



THE INTERPRETATION OF THE CONCEPT "POLITENESS" IN ENGLISH

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Annotation: *This article deals with the strategies that exist for compliance with the norms of verbal communication, as well as the definition of the concept of politeness in English.*

Key words: *politeness theory, politeness strategies, positive and negative politeness, concept, privacy.*

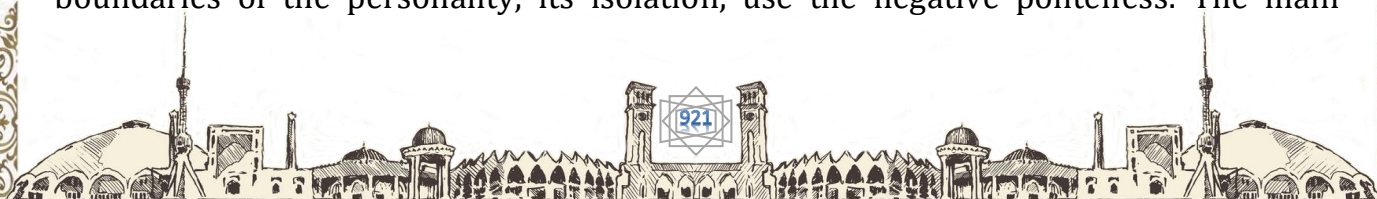
Speech communication is rightfully considered one of the most important types of human activity. Many experts pay attention to problems of polite speech communication, based on the study of the process of communication.

Among the existing approaches and concepts to the definition of theory of politeness today distinguish the following: politeness as an ethical category (S.A. Risinzon, L. Kastler, N.I. Formanovskaya); politeness as speech maxims, rules (G.P. Grice, J. Leach, R. Lakoff); politeness as saving face (R. Scollon, E. Hoffman, P. Brown, S. Levinson, S. Skollon), politeness as an assessment of a person's status (V.E. Goldin, V.I. Karasik); politeness as a conversion contract (B. Fraser and W. Knowlen).

In verbal communication, there are various strategies that regulate the speech behavior of communicants in accordance with verbal situations, help to observe various speech norms, and also characterize the features of the consciousness of representatives of one or another linguistic cultures.

The most famous systematization of strategies is S. Levinson's systematization, presented in the book *Politeness: Some Universals in Language Usage*, where two main types are distinguished politeness: positive and negative [5]. These two main types allow understand the mechanism of human relationships in which communicants use certain opposite actions during communication: actions that lead either to rapprochement or to distance speakers. In other words, courtesy is the observance balance and balance between the demonstration of solidarity and distance relations [4]. Positive impression on the interlocutor produces positive politeness: the speaker expresses his friendliness and solidarity with the addressee.

Basic Examples of "Positive" Politeness is a manifestation of attention, courtesy, expression of trust, creation atmosphere of unity and closeness of the speakers. to strategies for positive courtesy includes gratitude, empathy, compliment, approval, sensitivity, appreciation. In order to respect the privacy and "autonomy" of the boundaries of the personality, its isolation, use the negative politeness. The main





examples of "negative" politeness are moderation, equanimity, delineation of speech boundaries, formality and an expression of respect.

The examples of Negative Politeness:

- 1 Be indirect
 - Would you know where Oxford Street is?
- 2 Use hedges or questions
 - Perhaps, he might have taken it, maybe. Could you please pass the rice?
- 3 Be pessimistic
 - You couldn't find your way to lending me a thousand dollars, could you? So I suppose some help is out of the question, then?
- 4 Minimize the imposition
 - It's not too much out of your way, just a couple of blocks.
- 5 Use obviating structures, like nominalizations, passives, or statements of general rules
 - I hope offense will not be taken. Visitors sign the ledger. Spitting will not be tolerated.
- 6 Apologetic
 - I'm sorry; it's a lot to ask, but can you lend me a thousand dollars?

Examples of Positive Politeness:

- Be as informative as required
- Be no more informative than required
- Only say what you believe to be true
- Be relevant
- Be perspicuous
- Don't be ambiguous
- Don't be obscure
- Be succinct
- Attend to H's interests, needs, wants

You look sad. Can I help you?

