

SCIENCE
PROBLEMS.UZ

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Actual problems of social and humanitarian sciences
Актуальные проблемы социальных и гуманитарных наук

**Ijtimoiy-gumanitar
fanlarning dolzarb
muammolari**

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SCIENCEPROBLEMS.UZ

ИЖТИМОЙ-ГУМАНИТАР ФАНЛАРНИНГ ДОЛЗАРБ МУАММОЛАРИ

№ 5/8 (4) - 2024

АКТУАЛЬНЫЕ ПРОБЛЕМЫ СОЦИАЛЬНО- ГУМАНИТАРНЫХ НАУК

ACTUAL PROBLEMS OF HUMANITIES AND SOCIAL SCIENCES

ТОШКЕНТ-2024

BOSH MUHARRIR:

Isanova Feruza Tulqinovna

TAHRIR HAY'ATI:

07.00.00- TARIX FANLARI:

Yuldashev Anvar Ergashevich – tarix fanlari doktori, siyosiy fanlar nomzodi, professor, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Mavlanov Uktam Maxmasabirovich – tarix fanlari doktori, professor, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Xazratkulov Abror – tarix fanlari doktori, dotsent, O'zbekiston davlat jahon tillari universiteti.

Tursunov Ravshan Normuratovich – tarix fanlari doktori, O'zbekiston Milliy Universiteti;

Xolikulov Axmadjon Boymahmatovich – tarix fanlari doktori, O'zbekiston Milliy Universiteti;

Gabrielyan Sofya Ivanovna – tarix fanlari doktori, dotsent, O'zbekiston Milliy Universiteti.

Saidov Sarvar Atabullo o'g'li – katta ilmiy xodim, Imom Termiziy xalqaro ilmiy-tadqiqot markazi, ilmiy tadqiqotlar bo'limi.

08.00.00- IQTISODIYOT FANLARI:

Karlibayeva Raya Xojabayevna – iqtisodiyot fanlari doktori, professor, Toshkent davlat iqtisodiyot universiteti;

Nasirxodjayeva Dilafuz Sabitxanovna – iqtisodiyot fanlari doktori, professor, Toshkent davlat iqtisodiyot universiteti;

Ostonokulov Azamat Abdukarimovich – iqtisodiyot fanlari doktori, professor, Toshkent moliya instituti;

Arabov Nurali Uralovich – iqtisodiyot fanlari doktori, professor, Samarqand davlat universiteti;

Xudoyqulov Sadirdin Karimovich – iqtisodiyot fanlari doktori, dotsent, Toshkent davlat iqtisodiyot universiteti;

Azizov Sherzod O'ktamovich – iqtisodiyot fanlari doktori, dotsent, O'zbekiston Respublikasi Bojxona instituti;

Xojayev Azizxon Saidaloxonovich – iqtisodiyot fanlari doktori, dotsent, Farg'ona politexnika instituti

Xolov Aktam Xatamovich – iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Shadiyeva Dildora Xamidovna – iqtisodiyot fanlari bo'yicha falsafa doktori (PhD), dotsent v.b, Toshkent moliya instituti;

Shakarov Qulmat Ashirovich – iqtisodiyot fanlari nomzodi, dotsent, Toshkent axborot texnologiyalari universiteti

09.00.00- FALSAFA FANLARI:

Hakimov Nazar Hakimovich – falsafa fanlari doktori, professor, Toshkent davlat iqtisodiyot universiteti;

Yaxshilikov Jo'raboy – falsafa fanlari doktori, professor, Samarqand davlat universiteti;

G'aybullayev Otabek Muhammadiyevich – falsafa fanlari doktori, professor, Samarqand davlat chet tillar instituti;

Saidova Kamola Uskanbayevna – falsafa fanlari doktori, "Tashkent International University of Education" xalqaro universiteti;

Hoshimxonov Mo'min – falsafa fanlari doktori, dotsent, Jizzax pedagogika instituti;

O'roqova Oysuluv Jamoliddinovna – falsafa fanlari doktori, dotsent, Andijon davlat tibbiyot instituti, Ijtimoiy-gumanitar fanlar kafedrasini mudiri;

Nosirxodjayeva Gulnora Abdukaxxarovna – falsafa fanlari nomzodi, dotsent, Toshkent davlat yuridik universiteti;

Turdiyev Bexruz Sobirovich – falsafa fanlari bo'yicha falsafa doktori (PhD), dotsent, Buxoro davlat universiteti.

