

## THE WAY THE BRITISH COMMUNICATE

*Бул макалада англисче сүйлөшүүнүн этикети кыскача каралат. Макаланын негизги максаты англис тилин турмуштун эң маанилүү жагдайында, англичандардын улуттук жана маданияттык өзгөчөлүктөрүн эске алуу менен адекваттуу колдонуу болуп эсептелет.*

*Статья рассматривает правила английского речевого этикета. Цель этой статьи – развитие умения стилистически адекватного использования английского языка в жизненно важных ситуациях с учетом национально-культурной специфики речевого поведения англичан.*

*This article is about the English speech etiquette. The aim of this article is developing the skills of stylistic and adequate usage of the English language in the real life situations, taking into consideration the rules of cultural norms of social communication.*

“What do we really know about Britain, how do we picture the face that would initially seem so accessible to outside eyes? In my opinion there is no mask more enigmatic than this open face. These words of the Russian writer Marietta Shaginyan are profoundly true. I am sure they make both the teachers and the learners of English as a foreign language pause and think. The other component of culture is a sociological one: the attitudes, customs, daily activities of a people, their ways of thinking, and their values. In this country traditionally the “culture” (1,39-41) element is generally represented in English language teaching by the geography and history of Great Britain, and its achievements in sciences or the arts.

To be able to communicate with the British naturally you need also to know the culturally acceptable ways of in teaching orally in English i.e. you should know exactly what British people, normally say in all kinds of circumstances. To put it differently, you must possess communicative skills to express your own intentions and feelings and understand those of the British whose culture background and ways of conveying meanings may be somewhat different.

So to be polite and pleasant when you speak English means that you have to learn to say things which you never say in your own language in certain situations. And what is more important, you should know what the native speaker expects you to say in these situations.

Another important factor to consider refers to the way people structure their argument. For example, do people present their main points first, followed by supporting arguments or do they present a general picture first. A conversation in English is full of hints, half-tones and half-statements. The only exception is a professional conversation or a formal interview when the British generally expect speakers

to come to the point. Objectivity and directness are positively valued in formal situations. The British carefully adjust the voice so that it just barely overrides the background noise and distance. They do not recognise even the remote possibility that their native tongue may be incomprehensible to someone else.

And this is also a culturally determined behaviour pattern that should be taken into account when talking to British people.

To communicate with the British naturally you should acquire cultural awareness. It does not result from contacts alone, even prolonged contacts, although they certainly broaden one's knowledge and ideas of the British culture. You may acquire cultural awareness if you are informed of the particular values, customs, beliefs and behaviour patterns of British people. This knowledge will enable you to respect and understand culturally accepted ways the British communicate.

It's common knowledge that cultural patterns, customs and ways of life are generally reflected in the language because language and culture are mutually interdependent and mutually influential. That's why if you really want to master communicative competence you need to know the culturally acceptable ways of communicating in English. To put it differently, you should have a good command of conversational "maxims" or rules of communicative competence that would enable you to interact with English natives naturally. The priority rule is the extensive use of certain words and phrases, which contain no information but show the speaker's attitude and the relationship to the other person. Very often textbooks call them "politeness phrases" which is a bit misleading, because that can easily give you the idea that they are only used when people are being especially polite. That's quite wrong. The fact is the British use these words all the time in normal situations. So, if you don't probably react negatively, especially if your English is good. In this case he's sure to think that a foreigner who sounds aggressive and angry is angry. That's why these words and phrases are so important. Remember: speaking English is not just giving information – it's showing how you feel as a person.

Here are the words and phrases that a native English speaker misses most if you don't use them:

- |                       |                               |
|-----------------------|-------------------------------|
| 1. 'Thank you!        | 6. 'That's 'quite 'all right. |
| 2. 'Sorry! Sorry?     | 7. 'Oh!                       |
| 3. 'Excuse me...      | 8. 'Really?                   |
| 4. 'Excuse me...!     | 9. 'Please                    |
| 5. ...I am a'fraid... | 10. 'Certainly! (2,)          |

1. "Thank you" is used if someone has done something unimportant, something you could reasonably expect them to do for you like holding a door open for you, answering a question for you or doing some small service for you. In more formal situations you should use "Thank you very 'much. 'Thanks and 'Thanks very 'much" are used to friends or people you know well. In Britain you will hear two other even shorter words, which are used in the same way: 'Ta (often used by children and in combinations like 'Ta, love by shopkeepers and so on) and 'Kyou (mostly used by people who have to say "Thank you" time and time again every day in their jobs, e.g. bus conductors, ticket collectors and so on). Notice that for a simple service – something you could reasonably expect – anything stronger than

“Thank you very much” can sound too strong. If someone does something important for you you must say something extra apart from “Thank you very much” for example you may add, That `is/was kind of you and stress on “was” or “is”.

2. `Sorry! is used after you have slightly inconvenienced somebody in some way. It’s not a strong apology. If you really regret something, then you should use a stronger form – I am `terribly sorry. Often is somebody says `Oh, `sorry! you reply `Oh, `sorry! (for example, if two people bump into each other). It is always used after you have done something. It helps to remember: Ex`cuse me – before; `Sorry – after.

3. `Sorry? is used to ask a person to repeat what they said. It can be used: 1) because you didn’t hear them; 2) because you didn’t understand them; 3) because you didn’t believe what they said. In the same situation you can use `Pardon or I `beg you `pardon? but the last expression sounds very formal and maybe old-fashiioned. Some people in Britain use `What? instead of `Sorry? but it sounds a bit familiar. It’s to be used between people who know each other very well – perhaps with other members of family or closed friends.

4. Ex`cuse me is normal expression if you want to pass somebody in a crowd, on a bus, and so on. It’s used after sneezing, coughing, yawning, belching, etc.

