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## PRAGMATIC CONTENT OF SPEECH ETIQUETTE IN ENGLISH AND KYRGYZ

### Прагматическое содержание речевого этикета в английском и кыргызском языках

#### Орус жана кыргыз тилиндеги кеп маданияттын прагматикалык мазмуну

***Abstract:** the article analyses the pragmatic co-meanings, acquired by etiquette units during communication. The pragmatic (here, pragmatics is understood as relation to signs by those who interpret them) content of the units of speech etiquette is characterized. After the consideration of the politeness category, which is basic for verbal etiquette, and the analysis of the universal and idioethnic values lying in the basis of the etiquette language formulas, the article infers generality of the pragmatic content of the speech etiquette in English and Kyrgyz languages.*

***Аннотация:** в статье анализируются прагматические со-значения, приобретаемые этикетными единицами в актах коммуникации. Характеризуется прагматическое (при широком понимании прагматики как отношения к знакам тех, кто их интерпретирует) содержание единиц речевого этикета в английском и кыргызском языках. После рассмотрения базовой для вербального этикета категории вежливости и анализа универсальных и идиоэтнических ценностей, лежащих в основе этикетных языковых формул, делается вывод об общности прагматического содержания речевого этикета в английском и кыргызском языках.*

***Аннотация:** кептик этикеттин прагматикалык бирдиктеринин мазмуну мүнөздөлөт. Илимий макалада универсалдык жана идиоэтикалык анализ жана вербалдык этикеттин сылык категориясын базалык кароодон кийинки прагматикалык маңызы, этикеттик, тилдик формулалардын негизинин прагматикалык мааниси анализденет., кеп маданияттын англис жана кыргыз тилиндеги прагматикалык мазмуну менен жыйынтыкталат.*

***Keywords:** units of speech etiquette; speech etiquette; pragmatics; cultural stereotypes; speech genre; cross-cultural communication; process of teaching; politeness category; formulas of speech etiquette.*

***Ключевые слова:** единицы речевого этикета; речевой этикет; прагматика; культурные стереотипы; речевой жанр; межкультурная коммуникация; процесс обучения; категория вежливости; формулы речевого этикета.*

*Негизги сөздөр: кеп маданият бирдиктери; кеп маданият; прагматика; маданий стереотиптер; кептик жанр; маданият ичиндеги коммуникация; окутуу процесси; сылык категориясы; кептик этикеттин формулары.*

Both in active use, and in real communication with native speakers of each ethnic group, stable speech and speech patterns for repeated situations are formed, i.e. cultural stereotypes. The norms of communication spread and occur through the demonstration and assimilation of these samples. Each cultural stereotype is a complex mix of social and individual, created by the national tradition. Stable etiquette formulas have harmonizing speech influence on communicants. The etiquette value can have a variety of human movements, postures and positions that it takes.

It seems interesting for the researcher to compare the pragmatic content of speech etiquette in English and Kyrgyz.

Speech etiquette is a system of rules of speech behavior and stable formulas of polite communication. The study of speech etiquette occupies a special position at the junction of Linguistics, theory and history of culture, Ethnography, Regional Studies, Psychology and other humanitarian disciplines [1]. It is an integral part of national language and culture of any people. Possession of speech etiquette promotes the acquisition of authority, generates trust and respect among people. In addition, knowledge of the rules of speech etiquette, their observance allows a person to feel confident and at ease, not to experience embarrassment and difficulties in communication, conversations and important negotiations. In addition, speech etiquette has a national specificity.

Each nation has created its own system of rules of speech behavior. Yet, speech etiquette is closely related to the practice of communication, its elements are present in every conversation. Observance of the rules of speech etiquette will help to communicate intelligently your thoughts to an interlocutor, to achieve rapport with him/her more quickly. Mastering the etiquette of speech communication requires obtaining knowledge in the field of various humanitarian disciplines: Linguistics, Psychology, cultural history and many others. For more successful acquiring communication culture skills, one can use such a concept as formulas of speech etiquette.

Formulas of speech etiquette are certain words, phrases and stable expressions used for three stages of conversation:

- 1) the beginning of conversation (greeting / acquaintance),
- 2) the main part,
- 3) the final part of conversation.

Basic formulas of speech etiquette are acquired at an early age, when parents teach the child to say 'hello', 'thank you', ask forgiveness for misbehavior. Getting older, people learn more and more intricacies in communication, mastering various styles of speech and behavior. The ability to properly assess the situation, to start and maintain a conversation with a stranger, correctly articulate one's thoughts, distinguishes a person of high culture, educated and intelligent. Speech etiquette in a broad sense fits with the general problems of linguistic pragmatics, and should be considered in the context of pragmalinguistic studies.