10.00.00- FILOLOGIYA FANLARI:

Axmedov Oybek Saporbayevich – filologiya fanlari doktori, professor, O'zbekiston davlat jahon tillari universiteti;

Ko'chimov Shuxrat Norqizilovich – filologiya fanlari doktori, dotsent, Toshkent davlat yuridik universiteti;

Hasanov Shavkat Ahadovich – filologiya fanlari doktori, professor, Samarqand davlat universiteti;

Baxronova Dilrabo Keldiyorovna – filologiya fanlari doktori, professor, O'zbekiston davlat jahon tillari universiteti;

Mirsanov G'aybullo Qulmurodovich – filologiya fanlari doktori, professor, Samarqand davlat chet tillar instituti;

Salaxutdinova Musharraf Isamutdinovna – filologiya fanlari nomzodi, dotsent, Samarqand davlat universiteti;

Kuchkarov Raxman Urmanovich – filologiya fanlari nomzodi, dotsent v/b, Toshkent davlat yuridik universiteti;

Yunusov Mansur Abdullayevich – filologiya fanlari nomzodi, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Saidov Ulugbek Aripovich – filologiya fanlari nomzodi, dotsent, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi.

12.00.00- YURIDIK FANLAR:

Axmedshayeva Mavlyuda Axatovna – yuridik fanlar doktori, professor, Toshkent davlat yuridik universiteti;

Muxitdinova Firyuza Abdurashidovna – yuridik fanlar doktori, professor, Toshkent davlat yuridik universiteti;

Esanova Zamira Normurotovna – yuridik fanlar doktori, professor, O'zbekiston Respublikasida xizmat ko'rsatgan yurist, Toshkent davlat yuridik universiteti;

Hamroqulov Bahodir Mamasharifovich – yuridik fanlar doktori, professor v.b., Jahon iqtisodiyoti va diplomatiya universiteti;

Zulfiqorov Sherzod Xurramovich – yuridik fanlar doktori, professor, O'zbekiston Respublikasi Jamoat xavfsizligi universiteti;

Xayitov Xushvaqt Saparbayevich – yuridik fanlar doktori, professor, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Asadov Shavkat G'aybullayevich – yuridik fanlar doktori, dotsent, O'zbekiston Respublikasi Prezidenti huzuridagi Davlat boshqaruvi akademiyasi;

Ergashev Ikrom Abdurasulovich – yuridik fanlari doktori, professor, Toshkent davlat yuridik universiteti;

Utemuratov Maxmut Ajimuratovich – yuridik fanlar nomzodi, professor, Toshkent davlat yuridik universiteti;

Saydullayev Shaxzod Alixanovich – yuridik fanlar nomzodi, professor, Toshkent davlat yuridik universiteti;

Hakimov Komil Baxtiyarovich – yuridik fanlar doktori, dotsent, Toshkent davlat yuridik universiteti;

Yusupov Sardorbek Baxodirovich – yuridik fanlar doktori, dotsent, Toshkent davlat yuridik universiteti;

Amirov Zafar Aktamovich – yuridik fanlar bo'yicha falsafa doktori (PhD), O'zbekiston Respublikasi

Sudyalar oliy kengashi huzuridagi Sudyalar oliy maktabi;

Jo'rayev Sherzod Yuldashevich – yuridik fanlar nomzodi, dotsent, Toshkent davlat yuridik universiteti;

Babadjanov Atabek Davronbekovich – yuridik fanlar nomzodi, dotsent, Toshkent davlat yuridik universiteti;

Rahmatov Elyor Jumaboyevich — yuridik fanlar nomzodi, Toshkent davlat yuridik universiteti;

13.00.00- PEDAGOGIKA FANLARI:

Xashimova Dildarxon Urinboyevna – pedagogika fanlari doktori, professor, Toshkent davlat yuridik universiteti;

Ibragimova Gulnora Xavazmatovna – pedagogika fanlari doktori, professor, Toshkent davlat iqtisodiyot universiteti;

