

## ETIQUETTE OF GREETINGS IN INTERCULTURAL COMMUNICATION

## ЭТИКЕТ ПРИВЕТСТВИЯ В МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ

---

**Аннотациясы:** Бул макалада ар кандай өлкөлөрдө учурашуу манералары жана формалары каралып, алардын окшоштуктары жана айырмачылыктары берилет.

**Негизги сөздөр:** учурашуу, культуралар ортосундагы байланыш

**Аннотация:** В этой статье рассматриваются манеры и этикеты приветствия разных стран, наблюдается, что формы приветствия в различных странах имеют различия и сходства.

**Ключевые слова:** приветствия, межкультурная коммуникация

**Annotation:** This article deals with the manners and daily etiquette greeting forms in different countries. It reveals that in different countries greeting forms are varied and however in some countries there are the similarities.

**Keywords:** greetings, intercultural communication

---

Semiotics is the science of signs and sign systems. This is interdisciplinary science emerged at the junction of linguistics theory, information, psychology, biology, literature and sociology. In general, there are three distinct sections in semiotics: Syntactic- the study of the objective laws devices of sign systems, as well as the relationship between the elements of the language, the rules of their education, and combinations thereof. Semantics – the study of meaning, i.e., the relationship between the characters and values, rules, symbols and understanding. Pragmatics – the study of relationships between subjects using a sign system. By this system, in other words, we understand the relationship between language and the user, and the rules of language use.

Culture Semiotics deals with sign means of culture; it examines all cultural phenomenon's as texts. In this case the necessary component of any culture is information which always keeps and transfers with the help of signs. In general they form a text not only written text, but also any artifact. From the semantics' point of view the basic structural component of culture is sign systems. Sign is a material object (event, phenomenon). There are 6 types of signs: natural, functional, iconic, conventional, verbal, writing system. Our theme is conventional signs. Conventional signs are artificially created signs that people have agreed to attribute a certain meaning. They may not be quite

similar. And in this article we have tried to consider various options greetings of different nationalities.

Greeting is the way of welcoming a person. It is done not only when a guest comes to your house but also when you meet or are introduced to someone. In the modern age, with the influence of "westernization", greeting is now restricted to hello and handshake but according to traditional norms; forms of greeting vary in from country to country. Daily greeting etiquette and meetings is one of the important features of social civilization. Manners and daily etiquette greetings have the similarities and differences in cultural background and using appropriate words and phrases. In the process of intercultural communication it is necessary to know and to pay special attention to the fact that these differences are caused by the difference of cultures and traditions.

In the process of using language in order to express their ideas and information any people base on national traditions and thoughts. In international communication, if sender and recipient cannot enter into the framework of a total same cultural background, they cannot be understood by each other, which leads to misunderstandings-communication becomes useless, you cannot establish the communication. Thus, successful international communication depends on a clear understanding of cultural differences. Habits and customs of greeting in spite of the matter what language people speak, wherever and whenever to

meet friends, they will greet each other. In general, greetings may be divided into two groups: verbal and nonverbal. First is expressed by phrases and questions, such as “hello”, “how are you?”. The second refers to those situations where people meet, but for some reason cannot greet each other by the words – then they express a greeting by a nod, a smile, or other body movements, facial expressions. Let’s look at different forms of greeting in different countries.

The most familiar to us is the handshake. But even so, there are differences: in Russia, for example, the man should greet first and woman stretches her hand (if it is necessary), and in England there is another. In Tajik family, the owner of the house, taking a guest, shakes his two outstretched hands as a sign of respect.

In Saudi Arabia, in such cases, after the head of the host country shakes hands, he puts his left hand on his right shoulder and kisses the guests on both cheeks.

Iranians, shake hands, then pressed his right hand to his heart. In the Congo people greet each other with both hands blowing on them.

The African Maasai: before shaking hands before they spit on them. Kenyan people are not troubled by pulling the hand: just spit at each other in greeting.

As a widespread handshake, in order to check weapons in hands there is an alternative way in the traditions of different cultures. For example, Indians folded hands “Anjali”: palms pressed against each other in the state thumbs up, so that their tips have risen to the level of the eyebrows.

Japanese not prefer handshakes, but bows, how much it is lower and longer, the more important the person whom they are addressed.

Koreans also anciently bow at the meeting. The Chinese, who bows traditionally can easily pass greeting by shaking hands, and when

In the Middle East the bow with lowered head and arms pressed to the body, when the right hand covers the left means the signs of respectful greeting.

And what a beautiful ritual greeting in some North African countries is first they touch with his forehead, then to his lips and after that – chest. In the language of gestures that means: I think of you, I am talking about you, I respect you.

In Zambezi they clap hands with sittings.

In Thailand, the united palms are applied to the head or chest, and it can be according to the higher status of a proclaimed person. This gesture is accompanied by a cry of “wai”

Tibetans generally do extraordinary: they remove the cap with right hand from his head, and lay his left hand behind his ear and put out the tongue. This proves the absence of bad intentions in greeting. Polynesians also greet very tender, they sniff each other, rub noses and treat each other on the back. In Egypt and Yemen, a welcome gesture reminds a saluting in the Russian army, only the Egyptians, put hand to their forehead, turn it to the side with whom hello.

South Africa the ritual of clutching little fingers, shaking their fists and again grip the little fingers, became common on many streets in the United States.

All the forms of greeting, no matter how much interesting or different they are, give the same message. That is of, love and respect to maintain good will in the society. Greeting is an expression which in its own way pleases a person. And in a variety of greetings international etiquette is the same. People when meet each other wish goodness and happiness, health, success, good morning, or evening. So it is very necessary to know the good manners of behavior. It consists of major rules: politeness, naturality, dignity and tact.

### Reference

1. Dialogs for everyday use. Julia M. Dobson, 1995
2. What is semiotic? // Rainbow. Gornyi 1996
3. Semantics. Stepanov U.S. Moscow 1971
4. [www.rg.ru/./privetstvie -site.html](http://www.rg.ru/./privetstvie-site.html)
5. [nsknews.info/news/127616](http://nsknews.info/news/127616)