THEORETICAL CONCEPT OF POLITENESS BASICS IN DIFFERENT-REGIONAL VARIATIONS

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Abstract: It is accepted to contemplate that politeness is a culturally defined phenomenon, and what is considered polite in one culture can often be quite rude in another. So, it is necessary to take into account the importance of the knowledge of politeness in real life to avoid misunderstanding between native and non-native speakers. This article gives a brief overview about politeness theory.

Key words: Politeness, positive face, negative face, self-image, face-threatening acts.

Annotatsiya: Xushmuomalalik madaniy jihatdan aniqlangan hodisa hisoblanadi. Bir madaniyatda xushmuomala deb hisoblangan narsa boshqa mamlakatda qo'pol bo'lib tuyilishi mumkin. Demak, ona tili va ona tilisi bo'lmaganlar o'rtasida tushunmovchilik yuzaga kelmasligi uchun odob ahloqni bilish real hayotda juda ahamiyatli hisoblanadi. Ushbu maqolada xushmuomalalik nazariyasi haqida qisqacha ma'lumot berib o'tiladi.

Kalit so'zlar: Xushmuomalalik, ijobiy yuz, salbiy yuz, o'z-o'zini tasvirlash, yuzga tahdid harakatlari.

From diachronic point of view, politeness as a linguistic category has been significant last three decades of the XX century. The main founders are Leech, Brown and Levinson. The origins of the modern English concept of *"politeness"* dates back to the sixteenth century, when it signified socially cooperative behavior to be displayed by male members of the nobility at court. One of the principal elements of politeness so construed was the *"ability to carry out civil or familiar conversation"* [1].

Definition of the word *"polite"* in English from the Oxford dictionary can be interpreted like having or showing behavior that is respectful and considerate of other people [2].

The meaning of the word *"polite"* in the Cambridge English Dictionary: behaving in a way that is socially correct and shows understanding of and care for other people's feelings; socially correct rather than friendly; people who have been taught how to behave in a socially correct way[3].

The Webster dictionary gives another definition: "Politeness is the quality or state of being polite; refinement of manners; urbanity; courteous behavior; complaisance; obliging attentions" [4].

Politeness theory is an important branch of pragmatics developed by Penelope Brown and Stephen Levinson in the 1970s.The theory draws heavily upon Erving Goffman's concept of face and has advanced this concept with a particular focus on how and why we are polite to others. Goffman defines face as "The positive public image [we] seek to establish in social

interactions. "It's also helpful to think of face as 'self-image'. Naturally, most of us want to protect our self-image and wish to portray a positive image of ourselves to others.

Politeness theory works on the assumption that we have two different types of 'face': *Positive face* and *Negative face.*

➢ Positive face an individual's desire to be liked and appreciated by others. Think of this as a person's self-esteem.

➢ Negative face is an individual's desire to protect their personal rights, such as their freedom of speech and action. When we are polite to people, we are appealing to one of these two types.

Brown and Levinson suggest that when we are rude to people or impede their personal freedoms, we commit face-threatening acts (these are directed at the person we are talking to). When we admit and apologize for our shortcomings, we commit face-threatening acts (which are directed at ourselves).They also suggest that cooperation is needed between speakers during social interaction.

According to Brown and Levinson, face-threatening acts may threaten either the speaker's or the listener's face (either positive or negative).

Acts that threaten the listener's positive face and self-image include expressions of disapproval, accusations, criticism, and disagreements. Face-threatening acts can also be expressions that show that the speaker does not care about the listener's positive face, for example mentioning taboo or emotional topics, interruptions, and expressions of violent emotions.

Let's take a look at some face-threatening acts (positive face).

➢ *" I don't like that outfit at all. "*
➢ *" You ate all my cheese, didn't you ?! "*
➢ *" I'm definitely better at maths than you. "*
➢ *" Didn't your last partner cheat on you all the time? "* [5]

Politeness in speech helps people to create an amiable atmosphere where everybody respects and has a good attitude to each other. The knowledge of Politeness in English language makes easier to understand Englishmen's behavior and avoid misunderstanding between the native and the non-native speakers that can lead to serious problems. As for foreign language students, the comprehension of Politeness in English language can minimize the cultural shock when they go to foreign countries to practice their language. It is key point in studying languages, as we know linguistic discrepancy in different countries. It is obvious that nobody wants to communicate with rude person, but everybody respects polite people and such quality is reckoned to be the indicator of intelligence. The usage of polite expression in speech helps people not to impose but make them do something in a polite way.

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