5. Ex`cuse me is used to somebody who you want to speak to, but you don’t know their names or they cannot see you – for example: they have their back to you. This phrase is also used to attract somebody’s attention, e.g. when telling people that they have forgotten something or not noticed something. It’s very common, even when the situation is obvious, to add “I think”.

Excuse me, I think you’ve left you bag.

Excuse me, I think you’ve dropped this.

6. I’m afraid... is used to apologize for something you aren’t able to do. On the whole it’s used in two main ways: 1) to say “No” when someone asks you and show that it’s not your fault:

Could you tell me the time please?

I am afraid not. I’m afraid my `watch is broken.

2) to introduce a piece of information which you think the other person will see as “bad news” in some ways, but which is outside you control:

I am afraid it’s going to snow.

I am afraid I really must be going now.

I am afraid I clean forgot his address.

The expression “I am sorry”, “I am afraid” is a normal natural expression in English. It’s long but not exaggerated. The “I am sorry” acknowledged that the other person is inconvenienced in some way. The “I am afraid” make it clear that it’s not the speaker’s fault – that is something outside his control. \

`That’s `quite `all right means that something like “I am not disturbed or upset by what you have done or what you are going to do”. It’s mainly used in two situations: as a reply to an apology (for something not very important). E.g.: you knock into another student in the corridor and say: “Oh, I am sorry, that was silly of me”. The other student accepts your apology with “That’s quite all right”. Notice if you say “Sorry!” ( and nothing else), the other one should reply “Sorry!” too.

`Oh! is mostly used to show that you have heard and understood what the other person has said:

I am much hard up at the moment I am afraid.

Oh, I see.

Sometimes if it used on a higher pitch and with a rising tone (oh!) it shows surprise:

It was quite warm yesterday.

Oh, wasn't it cold?

`Really? is used on it's own to encourage the other person to say something more about what he has already said. It's in a way similar to "Sorry?". Notice, "Sorry?" means "Can you say the same thing again?" "Really?" means "I understood what you said, but I am not sure how to react yet so will you please say something more". `Really may be used before the words you want to make stronger:

I am `really interested. I really like her. He speaks English really well.

`Please is used at the end of a polite request:

A pound of apples `please

Could you tell me the time please?

It can be also used at the beginning of a sentence to make a suggestion or invitation warmer. In this case the person you are speaking to is going to do something for himself:

`Please `come in.

`Please `help yourselves.

At the same time it should be remembered that adding "please" doesn't make something extra polite – it's normal. If "please" is put in the middle of a request, it usually means that you are annoyed or that you are asking for the second time.

Notice that "please" is not used if the request ends with "if you don't mind". This serves the same function in the sentence as "please", so using both of them will sound strange.

`Certainly! is used to agree to a request for permission or help. It gives the effect of warm and ready agreement. As a matter of fact, its meaning is something like that "Yes, of course, and I'm so ready to agree it was hardly worse your asking". "I'm glad you asked but surely you knew I would agree before you asked".

Remember: it's very important to use High Fall tone here or this can sound rude.

`Certainly `not! means "I don't agree and my disagreement is so obvious that you should not even have asked".

As is generally known, conversation often depends on questions. The person who asks questions in a conversation usually controls it. Various techniques may be used to get different sorts of information from different people. The British are generally polite in the way they ask a stranger about something.

The language of greeting in English depends mainly on the situation the speakers are in and the relationship they have with the people they're talking to. In official situations such greetings as `Good `morning!, `Good aafter`noon!, and `Good `evening! are used. But people who know each other generally say: Hel`lo! (Hul`lo!).

After the greetings, British people usually say: 'How are you?'. The answer usually is: Fine, 'thank you! And 'how are you?'. Another possibility is 'Not too bad I'm 'glad to say. When greeting close friends, 'Hi! is quite possible. In fact, "Hi!" is an abbreviation of "hiya" which in turn is a corruption of "How are you?". While common enough as a casual, informal greeting, especially among young people, "Hi" would certainly not be considered correct use in any formal situation. It is better to say "Hello!" As is known, "Hello!" is comparatively recent in its general use, dating back to the invention of the telephone. They say Edison, always impatient with the waste of time or energy, settled on "Hello!".

Remember: the British don't often shake hands when greeting each other. As a matter of fact, they normally shake hands with people when they meet them for the first time or if they meet someone again after a long time.

Just as with greetings, the language of introduction is different in different situations too.

In official situations you should use the following expressions:

'Let me intro'duce Mr Brown/ Kate/ myself, etc.

'May I intro'duce Mr Brown/Kate/ myself, etc.?

The usual response to an introduction is 'How do you 'do? Which is in fact a sort of greeting? And in reply the other person says: 'How do you 'do?.

It's quite normal when you're visiting your British friends and having a meal with them to say some time before you leave that you're going to do so: I should 'really be going now or I 'really 'ought to be 'making a move, etc.

If you visited somebody you didn't know very well, you would normally leave unless they specifically asked you to stay for some reason-about 10.30 or rather 10 in the evening at the latest.

When the British leave, sometimes they like to say something to show their hosts that they want to see them again. The most common phrases for this are:

'Nice meeting you

'Hope to 'see you again.

'See you later.

It's also common when you leave to ask your friends to remaind you to someone else, say, other members of the family, etc.:

Give my love to your parents.

Please, remember me to your mother.

In conclusion we may say that the way the British communicate is very polite and eloquent. To be polite and pleasant when you speak English means that you have to learn to say things which you never say in your own language in certain situations.

Experience indicates that when communicating in English you come across some specific factors of cultural defferences. And if you overlook them it generally causes misunderstanding and often enough the disruption of the communication

## LITERATURE

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