Zakirova Feruza Maxmudovna – pedagogika fanlari doktori, Toshkent axborot texnologiyalari universiteti huzuridagi pedagogik kadrlarni qayta tayyorlash va ularning malakasini oshirish tarmoq markazi;

Kayumova Nasiba Ashurovna – pedagogika fanlari doktori, professor, Qarshi davlat universiteti;

Taylanova Shoxida Zayniyevna – pedagogika fanlari doktori, dotsent;

Jumaniyozova Muhayyo Tojiyevna – pedagogika fanlari doktori, dotsent, O'zbekiston davlat jahon tillari universiteti;

Ibraximov Sanjar Urunbayevich – pedagogika fanlari doktori, Iqtisodiyot va pedagogika universiteti;

Javliyeva Shaxnoza Baxodirovna – pedagogika fanlari bo'yicha falsafa doktori (PhD), Samarqand davlat universiteti;

Bobomurotova Latofat Elmurodovna — pedagogika fanlari bo'yicha falsafa doktori (PhD), Samarqand davlat universiteti.

19.00.00- PSIXOLOGIYA FANLARI:

Karimova Vasila Mamanosirovna – psixologiya fanlari doktori, professor, Nizomiy nomidagi Toshkent davlat pedagogika universiteti;

Hayitov Oybek Eshboyevich – Jismoniy tarbiya va sport bo'yicha mutaxassislarni qayta tayyorlash va malakasini oshirish instituti, psixologiya fanlari doktori, professor

Umarova Navbahor Shokirovna– psixologiya fanlari doktori, dotsent, Nizomiy nomidagi Toshkent davlat pedagogika universiteti, Amaliy psixologiyasi kafedrasi mudiri;

Atabayeva Nargis Batirovna – psixologiya fanlari doktori, dotsent, Nizomiy nomidagi Toshkent davlat pedagogika universiteti;

Shamshetova Anjim Karamaddinovna – psixologiya fanlari doktori, dotsent, O‘zbekiston davlat jahon tillari universiteti;

Qodirov Obid Safarovich – psixologiya fanlari doktori (PhD), Samarkand viloyat IIB Tibbiyot bo‘limi psixologik xizmat boshlig‘i.

22.00.00- SOTSILOGIYA FANLARI:

Latipova Nodira Muxtarjanovna – sotsiologiya fanlari doktori, professor, O‘zbekiston milliy universiteti kafedra mudiri;

Seitov Azamat Po‘latovich – sotsiologiya fanlari doktori, professor, O‘zbekiston milliy universiteti;

SodiqovaShohida Marxaboyevna – sotsiologiya fanlari doktori, professor, O‘zbekiston xalqaro islom akademiyasi.

23.00.00- SIYOSIY FANLAR

Nazarov Nasriddin Ataqulovich –siyosiy fanlar doktori, falsafa fanlari doktori, professor, Toshkent arxitektura qurilish instituti;

Bo‘tayev Usmonjon Xayrullayevich –siyosiy fanlar doktori, dotsent, O‘zbekiston milliy universiteti kafedra mudiri.

OAK Ro‘yxati

Mazkur jurnal Vazirlar Mahkamasi huzuridagi Oliy attestatsiya komissiyasi Rayosatining 2022-yil 30-noyabrdagi 327/5-son qarori bilan tarix, iqtisodiyot, falsafa, filologiya, yuridik va pedagogika fanlari bo‘yicha ilmiy darajalar yuzasidan dissertatsiyalar asosiy natijalarini chop etish tavsiya etilgan ilmiy nashrlar ro‘yxatiga kiritilgan.

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Muassis: “SCIENCEPROBLEMS TEAM” mas’uliyati cheklangan jamiyati

Tahririyat manzili:

100070. Toshkent shahri, Yakkasaroy tumani, Kichik Beshyog‘och ko‘chasi, 70/10-uy. Elektron manzil:

scienceproblems.uz@gmail.com

Bog‘lanish uchun telefon:

(99) 602-09-84 (telegram).