- Use solidarity in-group identity markers

Hey, mate, could you lend me 3 dollars?

- Be optimistic

Don't worry. You'll do just fine!

- Include both speaker (S) and hearer (H) in activity

You and I are going swimming together!

English speech etiquette is a set of specific words and phrases that give a polite form to the language. It has a long and very respected tradition – any deviation from speech etiquette seen as bad manners or deliberate rudeness. English etiquette is the epitome of rigor and formality. It has many specific rules regarding each part of the communication of people: from greeting to farewell.





In English culture, the observance of certain communicative boundaries of the interlocutor, restraint and formality in communication. Politeness in the English-speaking society is understood mainly way, as the absence of encroachment on the freedom of a partner. For notation of personal space in English is widely the 'privacy' token is used. Therefore, the foundation of the English politeness is negative politeness, or politeness of distance. Researchers most often distinguish such speech values of English cultures such as tolerance, rationalism, individualism, independence, pragmatism, equality, competitiveness, traditionalism [2].

Strategies of distance, in the first place, are characteristic of called "dangerous" speech acts. These are the speech acts which are discussed undesirable or inappropriate in this context topics that affect the interests of the addressee. Among them - the advice of the order, request, threat, warning. You need to understand what the concept of politeness is and what role does it play in the English language. The term "concept" is widely used in various scientific disciplines. Karasik in his works defines the linguocultural concept as a conditional mental unit aimed at the comprehensive study of language, consciousness and culture [3].

The phrases showing politeness features in English

- Hope – The verb is used in polite statements.
- Seem- The verb is used when you want to say something in a more careful or polite form, and less direct way.
- Respectfully –adverb formal used for showing that you are being polite.
- Perhaps- Adverb spoken used as a polite reply to someone when you don't completely agree what they have said.
- I'd be delighted – phrase used for politely accepting an invitation or agreeing, or offering to do something.
- No disrespect to – phrase used before you may say smth that can offend someone, to show that you don't intend to offend.
- Do you mind- phrase used for getting someone's permission to do smth.
- Excuse me – phrase for politely getting someone's attention or used while leaving.

The phrases showing politeness features in Russian

- слова обращения (ты/вы, господин, девушка, молодой человек);
- слова просьбы (позвольте, разрешите);
- слова извинения (извините, простите, прошу прощения);
- слова пожеланий (хорошего дня/настроения, в добрый путь, удачи);
- слова приглашения (приглашаю, позвольте пригласить);
- слова благодарности (благодарю, спасибо, выражаю признательность);
- слова поздравления (поздравляю, примите поздравления);
- слова приветствия (привет, здравствуйте, рад видеть);
- слова соболезнования (приношу искренние соболезнования, разделяю ваше горе);





• слова утешения/сочувствия (искренне понимаю/сочувствую, не стоит волноваться, все будет хорошо);

• слова согласия/отказа (будет сделано/не в силах помочь, не возражаю/вынужден отказать).

The main features of the linguocultural concept of S.G. Vorkachev considers verbalization and ethno-cultural marking [1].

The concept of 'privacy' plays a key role in English communicative consciousness: it can be used to explain most features of English speech behavior, get information about communicative consciousness of representatives of English culture, about the norms and rules of communication adopted in it. The very existence of the language of a special lexeme to denote a concept (in this case, the lexeme 'privacy') already indicates its special significance for this culture [6].

In order to fully and deeply understand the content of the 'privacy' concept, let's turn to the explanatory dictionaries of the English language, which gives the following definition of the 'privacy' lexeme :

- 'being alone and undisturbed;
- the right to this freedom from intrusion or public attention';
- 'the state of being alone and not watched or disturbed by other people [1].

As you can see, all the above definitions emphasize peace, the right to freedom from encroachment on "personal autonomy" and respect for its surrounding. There is even such a thing as 'sense of privacy', and this the feeling is innate and sacredly guarded. So, for English culture 'privacy' is one of the main concepts of politeness, one of the main cultural values. This the concept predetermines the features of communication and relationships communicators, thanks to him politeness in English acquired their characteristic features, which help to understand not only the features verbal communication of the English, but also their culture as a whole.

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