



The principle of politeness in speech communication

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ABSTRACT

The principle of politeness in speech communication refers to the strategies and behaviors individuals use to show respect, consideration, and deference to others during interactions. It involves adapting language and communication styles to avoid conflict, maintain social harmony, and acknowledge the "face" (or self-image) of others. Politeness is essential in both verbal and nonverbal communication, as it helps manage the social dynamics of conversations. The principle is based on the idea that people strive to preserve their dignity (positive face) and avoid embarrassment or imposition (negative face). Key components of politeness include indirectness, mitigation, hedging, and the use of formal or deferential language, all of which vary across cultures and contexts.

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Nutq muloqotdagi xushmuomalalik tamoyili

ANNOTATSIYA

Kalit so'zlar:

xushmuomalalik,
nutq aloqasi,
ijtimoiy uyg'unlik,
yuz (ijobiy va salbiy),
og'zaki muloqot,
og'zaki bo'lmagan muloqot,
bilvositalik,
yumshatish,
himoya qilish,

Nutq muloqotidagi xushmuomalalik tamoyili odamlarning o'zaro munosabatlarda boshqalarga hurmat, e'tibor va hurmat ko'rsatish uchun foydalanadigan strategiyalari va xatti-harakatlarini anglatadi. Bu mojarolardan qochish, ijtimoiy uyg'unlikni saqlash va boshqalarning yuzini yoki o'zini o'zi imijini tan olish uchun til va muloqot uslublarini moslashtirishni o'z ichiga oladi. Muloyimlik og'zaki va og'zaki bo'lmagan muloqotda hal qiluvchi ahamiyatga ega, chunki u

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madaniy farqlar,
hurmat,
ijtimoiy dinamika.

suhbatlarning ijtimoiy dinamikasini boshqarishga yordam beradi. Prinsip odamlarning o'z qadr-qimmatini (ijobiy yuz) saqlab qolish va sharmandalik yoki noqulaylikdan (salbiy yuz) qochish istagi borligini tushunishga asoslanadi. Xushmuomalalikning asosiy tarkibiy qismlariga bilvositalik, yumshatish, himoya qilish va rasmiy yoki hurmatli tildan foydalanish kiradi, ularning barchasi madaniyatlar va kontekstlarda farqlanadi.

Принцип вежливости в речевом общении

Ключевые слова:

вежливость,
речевое общение,
социальная гармония,
лицо (позитивное и
негативное),
вербальное общение,
невербальное общение,
косвенность,
смягчение,
хеджирование,
культурные различия,
уважение,
социальная динамика.

АННОТАЦИЯ

Принцип вежливости в речевом общении относится к стратегиям и поведению, которые люди используют для проявления уважения, внимания и почтения к другим во время взаимодействия. Он включает в себя адаптацию языка и стилей общения, чтобы избежать конфликтов, поддерживать социальную гармонию и признавать лицо или образ себя других. Вежливость имеет решающее значение как в вербальном, так и в невербальном общении, поскольку она помогает управлять социальной динамикой разговоров. Принцип основан на понимании того, что люди хотят сохранить собственное достоинство (позитивное лицо) и избежать смущения или дискомфорта (негативное лицо). Ключевые компоненты вежливости включают в себя косвенность, смягчение, хеджирование и использование формального или почтительного языка, все из которых различаются в разных культурах и контекстах.

INTRODUCTION

The principle of politeness in speech communication is an essential aspect of human interaction, guiding how individuals navigate social exchanges in a manner that fosters respect, cooperation, and understanding. At the core of this principle is the concept of "face," a term used to describe the social value or self-image that individuals seek to maintain in interactions. Politeness strategies are employed to protect both one's face and the face of others, ensuring that communication is conducted in a way that minimizes offense and preserves social harmony. These strategies manifest in both verbal and nonverbal communication, influencing how people structure their sentences, choose words, and use gestures or expressions to convey consideration and deference. The need for politeness is universal, yet how it is expressed can vary significantly across cultures and contexts. By understanding the role of politeness in communication, we can better navigate social interactions, reduce misunderstandings, and promote more effective and empathetic exchanges in diverse settings. [1]

DISCUSSION AND RESULTS

In social communication, people need to be aware of others' faces and expressions to maintain relationships while considering their feelings. To preserve a person's face, individuals must use politeness and good manners.