English speech etiquette has a long and very authoritative tradition - any deviation from the speech etiquette is perceived as a manifestation of bad manners or as deliberate rudeness. English speech etiquette is important not only for the English themselves, but for all the students of English as a foreign language. English speech etiquette has a serious practical value, deserves special and thorough study and constant improvement in it.

Here is one example when an Englishman's watch has stopped, so he had to specify the time. Turning to his friend, the Englishman asks: "What time is it, Tom?" The question "What time is it?" demonstrates the familiar style of speech and is relevant at the familiar level of courtesy - in family, in a close circle, among friends.

A polite request: "Excuse me, could you tell me the time, please?" - corresponds to a neutral level of politeness and a neutral style of speech, but at a familiar courtesy level, in a family circle or among friends, the phrase "Excuse me, could you tell me the time, please?" will seem unnatural in tone or artificially pompous. In an official setting, at an official level of politeness, the question about time can be completely out of place, if, for example, a subordinate enters the office to the chief only to clarify the time. However, and at the official level of politeness, the question of time is possible, if, for example, chief suggests that subordinates check the watches in order to operate smoothly according to the plan, which is painted on minutes.

Elements of speech etiquette are present in everyday practice of any native speaker (including poorly proficient in the norm), which easily identifies these formulas in the flow of speech and expects interlocutor to use them in certain situations.

Elements of speech etiquette are so deeply absorbed that they are perceived by the linguistic consciousness as part of the everyday and natural behavior of people. Ignorance of the requirements of speech etiquette and, as a result, their non-fulfillment (for example, in case of an appeal to an adult

unfamiliar person to you) is perceived as a desire to offend or as a sign of bad manners.

On the other hand, speech etiquette can be considered from the point of view of the language norm. The idea of correct, normalized speech includes certain ideas about the norm in the field of speech etiquette. English literature testifies to that huge role which, given the title and class differences in the society, is an example of a stereotype related to the culture. The English are not irritated by class differences; they are tolerant to privileges and proud of their titles. Here is an example of the importance of titles from a story taking place in English society, an excerpt from the story "Jeeves and the hard-boiled egg":

" - *If the Duke of Chiswick is his uncle,*" I said, *"Why has not he a title? Why is not he Lord What-Not? - Mr. Bickersteth is the son of his grace's late sister, sir, who married Captain Rollo Bickersteth of the Coldstream Guards. "* *"He's an uncle of the Duke of Cheswick,"* I asked, *"why does not he have a title?" Why is not he a lord like-him-there?*

" *Mr. Bickersteth is the son of the late sister of his mercy, sir, who married the captain of the Royal Guard Rollo Bickersteth.*"

" *Aunt Isabel does not like you. She asked me what you did for a living. And when I told her that I did not do anything, I thought she was thinking a lot of things and that you were a typical example of a useless and decaying aristocracy.*" *"You did not like Isabel. She asked me how you make a living, and when I answered that you did not work at all, I said that I understood this from the first minute, since you are a typical representative of a worthless, rotting aristocracy."* [2]

Thus, English speech etiquette is a traditional phenomenon, fixed in speech practice by many generations, stable and socially determined.

Now let us consider the features of the speech etiquette of the Kyrgyz. The author used information from various sources: ethnographic, linguistic, folklore, literary. The valuable material for this study was the Koran, the Manas epic story, the works of Kyrgyz thinkers, as well as our own observations. As a result, it was revealed that three main factors play the main role in the Kyrgyz etiquette: age, gender and social status, the emergence of which goes back to the historically established hierarchy of relations that were formed at the heart of the clan system. Of course, in modern society, the rules of behavior vary within different social strata (rural residents, towns people, etc.).

In the modern Kyrgyz culture of communication, there is a very extensive system of terms - appeals (vocabulary), which is based mainly on

the terminology of kinship. Probably, the emergence of the tradition of using vocals can be traced back to the past and associated with a number of precepts that forbade people to pronounce the names of people so as not to attract the attention of evil spirits. In the city, it is already more blurred than in rural areas, where the etiquette associated with the use of vocals is strictly observed.

The greeting of all the Muslims begins with the words "Ассалому алейкум". From our great-grandfathers, the custom passed - to greet each other with the words "Ассалому алейкум", "Ва аллейкум Ассалам". However, unfortunately, recently especially young people, schoolchildren begin to forget it. To greet and respond to greetings is a sign of respect. Nowadays, when there is a question of strengthening international friendship in a democratic society - this problem is urgent. After all, education begins with a friendly greeting.

The custom of greeting using the phrase "Ва аллейкум Ассалам" should not be forgotten, starting with the family, children's institutions, schools, and other educational institutions, from any organizations, public places, etc. After all, if you think about the meaning of the word "Ассалому алейкум", it means "I wish you peace, tranquility, health". The response to the greeting "Ва аллейкум Ассалам" means "I wish the same" (in Arabic). At present, elderly people still adhere to these rules and greet each other in this way, young people prefer to be modern and for greeting each other, they use the phrase "Кандайсыз?" (*How are you doing?*), and to with people of the same age "Кандай?" All this make us understand that we live in another time and people behave differently, and these details depend on one's consciousness.