**IJTIMOIIY-GUMANITAR FANLARNING
DOLZARB MUAMMOLARI**

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Article / Original Paper

THE MANIFESTATION OF COMMUNICATIVE, PRAGMATIC FEATURES OF SPEECH ETIQUETTE IN THE DIALOGUES OF RUSSIAN, ENGLISH CULTURAL CARRIERS

Khusainova Zebo Ikramova,

An individual researcher at UrSu

E-mail: zeboxusainova@gmail.com

Abstract. The article informs about the communicative linguistics in various cultures, the provisions which includes the theory of intercultural communication. The farewell, and greetings in speech etiquette situations in the following linguistic cultures, Russian and English are given as an integral part, the pragmatic features of the normative politeness in these languages also, the dialogue among the communicators in those ethnocultural linguistics, and the usage of politeness in it are investigated. Thus, the cultural awareness that manifests in the communication by Russian and English as well as its reflection to complicated acts of etiquette communication are informed too.

Keywords: Intercultural communication, ethnocultural community, ritualism, etiquette behaviour, speech etiquette acts, farewell, greeting, parametric model

RUS, INGLIZ TILI MADANIYATINI TASHUVCHILARINING DIALOGIDA NUTQ ETIKETINING PRAGMATIK VA KOMMUNIKATIV XUSUSIYATLARNING NAMOYON BO'LISHI

Xusainova Zebo Ikramovna,

Urganch davlat Universiteti

Mustaqil tadqiqotchisi

Annotatsiya. Maqolada turli madaniyatlardagi kommunikativ tilshunoslik, jumladan, madaniyatlararo muloqot nazariyasini o'z ichiga qamrab olgan qoidalar haqida ma'lumot berilgan. Rus va ingliz lingvistik madaniyatidagi nutq vaziyatidagi salomlashish va xayrlashish odob-axloqi asosiy qism bo'lib, bu tillardagi me'yoriy xushmuomalalikning pragmatik xususiyatlari, o'sha etnomadaniy tilshunoslikdagi kommunikatorlar o'rtasidagi muloqot va ularning xushmuomalaligi shu tariqa o'rganilgan. Bundan tashqari rus va ingliz vakillarining muloqotda namoyon bo'ladigan madaniy ong, murakkab odob-axloqni muloqotda aks etishi keltirilib o'tilgan.

Kalit so'zlar: madaniyatlararo muloqot, etnik-madaniy jamiyat, ritualizm, madaniy xulq, nutq madaniyati aktlari, salomlashish, xayrlashish, parametrik model.

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Introduction. Modern intercultural communication theory highlights the need for key approaches and research methods that explore universal models of intercultural interaction. While several scholars, including A.A. Vebiskaya, Yu.N. Karaulov, O.A. Leontovich, N.G. Dones, and N.J.I. Shamme, have contributed to this field, there remains a gap in developing a specialized

method for comparing cultures, particularly Russian and English. The unique characteristics of communicative behaviors within specific ethnocultural communities are still underexplored in their works. Many studies primarily focus on interpersonal relationships framed within a "friend-foe" dynamic. Therefore, the focus of this article is on addressing the issues of intercultural misunderstandings and the paradoxes inherent in intercultural communication. There are a lot of approaches about the issue of speech etiquette and the speech etiquette acts, their manifestations in the communication, thus, examples of intercultural differences and lists of etiquette communication formulas for various linguistic cultures can be found in the works of scholars such as N.I. Farmanovskaya, A.G. Balakay, V.V. Krasnix, O.A. Leontovich, and S.G. Ter-Minasovoy, among others. However, a significant challenge remains in explaining the reasons behind the differences in the semantics and pragmatics of polite speech behaviors within these ethnic cultures. It is essential to study all aspects of intercultural communication between representatives of English and Russian ethnocultural communities and to develop methods for examining both verbal and nonverbal aspects of communicative behavior across different cultures.

There are various hypotheses regarding models and formulas of speech etiquette, which are linked to general concepts about types of communicative situations and forms of polite interpersonal communication. However, there are also ethno-pragmatic linguistic differences that emerge within the norms of interpersonal communication across different cultures. The primary aim of this article is to explore the communicative and pragmatic characteristics of interactions between English and Russian speakers.

