

THE CRUCIAL ROLE OF SPEECH ETIQUETTE IN THE FIELD OF CROSS-CULTURAL COMMUNICATION

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Annotation. The writers focus on speech etiquette as the key element of cross-cultural communication. They examine the most prevalent speech norms utilized at the start of and throughout conversations in other languages. The authors compare the verbal behavior norms in the German and English languages to determine which norms facilitate communication.

Keywords: cross-cultural communication, speech etiquette, speech norms, rules of verbal behavior.

Introduction. One of the most rapidly developing and in-demand disciplines in today's world is intercultural communication. It stands at the intersection of linguistics, cultural studies, communication theory, and language pedagogy, reflecting a unique realm of human relationships. This field has both practical and scientific aspects. The close connection between culture and communication was demonstrated by E. Hall as far back as the second half of the 20th century. Scholars such as Marshall McLuhan, V.V. Vorobiev, V. Humboldt, and E.I. Zinovieva have also studied the relationship between culture and communication¹.

As a result of intercultural communication, there is an exchange of information among representatives of different cultures, and the fact that they belong to different cultures significantly influences their communication, determining its course. The renowned scholar Edward B. Tylor depicted culture as 'a complex whole, which includes knowledge, beliefs, art, morals, laws, customs, and any other capabilities and habits acquired by man as a member of society.' According to the normative approach, culture consists of norms that shape the behavior and communication of individuals, and these norms are acquired through socialization. Consequently, culture determines what is allowed and what is not. One of the most important components of culture in the field of intercultural communication is verbal etiquette, through which contact with an interlocutor is established, maintained, or terminated in various situations. Norms of verbal etiquette differ in different countries, and each nation has its own cultural communication characteristics. The connection between verbal etiquette and the communication process is undeniable, as no conversation can do without its elements. By observing the rules of verbal etiquette, the speaker has the opportunity to effectively

¹ Vorobiev V. *Linguoculturology: theory and methods.* – M., 1997.

convey their thoughts to the interlocutor and achieve the communicative goal of the statement more quickly².

To acquire skills in verbal etiquette, knowledge in various humanities disciplines such as linguistics, psychology, and cultural history is required. The foundation for the successful implementation of communication skills lies in the formulas of verbal etiquette. The verbal etiquette of any nation has its unique features associated with the historical development of the language, during which words acquired special weight and significance. However, it is necessary to note that at the same time, verbal etiquette in different languages has some traits that only differ in the forms of implementing verbal norms. In every language, there are fixed expressions for greetings and farewells, as well as formulas of respectful address to elders by age or position. In any society, a representative of a different culture who is unfamiliar with the peculiarities of national verbal etiquette appears uneducated and poorly mannered. When communicating in a foreign language, it is important to keep in mind the rules of verbal behavior that exist in every society and are related to the laws of situational language use. Verbal etiquette is necessary at different stages and levels of communication, but it is especially important when establishing and maintaining contact with an interlocutor. In this article, we will explore common communication situations using examples from English and German languages. These insights are sought not only by philologists but also by specialists who will engage in communication with foreign colleagues.

Every country has contributed in its own way to the development of etiquette. As for England, it is in this country that the concept of a "true gentleman" originated, and the English are renowned worldwide for their restraint, politeness, composure, and manners. English speakers' notions of polite conversation are reflected in discussions about the weather. This is why, in addition to greetings, they often exchange phrases about the weather.

In English-speaking culture, depending on the situation and social circle, the following greetings can be used: "How are you?" "What's up?" "Hello!" For example, if Russian speakers start a conversation with "Очень приятно!" ("Nice to meet you!") and hear in response an exclamation like "Очень рад с вами познакомиться!" ("Very pleased to meet you!"), English speakers often exchange the phrase "How are you?," which corresponds to the Russian greeting "Здравствуйте!" ("Hello!").

"Good morning!" is used in the first half of the day, before noon. This expression can also be used when saying goodbye to someone in the morning. "Good afternoon!" is used from noon until around 6 p.m., and it is used when saying goodbye during that time. "Good evening!" is used after 6 p.m. when greeting or saying goodbye. The phrase "Good night!" is mainly used when wishing someone a good night. Phrases like

² Humboldt W. Language and philosophy of culture. – M., 1988.