Speech is the process through which humans use language to internalize social-historical experiences, transmit knowledge to future generations, establish communication, and plan and execute personal actions. It involves the transmission of information, news, data, and new knowledge, as well as solving intellectual tasks. If language serves as a means of communication, speech is the actualization of these communication processes. [2]

The stages of speech development are as follows:

- 1) from 2 to 11 months;
- 2) from 11 to 19 months;
- 3) from 19 months to 3 years old.

Speech can be categorized as verbal and non-verbal. Non-verbal speech includes various forms like gestures, facial expressions, pantomime, exological, signification, and dactylology (finger language). Verbal speech can be oral, written, monologic, dialogic, polylogic, external, internal, expressive, impressive, laconic (concise), epic (expanded), and affective.

Written speech refers to a type of speech that transforms content into information in a continuous, gradual manner, based on the rules of language (orthographic, phonetic, morphological, syntactic, orthophonic, linguistic, flexive, etc.). Oral speech, on the other hand, is a type of speech that incorporates elements such as pauses, logical stress, tempo, timbre, frequency, rhythm, and other organizational components, relying on the linguistic rules as conditional symbols. Oral speech is characterized by its expressiveness, influence, ease of receiving and transmitting information, conciseness, and ability to prevent confusion. Written speech plays a vital role in conveying the cultural, intellectual, scientific, and artistic achievements of a nation, as well as in establishing intercultural communication. [3]

Speech culture is the manifestation of speech by the norms of literary language, grounded in the principles of logic. It is a unique form of communication and thinking that helps individuals exchange ideas. The primary feature of speech culture is the ability to express ideas clearly, logically, and effectively, making them scientific, meaningful, precise, fluent, and aesthetically appealing. To achieve this, speech must comply with the rules of the literary language. Speech culture is reflected in the communication of individuals such as public speakers, educators, politicians, journalists, and others. The higher the intellectual level of individuals and the cultural wealth of the nation, the more developed the speech culture becomes. It involves using the Uzbek language's richness effectively in speeches, lectures, conversations, debates, and discussions while incorporating wisdom, proverbs, and sayings at appropriate times. Attention is also given to making the speech concise, clear, profound, and comprehensive, summarizing points at the end of speeches or discussions, and engaging in respectful debates when necessary.

The theory of speech culture places particular importance on the norms of language. Its primary objective is to influence social language practices by studying the objective norms of language, their established forms, contradictions, and principles. Modern speech culture is both a theoretical and practical field that draws on the achievements and conclusions of literary history, grammar, stylistics, and linguistics to influence language practices. In speech culture theory, the literary language is recognized as the highest form of a national language and strengthens the culture and traditions of a people through its finest examples. Speech culture evolves in parallel with the

development of society, science, technology, and culture. As the cultural level of society rises, speech becomes more polished, refined, and aligned with the norms of speech culture. Literature, art, radio, TV, and the press play crucial roles in shaping speech culture. Additionally, lexicography, including explanatory, orthographic, pronunciation, and other specialized dictionaries, is instrumental in advancing the theory of speech culture.

The development of speech culture in Uzbek literature dates back to the 15th century. Figures like Alisher Navoi, Bobur, Gulkhani, Nodira, Ogahiy, Furqat, and Muqimiy contributed significantly to the speech culture of their time. Proverbs and wise sayings such as "Good words are the food of the soul," "Even if you don't have wheat bread, let your words be like wheat," "Speak thoughtfully even if you joke," and "Feeding the one who approaches you is the work of an animal, speaking whatever comes to mind is the work of a fool" reflect the longstanding emphasis on speech culture in Uzbek society.

