



CONGRATULATIONS LETTERS AS A SPEECH GENRE ANALYZED IN UZBEK AND RUSSIAN DISCOURSE

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Abstract. *The objective of this article is to determine the role of the wishes and in the speech genre 'greetings' in the process of evolving the English language among advanced learners, the examples of stylistic dominants found in daily life were identified and analyzed. In our article, the analysis of the scientific research conducted on this term in Uzbek and Russian languages and its place in the field of literature are highlighted. Greetings and congratulations in the speech genre are studied from the positions of the lexico-semantic and stylistic. Based on the analysis of business letters published on company websites and in the media, typical lexical groups: health, happiness, good luck in work, peace and harmony, light, warmth. These dominances from-reflect the common values of peoples. The paper also describes unique in each of the characteristics stylistic heterogeneity and stereotypes characteristic of the internal culture of the spoken languages.*

Key words: *Key words and phrases: speech genre; business letter; congratulations, greetings; lexico-semantic dominants; wish; comparative aspect.*

ПОЗДРАВИТЕЛЬНЫЕ ПИСЬМА КАК РЕЧЕВОЙ ЖАНР, АНАЛИЗИРОВАННЫЙ В УЗБЕКСКОМ И РУССКОМ ДИСКУРСЕ

Аннотация: *Целью данной статьи является определение роли пожеланий и в речевом жанре «приветствия» в процессе развития английского языка среди продвинутых учащихся, выявлены и проанализированы примеры стилистических доминант, встречающихся в повседневной жизни. В нашей статье освещается анализ научных исследований, проведенных по данному*



термину в узбекском и русском языках, и его место в области литературы. Приветствия и поздравления в речевом жанре изучаются с позиций лексико-семантических и стилистических. На основе анализа деловых писем, опубликованных на сайтах компаний и в СМИ, выявлены типичные лексические группы: здоровье, счастье, удача в работе, мир и согласие, свет, тепло. Эти доминанты отражают общие ценности народов. В статье также описываются уникальные в каждой из характеристик стилистические неоднородности и стереотипы, характерные для внутренней культуры разговорных языков.

Ключевые слова: Ключевые слова и фразы: речевой жанр; деловое письмо; поздравления, приветствия; лексико-семантические доминанты; пожелание; сравнительный аспект.

In modern linguistic literature, genre research is one of the most relevant directions. Following M. M. Bakhtin, we define speech genre (SG) as “relatively stable clear thematic, compositional and stylistic types of statements” [1. p. 250]. The speech genre “congratulations” is one of the manifestations of everyday communication. “Greetings and congratulations” is taken as a written or oral greeting for the addressee on a joyful and pleasant occasion, containing wishing good wishes. “The congratulation situation scenario is one of those that are reactive reaction to something good that has already happened in real life (there will come a nationwide or family holiday, birthday, success, etc.)” [7. p. 207]. The speech genre “greetings” has been studied by many linguists. N. I. Formanovskaya (1987), Yu. N. Marinin (1996), T. V. Tarasenko (1999), V. V. Kashpur (2007), N. V. Nemchinova (2010), N. V. Dudkina (2010), T. P. Sukhoterion (2013) approached the description of this SG from different angles: in the political aspect, in the personal comprehension, in the official sphere, in the space of culture.

It should be noted that “Greetings” occupies a special place in the speech genre.

Note that such actions how gratitude, congratulations, apologies, condolences, regrets, greetings, refer to ex



pressives, the illocutionary purpose of which is “to express the psychological state given the condition of sincerity, with respect to the state of affairs defined within the propositional content” [2.p. 183]. According to the typology of T. V. Shmeleva, four classes of SG are distinguished: informative, evaluative, etiquette / performative, imperative [8. p. 91]. According to T. IN. Tarasenko, speech genre "Greetings" is included in the group of etiquette speech genres along with "thank you", "apology", "condolence" [5.p.12]. N. A. Trofimova distinguishes from expressive speech acts speech acts in “Greetings”, “wish” and “apology” and classifies them as sociatives. “Sociatives are speech acts of expression recognition by the speaker of the listener as a member of the same social group with the speaker, expressed in the divided standard situations” [6.p. 22]. Thus, the SG

