

## POLITENESS CATEGORY FORMS IN THE ENGLISH AND RUSSIAN WORLD-IMAGES

EKATERINA TSVETKOVA

MARIIA SHURUPOVA

State University of Humanities and Technology, Orekhovo-Zuevo, Russia

*The paper discusses various ways of expressing politeness in the Russian and English linguistic communicative cultures. The study uses different approaches to define politeness in Russian and English based on the cultural background differences.*

**Introduction.** Politeness is usually understood as a combination of good manners, the ability to behave in society, the willingness to find a compromise, and listen to opposing points of view. Politeness is necessary to make people feel comfortable in society as well as when dealing with each other.

In the modern world, people differ in age, profession, rank, position, so politeness is needed to regulate and facilitate relationships between them in all possible forms of communication. Over time, there appeared obvious differences between groups and classes, which led to the advent of different forms of addressing certain people. Ignorance of polite expressions and phrases can put a person in an awkward situation, when the interlocutors may misinterpret their original intentions.

**The main part.** The formation of the initial ideas about the category of politeness belongs to the American sociolinguists P. Brown and S. Levinson. They claim that showing solidarity and maintaining distance is the essence of polite behaviour. One can be polite if they show solidarity to another person and maintain a certain distance at the same time. P. Brown and S. Levinson divided politeness into two types: positive and negative. Positive politeness is aimed at maintaining friendly relations, emphasizing community, an agreement between communicants, and expressing respect for people's needs and demands to be appreciated and understood. Positive politeness is related to the linguistic expression of solidarity, the inclusion of the interlocutor and other people in the same group with the speaker. The latter usually demonstrates that he takes into account at least part of the listener's claims. While negative politeness is represented by respect for independence, giving freedom of action, emphasizing the distance between the speakers, the right of the interlocutor to make a choice in a particular situation. The negative politeness is connected with the self-restrictions of the speakers, the desire to avoid conflicts [2].

Strategies of positive politeness, which are targeted at bringing the interlocutors closer together, are primarily linked to greeting, gratitude, ratings, compliments, etc. The interlocutors can use jargon and incomplete sentences for the expression of mutual understanding. In a dialogue, however, it is sometimes necessary to indicate a distance between the collocutors, which is a sign of their mutual respect. A dissent and an apology are used to serve this purpose. As politeness is a cultural phenomenon, so what is considered polite in one culture can be considered rude or strange in another one. The national style of communication is formed under the influence of cultural relations and values, as well as the peculiarities of the national system of politeness, so there are various forms of expressing courtesy in different languages. In Russian, politeness in the process of communication is associated with the action of attention, and in English – with that of demonstrative attention etiquette. T.V. Larina in the book "Category of politeness in terms of cross-cultural communication", describing the English and Russian polite person, showed that the English participants in the survey on the topic "Who can be called polite?" noted: this is someone who shows respect, attention to others, who is reserved and tactful. The most frequent response of Russian respondents was "a person who respects others, who is fostered and kind" [3, p. 156].

The category of politeness in terms of cross-cultural communication is determined by the culture of the people. Communication mistakes between native speakers of different languages can lead to conflict and misunderstanding. Communication difficulties inevitably arise, as speech etiquette reflects the customs and traditions of each nation. After all, communication is not only an exchange of information but also a means of demonstrating relationships.

