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FORMULAS OF SPEECH ETIQUETTE IN A GENDER-ENGINEERED COMMUNICATION STRATEGY

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Abstract. *The aim of the article is to determine the most essential formulas of speech etiquette through the prism of a gender engineered communication strategy. Over the past decades, gender research has covered all levels of the language, took into account all linguistic phenomena and subtleties. At the same time, the study of the category of modality was limited only to the consideration of modal verbs. The functional-semantic approach we apply to the consideration of modal etiquette phrases as one of the many means of expressing modal meanings will explain social patterns and gender characteristics of communicative behavior.*

Keywords. *gender, gender linguistics, modality, modal etiquette phrases, communication strategy, speech behavior*

Introduction. Gender studies have gained great importance in various fields of human knowledge in recent decades. The anthropocentric paradigm, which gave rise to interest in a person, placed him at the center of all research, including linguistic ones. The change of sex-role functions, the implementation of female emancipation led to the emergence of gender linguistics as an independent direction [2, p. 7].

Researchers in this area examined the structure of the language, studied the communicative behavior of men and women, analyzed the frequency and nature of the use of linguistic units, analyzed the features of grammatical categories, including the category of modality [11; 13]. nevertheless, there are very few works devoted to the study of modality in the gender aspect, and those that exist, as a rule, are limited only to the consideration of modal verbs, although modality is a communicative category [8], a deep understanding of which makes it possible to explain the features of gender-constructed speech behavior [13].

Among the various means of expressing modal meanings, the so-called formulas of etiquette occupy an important place. these emotionally expressive units are actively implemented in dialogues between interlocutors to express a polite and benevolent attitude. Etiquette phrases combine the thoughts and emotions of the speaker, which classifies them as modal, since they contain both an assessment and an attitude [4; five].

Etiquette phrases can be fixed units in the form of phrases and sentences: Good afternoon !, Good morning !, Good night !, Goodbye !, Good health !, All the best !, All the best !, Bon appetit !, With your permission, etc.

Etiquette phrases, designed according to the principle of a definite personal proposal (be kind; you are welcome; be kind; be kind; thank you most humbly; be healthy, etc.), are implemented by the speaker directly in speech situations to express his attitude towards the addressee. thus, we consider it expedient to call such units modal etiquette phrases.

Material and methods

Modal etiquette phrases, depending on the expressed relationship, are proposed to be classified into target categories: gratitude, apology, congratulation, greeting, sympathy, wish, invitation, request, etc. according to Western researchers [9; 10], as well as domestic linguists (Kitaygorodskaya, Zemskaya, Kirilina, Rozanova, etc. [6; 7]), there are more polite forms in female speech, they prefer to use indirect requests. in contrast to orders and direct requests, they are more welcoming and dispose of the interlocutor for a conversation.

During a meeting or mutual greetings in the speech of women and men, clichéd units of speech etiquette are widely used to establish a favorable tone of communication [6, p. 94]. consider the implementation of modal etiquette phrases on the material of the newspapers "Komsomolskaya Pravda" (KP); "Soviet sport"; "Labor-7"; "Ria Novosti" and "New Region 2".

Some units of language, reflecting a rational attitude of agreement or disagreement (of course, unfortunately, it goes without saying, the true truth, of course!), are implemented in a polite manner. polite refusal or disagreement on semantics is closely related to modal etiquette units expressing a request: I humbly ask, be kind, be kind, be kind, etc.

An analysis of the units expressing a request and consent / disagreement in the speech of men and women indicates the diversity of the communicative purpose for which these etiquette phrases are used. Wed: "Be so kind as to make sure that there are no smokers or working cars in and around the entrance" (KP. 2011. Jan. 4); "Here, be so kind as to follow the instructions - a special operation is the basis for an inspection of any car" (work-7. 2008. 4 October); "We are not obliged to make announcements," retorted the "green cap," "you are going to our country, please study our laws" (CP 2011. Oct. 1).

As you can see from the above examples, the phrase please be kind is not always an indicator of courtesy, but on the contrary, it serves to express the usual urge to action and thus has nothing to do with the request. in male speech, such a realization is more common. depending on the communicative situation, the implementation of the phrase, please be so kind, can also occur in accordance with its semantics. Wed: "Hello, my name is Tatiana Petrovna Zhiltsova. Kindly consult me, please. this is my situation" (CP. 2010, April 3); "Be so kind as to convey my words to Mr. Putin" (CP. 2007. Oct. 8); "Please tell me if the dacha amnesty has come into effect in Krasnodar" (CP. 2006. Feb. 9); "Please, I have two bottles of this beer," I say to the saleswoman (kP. 2005. 9 Sept.).

