

SOCIOPRAGMATIC AND LINGUOCULTURAL ASPECTS OF SPEECH UTTERANCE, PRAISE AND COMPLIMENT

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Abstract

The relevance of this article lies in the fact that, despite the existence of numerous works on the theory of speech acts and their classifications, the compliment remains insufficiently studied in all its features. Learning a compliment is important when learning Russian in order to master the linguistic realities and acquire speakers' communicative competence. In Russian and foreign linguistics, the study of speech interaction from the perspective of the influence of society on it is relevant today, so a compliment can be considered as a social strategy. The purpose of the article is to analyze the speech act of compliment from the perspective of the theory of speech acts and describe its functioning in Russian sociopragmatics and linguoculture.

Keywords: *interpersonal communication, mutual affection, compliment, actual qualities, positive results, semantic connotations, self-esteem.*

In human life, communication is one of his main needs, since it is connected with the very essence of man as a social being [1]. The life success of individuals and society as a whole largely depends on their means of communication and communication skills. The main means of establishing contact is a compliment.

The appearance, clothing, accessories, manners of the interlocutor or another person, their hobbies, occupation, abilities, social status, remarks and actions, the results of work are even broader - the sphere of the subject, that is, what the person being complimented is somehow involved in, are the object and reason for the compliment. Often, the purpose of a compliment is to fuel the self-esteem of the interlocutor and cause a response wave of benevolence towards the speaker [2]. It is a tool for achieving success in interpersonal communication, a means of generating an atmosphere of mutual affection.

A compliment must be clearly formulated, otherwise it may cause the recipient to overestimate their actual qualities [3]. In order for a compliment to achieve its positive results, it must be used accordingly to the recipient and be truthful. Of course, a compliment as an element of communication has various semantic connotations, but the most acceptable is a compliment spoken with ease, sincerity and perceived accordingly.

The mechanisms of compliment formation are considered as the subject of the study.

The theoretical basis of this study was the work of V.I. Karasik, R.V. Serebryakova, A.V. Bobenko, I.Y. Mosolova, V.V. Leontiev, O.S. Issers [4].

In linguistics, the question of the connection between compliment and speech etiquette is opened by N.I. Formanovskaya, who understands speech etiquette as "a microsystem of nationally specific verbal units accepted and prescribed by society to establish contact between interlocutors, maintain communication in a desirable key according to the rules of speech behavior" [5]. An example of the linguistic study of etiquette is a study that examines the formulas of speech etiquette: addressing, attracting attention, greeting, farewell, acquaintance, apology, gratitude, congratulations and wishes, sympathy, invitation, advice, compliment, approval.

In the course of the research, N.I. Formanovskaya comes to the conclusion that a significant part of complimentary statements are based on certain formulas. Based on this, N.I. Formanovskaya considers a compliment as one of the constituent units of speech etiquette [6].

Etiquette is a dynamic characteristic of a person. Behavior as such is always associated with some action or condition. Behavior is expressed in manners and actions, socially significant forms of behavior. But if behavior, manners and actions can be both individual and inherent in a particular group of society, then etiquette cannot be individual. Etiquette behavior is a superindividual characteristic of a subject, his belonging to a certain part of society [7].

In Russian linguistics, the importance of sociolinguistic consideration of speech etiquette units has been repeatedly emphasized in the works of N.I. Formanovskaya, V.I. Karasik, E.V. Zvereva and other authors, which is due to the regular attachment of speech etiquette units to certain groups of native speakers. "Standards of behavior (in particular speech behavior) correlate with the real stratification of society, i.e. each gender, age, ethical, professional and other groups and subcultures of society have their own specific stereotypes of speech behavior and communication" [8].

Etiquette consists of formulaic patterns of behavior. J. Gamperts cites the following episode. One American, while visiting his friend, who recently married an Englishwoman, noticed a small painting hanging on the wall. The dialogue followed: "Who is the artist?"

"The painter is not too well known. He's a modern London painter named-" "I was wondering if someone in the family was an artist..."

This example illustrates a failed compliment. Questions like: Who > the artist? Who *s the cook? Who ^ the gardener? They are a proper American compliment. Usually, such questions are asked by the guest to the host during the inspection of the house or garden. In such cases, the host or hostess says: "It's just a hobby", "Gt just a fan", i.e. they indirectly accept an indirect compliment, modestly lowering the rating. The guest, in accordance with the compliment formula, says: "But it's really very good." An

Englishwoman unfamiliar with this etiquette formula interprets a polite question as an expression of interest in the painting [9].

Formulaic behavior is based on norms of interpretation. Thus, according to European guest etiquette, the host invites the guest to enter the house, but cannot invite the guest to leave. When meeting on the street, the dialogue ends with etiquette formulas and goodbyes, for example: "See you sometime soon"; "Take care" [10].

Etiquette is based on the rules of good manners, which, according to Emily Post, the author of one of the most authoritative etiquette guides in the English-speaking world, are reduced to four qualities of a person's personality: instinctive decency, moral integrity, self-respect and loyalty. Decency means not only correctness of speech and behavior, but also honesty and reliability in obligations. Moral integrity, along with honesty, includes refinement of motives and fairness in evaluating other people's motives. Self-respect manifests itself in the rejection of obligations that will not be fulfilled. Loyalty is expressed in loyalty not only to friends, but also to principles [11]. V.V. Leontiev, examining the communicative and speech situation, notes that for an Russian language personality, a compliment is, first of all, observance of etiquette norms and expression of a polite attitude towards the interlocutor [12]. Thus, V.V. Leontiev's compliment style is connected not only with speech etiquette, but also with the category of politeness.

The practice of communication in Russian indicates that a compliment is an integral component of the verbal interaction of communicants, contributing to the establishment of friendly relations between them. The problem of how to make a compliment in order to maximize the effectiveness of the communication process deserves the attention of linguists and is especially relevant at the present time, when Russian contacts with representatives of other cultures have significantly expanded. Until recently, an example of studying this problem in Russian linguistics was research in the field of speech etiquette, where a compliment was considered as a separate thematic group with a certain set of formulas and responses to them.

The linguistic study of compliment was reduced to the identification of structural models - the means of expressing a compliment and their consideration from the point of view of syntax and vocabulary. Recommendations for the use of such formulas in speech were limited to their simple enumeration, or an attempt was made to classify compliments on a thematic basis (such topics of compliment as "Appearance", "Clothes", "Qualities of the addressee", etc.). However, presenting native speakers with a list of cliché compliments based on Russian speech etiquette manuals and Russian language textbooks shows that most cliché compliments are not used in the process of natural speech interaction between native speakers, i.e. they are inauthentic. Consequently, the problem of linguistic study of a compliment cannot be confined within the framework of a structural approach to language, i.e. It comes down to the

identification and description of models - means of expressing compliments, and should be resolved taking into account extralinguistic factors, in the interaction of language and society. The culture of this society cannot but influence the implementation of a compliment in speech. As noted by E.M. Vereshchagin and V.G. Kostomarov, speech etiquette belongs to the background knowledge of speakers of a given language, i.e. in speech etiquette, the specifics of the habits and customs of the people are superimposed on the national specifics of the language.

It is impossible to gain a complete understanding of the implementation of speech etiquette units in native speakers' speech apart from an understanding of those cultural values that are reflected in the very nature of speech etiquette units. Thus, if the object of research is a compliment in a culture that is foreign to the researcher, then the problem of studying it is complicated by the need to deeply penetrate into the value system of the linguistic community being studied, while avoiding the influence of the norms of native culture.

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