In English, at the grammar level, interrogative, negative, and motivational constructions are used to express the category of politeness: *Could I see the menu, please; How're you? Don't hurry. Don't worry. Don't forget to take the key.* Complete sentences can also be met: *I'm so sorry. I'm sorry to trouble you, could you tell me the time?* Different modal verbs express different degrees of politeness. For a more polite request,

verbs such as “can” and “will” are used: *Will you open the window? Can you tell me the name of this street?* Sentences with the modal verb “could” express a greater degree of civility: *Could I use your phone?* Constructions with the modal verbs “may/might” are used in conversation mainly with strangers and sound more courteous to the interlocutor: *Might I ask you for some help?* The conditional mood is also used to express the request. The request in this respect is getting very polite and unobtrusive: *I wish you would take my jacket to the dry cleaner.*

The means of address for aid in the Russian language take an important part in the system of speech etiquette. This aid appeal has two functions: the first one is to attract the attention of the interlocutor to the subject of the conversation, and the second one is vocative. In the process of communication, a person has to constantly address another person, often finding it difficult to choose the correct form of addressing. In Russian, the most common word when addressing a stranger is “Sorry”/ “Excuse me!” We say these phrases because we do not know the first or last name of the interlocutor, but we do not want to seem rude or tactless.

In a business written speech, when naming the addressee, we use such words as “dear” or “highly respected”. Traditionally, the Russian speech etiquette is dominated by the address “You” which expresses a polite and respectful attitude to the partner. In English business communication, it is best to address “Sir” or “Madame” to people whose surnames and official titles are unknown. “Mr” is an appeal to a man, regardless of his marital status. If a woman is married, then she is addressed as “Mrs”, if not, then “Miss”, however, according to the rules of political correctness in modern communication, the politer form of addressing a woman is “Ms”. After these titles, the name of the interlocutor is always indicated [1].

At the lexical level, universal means of expressing politeness are not only formulaic standard phrases, but also positively coloured words that have an emotional impact: fine, nice, good, please, kind, happy, very well. So, less official variants are contracted formulas – those of “morning”, “afternoon”, “evening” which are used in an informal setting and are often accompanied by the name of the addressee: “Morning, Ted”/ “Afternoon, Sam”/ “Evening, Janet”. When dealing with a group of familiar people (friends, students, neighbours, etc.), the greeting “Morning, lads/ guys/ folks” is used. To strengthen gratitude, adverbs are normally used: (so) very much, a lot, (so) very / most, ever so much; sometimes negatively coloured adjectives, combined with gratitude, acquire a positive connotation: Thank you (so) very much. Thank you (ever) so much. Many thanks. Thank you so much for .... Thanks a lot. Thank you so much. I’m (so) very / most grateful to you. Thank you ever so much for .... In English, a polite response to gratitude sometimes contains a negative response: “don’t, not, no”: It was not a bother, don’t mention it [3, p.34].

As for the syntactic level, the category of politeness is expressed by using a rhetorical question, interrogative sentences with transposition, as well as complete and common sentences. At this level, the past tense can be used instead of the present tense to convey a request or suggestion: I thought it would be a good idea to invite Sam; using the future tense instead of the present: I’m afraid you’ll need to fill in this form; using passive structures: Visitors are requested not to bring dogs into the college; use of imperative forms: Please come in. Please sit down.

When considering the means of expressing politeness at the lexical level, we should not forget about grammar and syntax. The levels of politeness are related to the language means that the speaker chooses to implement their communicative intentions. Certain types of polite communication (in particular, greetings) rarely function in their pure form. As a rule, they are complicated either by the address (the most common examples were discussed above) or by one of the etiquette expressions accompanying the greeting. This is true for both Russian and English etiquettes.

**Conclusion.** Thus, each language level has its own set of politeness markers. Differences in the systems of politeness relate not only to speech formulas, but also to their lexical and grammatical structure, semantic and pragmatic meanings, features of functioning, and the strategy of politeness, which also have national and cultural specificity. The concept of politeness varies from culture to culture. Language means characterize both the individual speaker and the entire nation as a whole. Each nation and each nationality have their own historically formed rules of speech etiquette. Knowledge of these rules allows a person to behave correctly in society, to be confident and feel at ease when communicating with representatives of both their own and other nationalities, demonstrating civility and good manners, which is quite important for a person who wants to establish effective communication in society. No matter what language of communication it is, the main component of polite treatment is an attentive and respectful attitude to the partner.

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