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## Politeness Strategy in Everyday Communication

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### Abstract

The culture of contemporaneity presents itself through various concepts and discourses that constitute the category of everyday life, which they reveal and portray. In linguistic terms, the category of everyday life is manifested in different forms of communication, and first of all in the system of norms and models of speech behavior, known as speech etiquette. The goal of the article is to analyze the use of some models of English speech etiquette, specifically the use of politeness forms typical of the English. Politeness strategy presents itself in various types, as absolute, relative, negative or positive politeness. The type of politeness presupposes a definite form of etiquette speech act. Politeness strategy is analyzed in speech acts of apologies and condolences, through their pragmatic structures.

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### 1. Introduction

The culture of contemporaneity, reflected in discourse practices of daily communication, functioning in various forms, ways and genres, correlates with the category of everyday life, which in its turn, generates discourses and their concepts. Thus, the analysis and description of the category of everyday life through analyzing its discourses and concepts, enables to better understand the nature of today's language culture, the nature and tendencies in the developments of culture in general.

The culture of everyday life includes the whole complex of human relations: the culture of communication and behavior, the culture of mass media communication and the culture of life styles. In linguistic terms, the category of everyday life presents a system of all processes of language functioning, all forms and types of communication, manifested in forms of individual or collective discourses.

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The interest of modern science to the problem of everyday life is connected with such questions as: perception of world picture by naïve consciousness, archetypes of mass communication as a regulatory system of human behavior, as a correlation of high and everyday forms of culture.

Everyday life in a form of common opinion reveals itself specifically in an ability to learn some cultural codes that allow raising a personal social status. A system of fixed behavioral reactions to the environment presents itself in the existence of various cultural codes of behavior, which exist in a language as a special set of speech formulae of social etiquette, regulating the choice of communicative forms, structures and set phrases. In this respect it is interesting to analyze communicative behavior of the people of Great Britain, which is regulated by the so called speech etiquette.

## 2. Speech etiquette and language norm

Speech etiquette is an essential part of culture, behavior and human communication. Social relationships and norms of behavior are fixed in speech etiquette formulae. Etiquette norms are encoded in sayings, proverbs, idioms, set phrases such as: Welcome! How do you do! Farewell! Thank you! etc. Being an element of national culture, speech etiquette has a clear national coloring.

In linguistics etiquette is understood as a system of rules and conventions that regulates social and professional behavior. In any social unit there are accepted rules of behavior upheld and enforced by legal codes, or by customs and enforced by group pressure. Regardless of the type of national culture, any society possesses the etiquette, and every person knows the behavior expected from him towards others and from others toward himself (Etiquette, 2015).

The word “etiquette” came from French and entered the English language about 1740-1750. In French it meant memorandum, derivative of *étiqu(i)* (- to attach, stick) (op.cit.). The sense developed in French from small cards written or printed with instructions how to behave properly at court and/or from behavior instructions written on a soldier’s billet for lodgings.

At the beginning of the XVIII century etiquette norms were mostly written in periodicals such as *The Spectator*, *The Tatler*, where readers could learn what kind of conversations to have and what subjects to talk about, if they wanted to look like educated gentlemen of a society. Henry Hitchings, a famous British writer, critic and researcher assumes, the first appearance of the word “etiquette” can be found in the collection of letters written by the fourth earl of Chesterfield Philip Stanhope to his son, in which he gave instructions how to become a gentleman (Hitchings, 2013). As Hutchings put it, the word “etiquette” was then understood as a code of conduct, as an idea of self-control, as a virtue.

Manners are different from etiquette: etiquette in this modern age is a quaint set of rules for the socially insecure – as old-fashioned as debutantes. Manners, conversely, might be taken to mean natural grace, and treating all with equal consideration. Hitchings sees it more formally: manners, a word suggesting broad principles of behavior, and ‘etiquette’, which denotes the actions that articulate those principles (McKay, 2013).

Speech etiquette in a narrow meaning of the term can be defined as a system of language means where etiquette relationships are revealed. The elements of this system can be actualized at various linguistic levels. At the lexical level etiquette relationships are marked with the help of special expressions and set phrases (*Thank you; Please; excuse me; Good-bye; etc.*), special forms of address (*Mr., Miss, Mrs., Madame, Ms, etc.*). At the level of grammar organization it is supported by polite forms of the language (the use of pronouns in plural form: *vous, вы*); the use of interrogative sentences instead of imperative ones (*Could you possibly help me?*) At stylistic level it is expressed in the use of literary high flown language forms of official standard, and the ban of obscene lexis which are replaced by euphemisms (Ryabova, 2013). Etiquette is also marked at phonetic and prosodic levels of language which means that a special intonation is used (of polite model). At the communicative level it presupposes a prohibition to interfere into a conversation or to interrupt it, etc.

Speech etiquette can be analyzed from the point of view of language norm. Thus, understanding of right cultural normalized types of speech includes in itself the definite speech etiquette.

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