A similar trend is observed with phrases be kind and do mercy that fall into the category of requests: "house manager. Please, pay for international communication services" (CP. 2011. Jan. 4); "Be kind, tea with thyme, just put my thyme in it," the man handed the waitress a packet of tea" (Labor-7. 2010. Nov. 7); "Try it, Be Kindly" (CP. 2010. March 6); "They say, if you please, than I am worse than a Hiddink!" (Soviet sport. 2010. September 1); "Kindly - biscuits, natural apple juice and local sweets" (KP. 2008. Aug. 11); "Therefore, be so kind as to present the relevant documents at the borders" (CP. 2005, 4 Sept.); "Please, tell me, at least approximately, how much can this steamer cost?" (labor-7. 2009. March 7); "If people from TV 6 will get a job with you, please do not refuse" (CP. 2001. Feb. 4).

Consider the target group apology. quantitative analysis showed that out of 176 uses of the phrase I beg your pardon, found in the research material, more than 83% are in men. Wed: "I apologize to the relatives

of the deceased and I ask you to forgive me" (CP. 2011, April 3); "I apologize to everyone for whom I have been a role model" (CP 2011. Jan 2); "I apologize for what happened" (CP 2010. Aug 12).

In addition to the frequency differences, we managed to reveal a very interesting tendency - the etiquette phrase I beg your pardon is often used in combination with modal verbs with the meaning of opportunity. "I beg your pardon, I cannot do otherwise!" (new region-2. 2011.3 Sept.); "I'm sorry that we didn't succeed in achieving the results we were all striving for, and I apologize for that and feel responsible" (RIA Novosti, 2009. Aug. 5); "I apologize, I cannot appeal with numbers, which is related to my tax work" (CP. 2010. 12 Sept.); "Peter, I beg your pardon, but tomorrow I won't be able to come to work" (work-7. 2008. April 12); "I'm sorry, I can't," says the 21-year-oldgoalkeeper "(Sov. sport. 2008. April 10) - this combination is due to the fact that it is important for men to achieve their goals as an indicator of success, therefore explicators of the modal value of desirability abound in their speech [2, p. 57]. the same phenomenon occurs in the speech of men with etiquette phrases sorry. Wed: "to which Konstantin Konstantinovichsaid:" Sorry, I can't "" (KP. 2011, December 5); "Sorry, I can no longer speak, for me the death of Gurchenko is a huge grief ..." (kP. 2011. March 30); "Sorry for not being able to organize the weather" (Sov. Sport. 2011. March 25); "Sorry, but I can't communicate for a long time - we have a training session" (Sov. Sport. 2011, March 15); "Sorry, I won't say exactly - as soon as I can!" (Soviet sport. 2010. Oct. 25); "Excuse me, today I had two ambulances, they stabbed me, and still I can't come to my senses" (CP. 2011. Apr. 2). thus, men use etiquette phrases of apology as a request for forgiveness for insolvency in business, for the impossibility of performing any action for various reasons.

The etiquette phrases of the target category of apology are still used for their intended purpose in the speech of men with women whose social status is high. for example: "- Sorry, for God's sake. - What are you! Excuse me. it turned out that I overheard how you were doing, because you answered the phone, and did not speak ..." (work-7. 2011. Feb. 17).

Results and Discussion

Semantic analysis also revealed a difference in other communicative purposes: if women more often use these phrases for reasons of elementary ethics or justification, then men often use units of the category of apology for the purpose of negative irony. Wed: "-Excuse me if you were waiting for me, - the tennis player is justified" (Soviet sport. 2011. March 2); "- yes, I'm sorry, I forgot," the girl replies, not even surprised by the Belarusian speech "(CP. 2011, Feb. 22); "Sorry, please, wait a second. my son woke up "(CP. 2011, March 16); "There is a wall, well, it will still be standing, and we will draw on it, drink and, excuse the expression, defecate" (KP. 2011. Jan. 3); "The hospital workers also need, excuse me, to devour, sir" (kP. 2010, December 1); "Although, for the sake of truth, I must say: our policemen - oh, forgive me, lady policemen - and so it is not even worse!" (CP 2011, Apr 3); "The police ... oh, sorry, the police on the streets were not surprised at our appeal either" (kP. 2011, Jan. 3).

The active use of etiquette phrases of apology makes women's speech less confident and justifiable, which confirms the provisions put forward by M.A. Kitaygorodskaya and n.n.rozanova [6, p. 98].

A large target category is formed by the units expressing the greetings: Welcome !, Good morning !, What fortunes! and etc.