To achieve this purpose, several steps are involved: First, identifying the concepts of "communicative culture" and "communicative situation" and establishing the principles for parametric modeling of communicative situations. Second, examining speech etiquette, which encompasses communicative behaviors that define verbal and non-verbal norms in interpersonal communication, as well as the role of politeness across different ethnocultural contexts and its strategies. Third, it is essential to analyze the key features of etiquette behavior components in various cultures to enhance the parameters for modeling etiquette in communicative situations. Fourth, determining the communicative and pragmatic specifics of speech etiquette in greeting and farewell scenarios within Russian and English communicative cultures, while also elucidating the main reasons for verbal and nonverbal variations in the expression of politeness. Finally, identifying the ethnocultural differences in polite behavior strategies during the initiation and conclusion of communication in Russian and English cultural contexts, as well as comparing the implementations of communicative-pragmatic parameters of etiquette in these linguistic cultures.

We can examine the communicative and pragmatic nuances of greetings and farewells in these linguistic cultures (Russian, English) furthermore, universal parameters of speech etiquette in communication and its implementation by the representatives. For example, in Russian it is common to start communication with asking the something crucial to address provided that they are unfamiliar. In this case, it needs to be mentioned introducing their name at first, then it manifests in a context the reason why she/ he is addressing.

—Здравствуйте. Вы секретарь директора? Моя фамилия Снегирёв. Мне назначена встреча на 11 часов. [1; 62 p.]

Additionally, each language has its own uniqueness, shaped by the inherent awareness of its speakers and the specific cultural or natural contexts in which they exist. As a result, we can observe how the cultural and national identities of various ethnogroups are reflected in their communication. These mentioned approaches have been considered by linguistics such as A. Vesbiskaya, S. G. Terminasova, and G. D. Tomaxin. T.V Larina and others. Each ethnic community represents its nationally essential characteristics of communication which are proved by cultural and social parameters. For instance, the English like representatives of Anglo-Saxons world greet several times a day and it is common not to mention “We have already seen today” compared to Russian. It doesn’t matter whether we have seen each other or not. [2; 275-277p.] Whether it is formal or informal greetings, the English represent their national characteristics through the use of etiquette that encompasses the whole nation's history and background. In a following example, the form of greeting among acquaintances displays reducing some greeting formulas when they are passing: *Tom-Ann-Eddie* [2; 277p.] As for Russian, they hardly greet with people to whom they are unfamiliar, namely, in this linguistic culture, it is a normal way to greet those they know better. Provided that you want to go to any institutions and organizations, you are able to witness that no one greet with you unless you are their acquaintance. Russian often greet each other saying “Как дело?” – this is formal, being remained its literal meaning. It is often assumed an answer in all cases among interlocutors. Example, *Что нового? Как жизнь? Как поживаешь?* [7;18-19]

Verbal and non-verbal acts used by communicants of a certain linguistic culture are regulated by social norms and governed by specific rules given to a language. Certainly, the existence of stable formulas of communication in which etiquette behaviours have represented as a folk experience reflects in interpersonal relationships of an individual people, also, to cultural characteristics in the lifestyle. These can develop with the help of the life conditions of any individual, which consist of religion, the country they live in, professional and social environments, and family. One of the Uzbek scholars Ruziyeva N. X mentioned “Human can be a reflection of an objective contemplation of people and she/he imitates specific features, behaviours or concepts in order to form their own speech acts and behaviours in their life. At least, how big our interactions are to the relatives, friends, classmates, thus, even unexpected familiarizers and an appointment with them can be influential to our mood and acts in communication, become the main rhyme for the day even if it is a shorter episode”. [3; 2.1-44 p.]

Analysis of literatures and methodology. When analyzing the materials, it's important to highlight that the parametric model is essential for systematically describing communicative behavior. This model encompasses the communicative behaviors of various peoples and reflects the nuances within the communicative cultures of different groups. The pragmatic and communicative behaviors, as well as etiquette of individuals, are integral to their communication, following a specific formalized parametric model. This model provides a systematic description based on a particular set of factors that have been explored by linguists such as E. Goffman, O.A. Leontovich, and I.A. Sternin, among others. When comparing and contrasting the analysis of speech etiquette behaviour in different situations of greeting and farewell, we can also observe certain practices and rituals, as well as common features, that are employed by representatives of both Russian and English communicative cultures. These elements are likely to reflect the nuances of establishing communicative distance and balancing