To greet and respond to a greeting, you need to clasp your right hand to your chest and slightly nod with your head. If we analyze the word "you" and "You", usually "you" is spoken between peers, or if you know a person well. The word "You" expresses a certain estrangement, an appeal to a person whom you do not know much about, or a senior. Saying "You" is a sign of being educated. The national and cultural specifics of greetings is manifested "in tactics of achieving a communicative goal, in the functions of selected utterances, in the features of combining with other speech acts in this context, in the possibility of non-verbal reaction and frequency indices of a particular response, as well as gender and age social and role constraints."

*"Саламатсызбы, кечинде кайда бара жатасыз? - Чоронун унунви чочун кетти. Толгонай унчукпай баса берди. Чоро акырындап*

*басып келе жатат: "Амандык сурашса, амандашпаганыңыз эмне, киши ушунчалык мерез болобу?" - деген.*

Etiquette, as already noted, gives a certain set of forms and rules of greeting for each individual. Etiquette represents a certain possibility of choice: the variety of forms and methods of their realization is sometimes difficult to describe. A nod with a head, a bow, a handshake, a kiss, an "air kiss," a simple "good day" or "hello" can be performed in a variety of ways, depending on objective and subjective circumstances, on the form of relationship, on historical and ethnographic factors. The researcher of the Kyrgyz etiquette A. Muratov writes that the Kyrgyz always welcome first. The younger welcomes the senior, regardless of gender. The pedestrian welcomes the rider, the entered welcome the seated. But the person sitting should get up quickly and respond to the greeting, except for older people who, because of respectful age, are not allowed to get up [3].

In the Kyrgyz language, unlike English, there are welcome expressions used to the addressee by age and gender.

Welcoming expressions for age and gender designation are used in relation to:

1. senior in age: a) respectful man's greeting: "Ассалом алейкум!", and response to him: "Алейкум Ассалом!": *"Салом Алейкум ..."* - 'Алейкум Ассалом!'. *"Иш кандай, Буйлаке?"*

b) Elderly women respectful: "Арба! Арыбаңыз!" (Do not be tired! Cheer up!), and reply: "Бар бол!" (Hello!): *"... арба! Арбаныз! Саламатсызбы, иш илгери! деген мааниде. Жооп иретинде- Бар болунуз! Албетте" арыба, чарчаба "дегенден өзгөргөн": Арыбаңыз, байбиче! Жакшы турасынарбы?"- деп койду.*

c) Both older women and men respectful: "Куулусузбу? Демдуусузбу?" (Are you still well?) [4], and reply: "Куулуу! Демдуу! Жакшы!": *"Ассалом алейкум! Адака, куусубу?" - Абышканын алган билеттери боюнча ордуна отургуздум."*

2. Comparable with the English speech etiquette is the Kyrgyz prosthetic greetings of children by adults: "Чоңойдуңбу?", which literally means "Are you growing up?" [5] In the Kyrgyz verbal etiquette, adults greet the children with the phrase, "Are you growing up? Have you grown up?": *"... бала-бакырлар чоңоюп жатабы?"* After all, growing up children become independent, they start helping their parents. Kyrgyz people strongly encourage the independence of children, so from a young age they are taught to behave in an adult way: submit rivers to the elders, provide them with services, pay attention, and do the feasible work around the house.

3. In Kyrgyz, as in English, there are official and semi-official

welcoming expressions used for different times of the day:

Кутмандуу таагыц менен! / уз / Good morning! Кутмандуу кунунуздер / у // ор менен! Good afternoon! Кутмандуу кечиц / from / ер менен Good evening!

One of the most important functions of speech etiquette is contact-fixing. Appeal - the most frequent in communication and a unit of establishing contact with an interlocutor, attracting one's attention. In Kyrgyz speech etiquette, by name and patronymic, one is treated in an official and business setting, usually for people in official relationship: boss and subordinate, among colleagues. *The greens of the coming people. We put in the same number, Рахима Садыковна.*

In a friendly, informal atmosphere, among friends, people are addressed by first name: "Hello, Fred. How are you?" A more formal form is a "title" + last name, or surname: "Good morning, Mr (s) Robinson" / "Good morning, sir / Madam Robinson".

"Excuse me, Madam, would you mind if I opened the window?" / "Excuse me, madam, do you mind if I open the window?"

Woman, as a rule, does not use the word "Madam" in relation to the representative of one's own sex, unless she is a servant or a hired worker who addresses the hostess.

Etiquette vocabulary of farewell as well as greetings can be divided into clichés, formulas, provisions, etc.