The frequency of the use of these units in the speech of men is higher, which may be due to the unspoken tradition, according to which it is customary for a man to meet guests first [14, p. 103]. Wed: "have you arrived? Welcome! how are you?" (Soviet sports. 2011. March 23); "Then I beg you to come to the house" (kP. 2003. March 29); "You are welcome to my domain! - the friendly owner shows the way "(CP. 2012. Aug 12); ""Welcome to Moscow. I look forward to meeting you and your delegation at @skolkovo ", - wrote in turn in the blog Medvedev" (RIA Novosti, 2010. October 10); "Welcome,"

Yesenin greeted the guests. - do not hesitate, settle down wherever you want "(Soviet sports. 2010. Feb. 2); "Welcome to my land," said Kobayakov "(labor7.2009.11 Oct.). It should be noted that semantic analysis revealed a frequent combination of this etiquette phrase with explicators of the modal value of desirability, mainly in conditional sentences, equally often realized by both men and women. Wed: "if you would like to continue your night vigil, welcome to cafes" van Gogh "and" Actor "" (CP 2011. May 13); "So if one of the young people wants to achieve something in life, and not wait for success lying on the couch - welcome!" (CP 2011.5 Dec). A large target category is made up of units expressing wishes: Bon voyage !, Happy stay, All the best !, God bless you, Fair wind !, Good night, etc. Wed: "Mr. Chirkov, everything is in order. Bon voyage "(CP. 2011. Jan. 3); "I wish you make the right choice. And happy journey, Igor! " (CP. 2007. Nov 30); "Have a good trip! Happy return! " (work-7. 2004. June 8); "Dear Eva Gudumak, good afternoon!" (CP 2011. Apr 5); "And thank you for your question! All the best!" (CP 2011. Aug 4); "Thank you for the clarification. All the best! - Goodbye, thanks for the call "(CP 2009. Feb 25).

Functional-semantic analysis did not confirm the gender stereotype that women use wishes phrases more emotionally and more often. A separate target category in both male and female speech is made up of modal etiquette units expressing gratitude, the frequency and nature of the implementation of which do not have any special differences. Wed: "You know, I am grateful to my wife for her patience" (kP. 2011. May 13); "I am very grateful to the residents of St. Petersburg for their kind hearts" (CP. 2011. Aug. 4); "Thank you for your kind words and for the abundance of questions received" (Sov. Sport. 2011. March 29); "Thank you for your work, for the experience that our esteemed veterans pass on to the younger generation" (CP. 2011, Jan. 2); "I have an example of an honest official to whom I am very grateful" (CP. 2011. Dec 5); "Thank you for your question" (kP. 2011. May 13); "Thank you for not forgetting us, make sure that we feel good" (CP 2011. Dec 5);

"Many thanks to them!" (CP 2011.5 Dec). modal etiquette units, which are of a general nature, also make up a numerous category: farewell formulas: All the best !, All the best !, Good luck !, All the best !, Happy stay !, With God! etc. Wed: "Be healthy, dear friends!" (CP 2010, Jan 12); Be healthy for years to come. happiness to you, prosperity, calm longevity, good spirits "(CP. 2010, June 10); "Love your parents, children, grandchildren and be healthy!" (CP. 2008.19 June); "Yes, there are not many veterans of the commentator's shop left, all the best, health, good luck!" (Soviet sports. 2011, March 17); "We wish you all the best, family happiness, and most importantly, health is the most valuable thing in life" (CP. 2011. Feb. 22); "Thank you! Good luck and all the best! " (Soviet sports. 2006. Apr. 11).

The results of the quantitative analysis allow you to see the frequency of the use of modal etiquette phrases shown in the table. Having studied the features of etiquette units, we come to the conclusion that the implementation of modal etiquette phrases can have different frequency and character. The frequency of the use of modal etiquette phrases of apology in combination with the meaning of opportunity is more characteristic of men. Etiquette units expressing the meanings of greeting and invitation prevail in male speech, being conditioned by the extralinguistic factor.

Etiquette formulas with the meaning of polite consent or refusal are more common in the speech of female representatives. As for the etiquette units with the meanings of wish and farewell, in general, the frequency of their use and communicative goals in the speech of men and women are the same. It should be noted that in certain speech situations and under the influence of extralinguistic factors, modal etiquette units expressed by women have a slightly different tonality and emotional coloring, which gives them uncertainty, and men's speech is more laconic and rude. thus, the communicative situation, due to its diversity and unpredictability, requires careful consideration of the implementation of modal meanings and their gender characteristics.

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