Speech etiquette refers to the set of communication rules, principles, and forms related to social interaction, serving as a synonym for the culture of interaction. It involves positive communication practices, seeking resolution of conflicts, reaching agreements, and adhering to cultural norms. Disregarding speech etiquette can lead to misunderstandings, disputes, and interpersonal conflicts. In professional communication, it is essential to objectively assess issues, analyze situations impartially, and respect the rights of others. The process also demands respect for cultural norms in expressing thoughts and engaging in discussions. Speech etiquette includes specific protocols for greetings, addressing others, and parting, as well as rules for expressing gratitude, making requests, offering advice, and apologizing. In discussions related to work, besides addressing practical matters, it is also important to express sympathy, offer support, and refrain from imposing one's views. Teaching speech etiquette to younger generations is a critical task in today's educational and cultural contexts.

The principle of politeness in speech communication plays a critical role in shaping the dynamics of social interactions. The application of politeness strategies, as identified in various communication studies, demonstrates several key outcomes that enhance both interpersonal relationships and the effectiveness of communication. [4]

1. Maintenance of Social Harmony: Politeness strategies help individuals avoid conflict and preserve positive relationships by showing respect for others' social roles, feelings, and identities. When people use polite language, they reduce the likelihood of offending others, ensuring that social harmony is maintained.

2. Facilitation of Smooth Interaction: Politeness acts as a lubricant in communication. By adhering to politeness norms, speakers can navigate complex social hierarchies and power dynamics more smoothly. This is especially evident in hierarchical settings like the workplace or formal gatherings, where the use of polite expressions helps manage differences in status without causing discomfort.

3. Positive Face and Negative Face Protection: According to Brown and Levinson's theory of politeness, individuals seek to protect both their positive face (the desire to be liked and respected) and negative face (the desire for autonomy and freedom from imposition). Through the use of politeness strategies such as hedging, indirectness, and mitigation, speakers can shield their conversational partners from potential threats to their face, thus promoting more effective communication.

4. Cultural Variability: The results show that the implementation of politeness strategies can vary significantly across cultures. In some cultures, directness and straightforwardness are valued, while in others, indirectness and deferential language are emphasized. The understanding of these cultural differences is crucial for effective cross-cultural communication, highlighting the need for adaptability in speech.

5. Increased Cooperation and Empathy: Politeness fosters a cooperative atmosphere in communication, allowing speakers to express their views or requests without causing offense. The use of polite speech encourages empathy, as it demonstrates consideration for others' needs and perspectives, ultimately contributing to more productive and supportive interactions.

6. Impact on Social Identity and Status: In speech communication, politeness can be a marker of social identity. The way individuals use politeness can indicate their social status, level of education, or cultural background. People who use polite language are often perceived as more approachable and trustworthy, enhancing their social standing and ability to influence others. [5]

CONCLUSION

In conclusion, the principle of politeness in speech communication is a vital component of successful interpersonal interactions. It serves to maintain social harmony, foster respect, and protect individuals' faces, ensuring that communication remains smooth and non-confrontational. Politeness strategies, whether through indirectness, hedging, or using appropriate honorifics, allow speakers to navigate complex social dynamics and power structures, making interactions more cooperative and empathetic.

The research also highlights the cultural variability of politeness, emphasizing the need for cultural awareness in cross-cultural communication. Understanding the nuances of polite speech across different societies is essential for effective communication in a globalized world. Moreover, politeness not only facilitates interaction but also plays a crucial role in shaping social identity and perceptions of status, which can influence both personal relationships and professional success.

Ultimately, politeness is more than just a social convention; it is an essential tool for fostering positive relationships, promoting understanding, and ensuring respectful exchanges in a diverse and interconnected world. Its significance in speech communication cannot be overstated, as it contributes to both the emotional and practical success of human interactions.

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