behaviour of a native speaker includes not only the knowledge of etiquette, norms of speech behaviour, acceptable topics of conversation, communicative clichés, intonation, but also the ability to select the appropriate social forms of the language - a literary language, a dialect or semi dialect, as well as the appropriate style of the language. The category of politeness is manifested in the communication process within the framework of a text; language means belonging to different language levels are involved in its expression; its functioning is also influenced by extra-linguistic factors. In addition to this we can say that the knowledge of politeness is presented in the conceptual system of a man by both: by the notion of what is considered to be polite and by the notion of what is considered to be a violation of the norm of politeness.

A significant contribution to the theory of politeness was made by G. Kasper. He investigated the problem of impoliteness or rude verbal behaviour. By G. Kasper, rudeness is suggested to be divided into unmotivated caused by the violation of politically correct behaviour due to

ignorance, and motivated. Motivated rudeness he divides into the three types: caused by lack of verbal defensiveness, strategic rudeness and ironic rudeness.

Strategic rudeness, as well as the strategy of politeness, is intended reach a certain communicative goal by the speaker. Sometimes he gets a legal basis in accordance with a certain social function to be impolite. But it does not entitle the interlocutor to respond in the same way, reflecting the asymmetric distribution of rights and unequal power relationships [8, p 107]. The principle of politeness which regulates the relationship between the individual and society belongs to the field of etiquette behaviour.

The choice of an appropriate formula for behaviour in situations characterized by the presence of options for expression is closely linked with the concept of the norm. On the one hand, the norm is defined as 'the most stable realization of the language system to a greater or lesser extent perceived by society as correct, exemplary and mandatory'. On the other hand, as 'a set of rules, defining the strategy for selecting one of the competing options, depending on the parameters of social situation' [8, p. 8]. The concept of the norm is the central concept in the description of speech behaviour and a starting point of the definition of the concept of politeness. The norm represents the preferential form of expression of communicative intention in the typified situation of communication. The deviation from the norm is possible in both directions: of polite attitude (then we deal with politeness) and of unkind attitude to the addressee (then we deal with impoliteness).

T.V. Larina considers politeness to be a category of a discourse, and a phrase taken outside of a context, in itself cannot be regarded from the point of view of politeness or impoliteness; politeness is concerned with (dis)harmony in social relations and people's perceptions of this are subjective social judgements [3, p. 97].

To express politeness / impoliteness in the language there are available universal markers as well as the means speech etiquette with the status determined by the extra linguistic parameters. In the majority of cases the interpretation of the form as polite or impolite is made in relation to what is considered to be the norm accepted for the given communicative situation in the given national-cultural society.

P. Brown and S. Levinson offer various sets of tactics by which the speaker adjusts his speech behaviour to the assessment of the situation.

They consider that the situation is assessed by the speaker on the basis of the three independent variables: the 'social distance; the relative power; the absolute ranking of impositions in the particular culture.

According to the estimates of the risk of 'losing face' in the situation of communication, the speaker decides to produce or not to produce a speech act, and if to produce, what form of politeness to choose - open, explicit or hidden, implicit [6, p. 74].

The principle of tact in informal communication is an important linguistic and social characteristic of the speech behaviour of the British that is marked not only by linguists, but also writers and journalists. For example, summing up his observations of speech etiquette of the British V. Ovchinnikov writes, 'English politeness generally prescribes restraint in judgment as a sign of respect for the other person who has the right to a different opinion. The English tend to avoid categorical affirmation or negation. The wide use of expressions such as "I hope", "I think," "maybe I'm wrong, but..." is intended to tone down the certainty and straightforwardness, liable to lead to a clash of opinions "[4, p. 230].

From the above mentioned statements it can be **concluded** that polite formulas and speech patterns constitute speech etiquette in the English language. These include recurrent, fixed and free statements. Formula models of behaviour play a much more important role than it is accepted in both in the personal and institutional communication. Deviation from the standard communication is expressed, first of all, in violations of such formula models.

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