"Greetings" has a bright specificity expressions of emotions and feelings and conventional nature, regulates interpersonal relationships, both in etiquette genres and in expressive genres. "letter of congratulations" as a type of official business letters occupies a special place in intercultural communications. The main purpose of this SG is to evoke positive emotions (creating a good mood of the partner, awakening of the emotional response of the addressee). “Written business communication plays the most important role in the coordination of managerial, communication, information processes of the enterprise, and is also a means of forming a professional image” [3.p.10]. Letter of congratulation in the business sphere serves to maintain the prestige of the organization and contact with employees and partners, reflects the attitudes of employees, influences the interest of employees in moving forward. SG "Greetings and congratulations" in the official business style is characterized by both linguistic properties and national cultural specificity - their study helps to deepen the understanding of the semantic and structural features. Part1 given the speech genre in different languages, as well as to some extent to understand individual fragments of the picture of the world of the people, his value orientations in business relationships. Therefore, it is so important to identify the similarities and differences of the language features and etiquette formulas. In different language situations, people choose words, combinations of words, style and genre of presentation for expression of their



thoughts, desires and feelings. "Greetings as a phenomenon of ritual and festive culture, etiquette is a complex of rituals, values, foundations, norms. This is a special kind folk culture, reflecting its national characteristics, this is folk art, a way of self-of a human being" [4.p. 636]. Consider individual stylistic, phraseological features and lexical-semantic dominants of business congratulations in Russian and Uzbek, determined by national and cultural value preferences. In Russian and greetings, lexical incarnations differ, reflecting the value system accepted by this people. In this regard, in many languages like Uzbek, Russian greetings and congratulations taken from the open of that public correspondence, on the websites of official companies, or in the media, we have identified the following lexical semantic dominants of wishes.

1. Health is always in the center of human attention. This is one of the most common wishes both in, Russian and Uzbek. In the text of a Russian business greeting, the word health is more often associated with energy and strength, which are important indicators of health. In metaphorical phrases Siberian health, inextinguishable strength, inexhaustible energy reflects the national and cultural specificity. In Siberia it is cold, the inhabitants of this region courageously endure severe frosts; Siberian health is a symbol of energy flexible, physically strong person.

2. Happiness is the goal, position, and way of life in many nationalities. Each of us strives for happiness, independence from nationality. But happiness manifests itself in congratulations in different ways. In Uzbek, the words happiness (spiritual) and well-being (material) in one phrase are mutually connected. This is reflected in the fact that, to some extent, material security is the basis of happiness. and corresponds to the etymology of the word: part, share in life. And in the Russian language they often meet the wish of a personal a lot of happiness.

3. Good luck at work. The prototypical meaning of the word luck in Russian and Uzbek is connected with the verb to give. Chance and fate brings good luck and success to a person, makes him happy. In business greetings, the relationship between the author and the addressee is business, or partnership, therefore a component of the letter becomes a wish for career growth in work (success, good luck). Watching lyrics



greetings, we noticed that people appreciate further success, stability and fruitfulness work. A metaphorical synonym for prosperity is used.

Conclusion. Thus, a letter of congratulations as one of the subgenres of business letters in Russian and Uzbek performs regulatory and contact-supporting functions in business communication. The speech genre greetings refers to both etiquette and expressive genre. Letter of greetings not only has a stylistic, phraseological specificity, which is manifested in the use of historicisms - wenyanisms, special words reflecting self-humiliation and respect, and phraseological units, but also differently lexically explicates the value orientations in the national culture of peoples. Comparatively-compared positive analysis allowed us to find differences and similarities in the lexical and phraseological design this genre, which made it possible to reveal some features of national pictures of the world. The common values- Russian and Uzbek people are health, happiness, good luck in work, peace and harmony, light, warmth. The practical significance of the work lies in the fact that such a study will improve mutual understanding peoples of the two countries and will help a business person to choose more options for official wishes, which which will meet or raise the recipient's expectations and effectively influence him.

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