status between communicants from different cultures. Primarily, a key characteristic of communicative behavior in these cultures is the ritualism found in thematic groups like greetings and farewells, which is evident in the dialogues used by communicants. Moreover, the stereotype of speech behavior often serves to establish and maintain positive relationships among the communicants. The communication process, along with the specific etiquette that communicants employ to facilitate productive dialogues and conclude interactions, consists of actions that support the implementation of a politeness strategy focused on fostering closeness. The indices are main reasons of manifestation of variant etiquette being used by communicants in the communicative situations of greeting and farewell in different linguistic cultures. They determine the degree of ritualism and the nature of politeness communicative behaviour. According to comprehensive accounting of the parameters of social and status distance illustrates that an expression of politeness in the communication of Russian, English can be marked morphologically and this leads to opt the forms / *ты* / *вы* when required for the greeting and farewell. Furthermore, the entire spectrum of meanings of these forms is contained in the pronoun "you". [7;1p]

Discussion. In daily conversation, if there is a need to start communication, at first, it is obvious that greeting is an essential part to manifest the cultural identity, how the communicants can imply their national etiquette in the communication. The noted aspect while communicating among the Russian, is that they tend to utilize the vertical rituality in their communication *Здравствуйте/ Здравствуй, Привет/ приветик and others.*

In contemporary English society, the liberalization of ritualized communication has reduced the importance of formal relationships, as the emphasis on demonstrating equality among individuals has become more prominent. The concept of social distance reveals more nuanced differences within English linguistic culture, where the fundamental principle is a demonstration of respect for the interlocutor's personal autonomy. Greetings and farewells, as expressions of well-wishing, serve as the primary semantic elements in the initiation and conclusion of communication. They allow for variability in phrasing, such as "good wishes," "peaceful thoughts," "a wish for goodness," and "well-being wishes."

The greeting is a ritual that demonstrates attention, sympathy, and interest among communicants. It consists of three components: the greeting itself (the greeting constant), the address, and elements of phatic communication, among others. In these communities, the formulas used for greetings and speech acts are evident in the presence or absence of specific morphemic markers related to age, gender, and the status of the communicants in greeting expressions.

Pragma-linguistic parameters of Russian, English linguoculture.

Здравствуйте! Добрый День! Приветствую!

In these cultures, a choice of greeting formulas have identified, depending on the time parameter. In the case when meeting takes place during the day-from noon to sunset-the greeting formula Good afternoon will be the most appropriate, if from morning to noon, then Good morning is said: [7;17]

Доброе утро! Добрый день! Добрый вечер!

Good morning! Good day! Good evening!

There are also the following types of greeting but is still barely used;

Улов на рыбу! (fisherman);

Спорынья в квашню! (baker);
Да умножится ! -yes, it will multiply (Shepherd, Herdsman)
Пуст будет полон! - (farmer) Let it be full
Пуст (много) зерна будет! Let there be a lot of (grain)

As for the age category, it is important to note that old generation are conservative to youth, therefore, their point of view is a bit different not least they consider their speech in communication and greetings are more behavioural, influential compared to some reductions of words and sentences in speech by young generation and spoiling speech etiquette norms occasionally. In this example, we witness the old representative starting the greeting with a respectful person.

Кто это говорят:

-Рад вас приветствовать, Игорь Сергеевич!

-Нижайший поклон, Петер Денисович!

Чсть имею откланяться ...; Будьте так любезны...; Не откажите в любезности;
Простите за беспокойство ...; Если вас не затруднит... [4;33.p]

Results. Analysizing the materials, it was clear that the farewell ritual belongs to the end of the communication which is less common than the greeting. A greeting can be enhanced by an address, but the element of phatic communication is often more prominent. For instance, in each culture studied, at the end of a conversation, communicants may use remarks that express regret, concern, show attention to third parties, or offer evaluations of the meeting when saying goodbye. Differences in saying goodbye among three languages are evident not only in the duration of the farewell but also in the variety and flexibility of goodbye formulas. In these cultures, there is a notable absence of specific farewell expressions based on the gender of the communicants, while variations in farewell choices are distinctly marked in the Russian language.