"Goodbye!," "Bye!," and "See you later!" can be used throughout the day for saying goodbye, with "Bye!" and "See you later!" being more commonly used in informal speech. When parting ways with people you have recently been introduced to, it is appropriate to say "It was nice to meet you!" When visiting someone's home, be prepared that leaving immediately after you decide to do so may not be possible, as the farewell ceremony can last at least ten minutes or more.

As for the German language, when establishing contact with an interlocutor, the first thing we do is choose the form of address. In German, like in Russian, but unlike English, there are formal and informal forms of address: "Sie" for formal and "du" for informal. Addressing someone with "Sie" signifies politeness and is used when addressing someone you are not familiar with, in official situations, or when addressing someone older. However, exceptions are possible based on mutual agreement. For example, in a summer camp, all children and adults can address each other informally with "du." To agree on this, you need to know certain vocabulary: "duzen" – to use "du" with someone, "sich duzen" – to address each other informally, "Duzbruder," "Duzfreund" – someone you address informally. For example, "Wir können uns auch duzen. Ich biete dir das Du an." ("We can address each other informally. I offer you 'du.'")³

When addressing an unfamiliar person, your first task is to get their attention. In this situation, the following forms are used: "Entschuldigung!" ("Excuse me!"), "Entschuldigen Sie bitte!" ("Excuse me, please!"), or "Verzeihung!" ("Pardon me!"). For greetings in German, you have expressions like "Guten Morgen!" ("Good morning!"), "Guten Tag!" ("Good day!"), and "Guten Abend!" ("Good evening!"). In a more informal setting, you can use expressions like "Einen schönen guten Tag!" ("A lovely good day!"), and other informal greeting phrases, which are typically used among close acquaintances, such as "Hallo!" and "Grüss dich!" If you meet someone several times throughout the day, it is not customary to greet them each time. Instead, you can use specific phrases like "Wir haben uns (heute) ja schon gesehen" ("We've already seen each other (today)") or "Guten Tag noch einmal!" ("Good day once again!"), which corresponds to the Russian expressions "Мы с вами уже сегодня виделись" and "Еще раз здравствуйте" ("We've already seen each other today" and "Hello again"). In situations where you are greeted for the second time, the typical response is the phrase "Doppelt hält besser," which translates to "The second time won't hurt" in English.

In greeting situations, so-called "etiquette expressions" are often used, which involve questions about life, affairs, and health. These phrases sometimes replace the initial greeting and serve as the first response. For example, "Wie geht es Ihnen?" ("How

³ Zinovieva E. Linguoculturology: theory and practice / E. Zinovieva, E. Jurkova. – SPb.: Publishing house MIRS, 2009. – 291 p.

are you?") or "Wie geht es dir?" ("How are you?") correspond to the question "Как дела?" ("How are you?"). You can also use phrases like "Was macht die Arbeit (das Studium)?" ("How's work/study going?") and "Was gibt es Neues?" ("What's new?"), which correspond to "Как успехи?" ("How are things going?") and "Что нового?" ("What's new?"). When bidding farewell, Germans behave similarly to Russians, using stylistically neutral forms of parting such as "Auf Wiedersehen!" ("Goodbye!"), "Auf ein baldiges Wiedersehen!" ("Goodbye until we meet again!"), "Bis morgen!" ("See you tomorrow!"), and "Tschüss!" ("Bye!"), which corresponds to "До свидания!" ("Goodbye!"), "До скорой встречи!" ("Goodbye until we meet again!"), "До завтра!" ("See you tomorrow!"), and "Пока!" ("Bye!"). When saying goodbye, Germans often use phrases expressing good wishes, such as "Alles Gute!" ("All the best!") or "Mach(t)´s gut!" ("Take care!"), which are equivalent to "Всего хорошего!" ("All the best!") and "Счастливого!" ("Take care!").

Conclusion. In conclusion, it is essential to recognize that people's views of the world differ because each culture has its own norms and values. As the German scholar Wilhelm von Humboldt once stated, "Each nation is enveloped by the circle of its language, and can only exit this circle by entering another". In this article, we have attempted to facilitate such transitions and provide a glimpse into the cultural and linguistic worldviews of the countries whose languages we are studying.

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