In the Kyrgyz language, the most frequently used in speech are imperative formulas of farewell: "Кош болунуз!", "Саламатта калыңыз!", "Аман эсен баргыла!", etc.

#### **Neutral or formal ways to say goodbye:**

Have a good day / Have a nice day / Have a good evening / Have a good night - Applies to people who are not close (colleagues, workers, acquaintances). This is often heard in restaurants.

**Take care:** Bye! Be healthy. Neutral expression, it usually does not apply to close friends and relatives. Use "take care" if you do not see a person for at least the next week. *I have to go now. - Ok, take care.*

**See you later / See you:** See you! - A universal phrase, it can be used with any person. *It is already 10 o' clock! See you later!*

**Talk to you later:** See you soon. If you are talking on the phone and do not see the interlocutor, then "Talk to you later" is the perfect way to say goodbye.

**Catch you later:** See you soon. This phrase is not used in the official situations.

*Catch you later then? - Yes, tomorrow at the party.*

**Farewell:** Goodbye - A very dramatic expression suggests that you will never meet with a person again. Rarely used in life, if only in the theater or cinema.

*I guess this is it. - Yes, farewell, Mr. Thomason.*

(1) Жакшы кал: - if you leave him / her (literally: “it’s good for you to stay”)

(2) Жакшы калыңыздар - if you leave from them (literally: “it’s good for you to stay”) (3) Жакшы бар: - if he / she leaves you (literally: “it’s good for you to go”) (4) Жакшы барыңыздар- if they leave you (literally: “it’s good for you to go”)

Every person has faced the need to congratulate a friend or close friend in English on many occasions. Such situations are encountered if you have friends living abroad, colleagues whom you often have to cooperate, or just relatives who will be pleased to receive the original greeting in a foreign language. After all, English is one of the most popular and common languages of communication.

#### **Colleague or business partner:**

I hope you and all your coworkers, family, and friends have fun. Best wishes for a new year! Thank you for giving me the opportunity to work with you this year. It has been an honor and an invaluable experience for me. I wish you a merry Christmas and a new year filled with all good things.

Thank you for the pleasure of working with you. Happy holidays!

1) Туулган кун кут болсун! - Happy Birthday!

2) Урматтуу тай эже, сизди бугунку туулган кунунуздер менен куттуктаймын!

Асел, сени келе жаткан Жаны жылыц менен куттуктайм. Чын ден соолук, узун емур, бакыт таалай каалайм.

4) Мээрим эже. Сиз бактылуусуз! Улуунузду чоцойтуп, уйлеп, ата энелик милдетти аткардыцар. Эми балацыз бактылуу болсун! Келининиз дайыма сиздерди сыйлап турсун. Кен неберелуу болгула!

5) Урматтуу агайлар, сиздерди эртенки «Мекен коргоо куну менен» чын журектен куттуктайм. Сиздерге ден соолук, бакубат жашоо, уй-буленузде тынчылык, токчулук, ынтымак башка жакшылыктардын баарын каалайм. Силер дайыма мекенди коргоп, анын ичинде бизди да коргоп журе бериниздер.

Very often, when it is simply vital to provide moral support to other people, to express your sympathy or condolence on this or that occasion, to say the right words, for some reason these very words do not come to mind:

1) sympathy - симпатия, сочувствие, сострадание



2) a man of wide sympathies - отзывчивый человек — Bill is a man of wide sympathies and you can always rely on his support - Билл - отзывчивый человек и вы всегда можете полагаться на его поддержку.

3) you have my sympathies/ my sympathies are with you - я вам сочувствую, я на вашей стороне

4) to sympathize with somebody. — сочувствовать кому-л. Или жалеть кого-л.— I sympathize with poor girl - мне жаль бедную девочку

5) to sympathize with somebody. In his /her/ feelings — разделять чьи-л. Чувства — I sympathize with you in your fear — я разделяю ваше опасение.

6) to feel sorry for somebody — сочувствовать кому-либо — I feel sorry for him - я сочувствую ему

7) I'm so sorry - мне так жаль — I'm so sorry you have lost your job - мне так жаль, что вы потеряли работу.

In Kyrgyz language it might look like:

1) Сиздер бул жерде жакшы калыңыздар, жакшы отуруңуздар. Кеч болуп баратат. Мен кайтайын.

2) Ушуну менен катымды аяктаймын, жакшы отуруңуздар. Көрүшкөнчө тынч болгула.

3) Ошентип оокат тиричиликтин айынан чет мамлекетке жумушка аттанып жатамын. Жакшы калгыла, менин бир туугандарым!

4) Канча жыл силер менен чогуу иштеп күндөрдү өткөрдүк. Айла жок жумуш, жумуш экен, башка жумушка которгулганга байланыштуу силерге уйкулук таштап жатам. Аман эсен көрүшкөнчө! Жакшы туруңуздар!

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