Awareness of the situational and temporal context of a farewell requires individuals to select appropriate etiquette formulas for effective communication. This involves paying attention to speech and respecting the status of the communicants, as well as expressing wishes for success, care, and the intention to maintain future contacts. In Russian, it is customary to differentiate between the period of separation and distance when expressing concern. In contrast, in English culture, the phrase "take care" is not contingent on the situational context, which suggests a degree of desemantization.

Удачи!

Take care! (to the traveller)

Звоните! (situational path)

До встречи!

Счастливого пути! (now we will be at your place)

Счастливо доехать! Празднике! (to the traveller)

Спокойной ночи! Have a nice day!

Moreover, in speech etiquette those linguistic carriers use a set of strategies and steps of polite behaviour. In the communicative situation, they prefer to establish their status and demonstrate their disposition to the interlocutor, their positive attitudes to communication. Each dialogue, communicants make an effort to represent their communicative behaviour according to the social, professional, gender, age, group as well as national behaviour. These

specifics are associated with its norms such as teachers speak loudly, they have an excited look, doctors are cynical in communication, military personnel are rude and straightforward, small children talk a lot, try to attract attention, cover adult's mouths with their palms if they do not listen; [8;48-49 p] these features are more likely to happen among the males and females too which belong to their etiquette using in the communication. Certainly, individuals from both English and Russian cultures possess a strong understanding of accepted communication norms and effective communication rules, along with the ability to apply these in their own interactions within standard communicative situations.

When analysing of phatic intentions and pragmatic meanings embedded in each replica of a contact-establishing dialogue displayed that ritualism is considered highly informative, it serves the forming framework of the interpersonal space of communication and initiate the conditions for its continuation.

In each language (Russian, English) initialization and finalization of communication are specific, thus, they have similarities and differences in the rituals and rules of applying the formulas of speech etiquette. Generally, the etiquette of greeting is more ritualized and more diverse than the ritual of farewell. Speech formulas using in the farewell is far simple, not to require partners status marker, the idea of the distance of their travel and the time too. For example,

До завтра, До свидания, Прощайте, Good night, Good bye, (Оставайтесь) Оставайся в здравии [5;13 p]

Due to ritual that is significant actions of each nation's symbolic sequence, it can be connected to communicative acts in a dialogue. The ritual communication acts can be based on the social-event criterion of speech interaction in which it involves verbal actions. Apart from that, there are phraseological terms that are used as a form of speech etiquette in which interlocutors indicate their attitude to those who are participating in the dialogue.

They are mostly considered as a stable in language and traditionally reproduced in certain speech situations combination of words of varying degrees of semantic coherence and motivation of meaning used in general for the purpose of establishing speech contact and maintaining polite, kind, valuable or official relations.

Спокойной ночи. Доброе утро. Будьте здоровы.

Примите (мои наши) поздравления. [6; 48 p]

Conclusion. Thus, in the 19th and 20th centuries, the comparison of ritualized etiquette formulas for greetings and farewells highlighted certain possibilities for identifying both similarities and changes in speech etiquette. This influenced research into speech etiquette formulas for greetings and farewells, as well as the composition of these formulas during the studied era. It also took into account the relationship between status and situational factors as perceived by contemporary speakers of Russian and English cultures. Two opposing trends were observed: a tendency toward the stability of communicative culture norms and a trend toward the liberalization of forms used to initiate and conclude communication.

In English linguistic culture, the diminishing role of the status vector among communicants is evident in both verbal and non-verbal communication. It is common to opt for less formal speech forms for greetings and farewells, leading communicants—who are aware of social differences—to effectively deny any social distance in their speech.

Despite significant stereotyping and ritualization, the norms of communicative culture are subject to change and variation. This is evidenced by the findings from a contrastive analysis of greeting and farewell situations across three linguistic cultures. All the above, make it possible to talk about the need for the influence of ritualism to speech etiquette in a dialogue and the development of the specifics and norms using in the communication and the pragmatic features of two representatives in English and Russian.

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mas’uliyati cheklangan jamiyati

Tahririyat manzili:

100070. Toshkent shahri, Yakkasaroy tumani, Kichik Beshyog‘och ko‘chasi, 70/10-uy. Elektron manzil:

scienceproblems.uz@gmail.com

Bog‘lanish uchun telefon:

(99) 602-09-84 (telegram).