

The Formula of Greetings Speech Etiquette

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ABSTRACT

Greeting has a great importance in the speech etiquette of the peoples of the world and there are no people or nation that does not pay attention to it. Educating a child first of all begins with teaching him how to greet. So there are some sayings about greetings in our nation's speech which we can hear rarely, such as "The beginning of speech is the word, the beginning of etiquette is salam (greeting)", "Don't invite someone to a meal until they greet"; "Worthy of greeting"; "Get used to greet with one another and love will arise between you" and others.

"Greeting" is the first and most important topic among the thematic groups of speech etiquette.

In the explanatory dictionary of the Uzbek language, "**TO GREET**" (Salomlashmoq) is explained as saying hello to each other, have a meet with someone and greet. *When aunt Ikbal brought pilaf that afternoon, Alimardan greeted her coldly. Nishanov was in a hurry and almost forgot to say hello*¹.

The best tradition of Uzbek people is to say hello to someone you know or even don't know. In the Holy Qur'an, people are commanded to greet each other and it is said: "Whenever you are greeted by someone, you should return it better or respond in kind way as he ..." (Surah An-Nisa, verse 86).

The encyclopedic dictionary gives the following meanings of salam: SALAM (arab. - peace, friendship, safety):

1) expression of greeting people when they meet each other. Greeting is done verbally in many nations of the world. It is a human virtue to greet and respond the greeting before addressing with any person (l. Assalamu alaykum).

There are different types of greetings among speakers and there are specific features of their usage. Greeting is considered to be stylistically neutral, it is considered to be consistent with the other nature of the relationship between the communication in any circumstances.

¹ An explanatory dictionary of the Uzbek language. Volume III. "National Encyclopedia of Uzbekistan" State Scientific Publishing House. - Tashkent 2007. p.-431. 687.

Westerners often greet others with a cheerful “Hello” or “Hey, how are you?”. If they are talking to a stranger, they tend to start the chat with speaking about the weather as a way of greeting. But Uzbeks say “Have you eaten anything?”, “Where are you going?”, “What brought you here?” or “What are you doing here?”. On the contrary, all those are above perceived as an intrusion into a person's private life according to Western culture.

The following types of greeting formulas can be observed in radio communication: *salam, assalamu alaykum, nice to see you, good morning, good afternoon, good evening* etc. These units are specific performatives, i.e., actions are performed together with these linguistic units. For example: etiquette formulas such as *apologizing, thanking, coaxing* are not words, but actions themselves.

As a result of observing radio broadcasts, it was observed that the use of greeting formulas is related to the language characteristics of the radio genre. The news genre depends on the features of seriousness and standard: “Assalamu alaykum! Today on TV...»; “Assalamu alaykum! We refer ... Today in our program...»; “Assalamu alaykum! Today the president of our country Sh.M. Mirziyayev visited”; Assalamu alaykum! the news I wanted to convey to you consisted of these” and so on. It can be cited many of such examples. As you can see, etiquette formulas in the news genre are distinguished by their formality.

We can see the following forms of greeting in interactive broadcasts: “Assalamu alaykum, good to see you...”; “Hello, dear compatriots...”; “Warm greetings to you...”; “Once again with sending greetings...”; “Salam, salam, salam ” etc.

Greeting in interactive broadcasts is the first step in the implementation of radio communication in radio communication. In order to attract the audience and make a good impression, presenters resort to the following types of greetings:

Use of repetitions: “Assalamu alaykum, assalamu alaykum ,happy new hour, dears Our Tamanno program has been started...” (“Oriyat dono” 03.21.01). In this example, together with the use of repetitions, the speech etiquette formulas of respect + felicitation + wish “happy” and address “dears” are used. In this example, the repetition of the wish “good afternoon to everyone, everyone” gave the speech an expressive color.

Also, the following types of repetitions were observed in the speech etiquette of greetings: “Assalamu alaykum, dear compatriots, Assalamu alaykum, dear agnates of Oriyat Dono Radio.” Good day to everyone. Tamanno program’s and our guest is imagemaker, blogger Oydiyoy Tokhtaeva...» (“Oriyat dono” 01.03.21). So, at the beginning of this program, the presenter turns to the formula of greeting + respect + wishes of the speech etiquette.

“Assalamu alaykum dear fans of oriyat dono. Assalomu alaykum the fans of live performance . Everthing should be according to queue, we are presenting master artists, and young talents in turn. Listen and evaluate” (“Oriyat dono” 24.01.21). In this example, the greeting formula is repeated through a conjunction. “Assalamu alaykum, assalamu alaykum once more. Dilmurod Ghulomov, radio commentator Dilmurod Ghulomov is at your service” (“Uzbegim taronasi” 07/01/21). From this given example, we can see that the repetition of the speech etiquette formula of the greeting is confirmed by the commentator by repeating the phrase **once more**.

Greeting formula in radio communication:

covert, secretly respond to greeting of the audience:

“Assalamu alaykum va alaykum assalam. Good night” (“Navroz” 07/01/21); “Assalamu alaykum, good morning. Va alaykum assalam to those who has responded the greetings and we begin radio broadcasting” (“Uzbegim Taronasi” 06/30/21) etc. As can be seen from these examples, during the secret inspection, the audience was allegedly responded greeting “**va alaykum assalam** to everyone who has received our salam”. Such examples were observed live

in the speeches of radio presenters: "**Assalamu alaykum. Va alaykum assalom, good morning to you ...**" ("Uzbegim taronasi" 06/30/21) etc.

It was observed that the greeting formula was also used in dialogue broadcasts on the radio broadcasting:

- ✓ **Va alaykum assalam.**
- ✓ Feruzakhon, how are you?! Aren't you tired? Don't get tired of working.
- ✓ Thank you, be healthy.
- ✓ I am sister Dilbar from Sariosiyo district, Surkhandarya region.
- ✓ He sang song very well and we wish good luck.
- ✓ Take care. Thank you, sister Dilbar" ("Yoshlar" 01.08.22).
- ✓ "**Va alaykum assalam, let's get to know each other**" ("Uzbegim taronasi" 06.30.21) etc.

The necessary linguistic components of the communicants (audience and radio presenter) which should be paid attention to participating in the communicative act are their social status and components such as age and gender. Here, social status is used to refer to the characteristics of a higher or lower level of society in relation to the position specific to certain social system conditions. The term social duty refers instead to a sign of obligation that is required by the demands of the relevant social group.

The term social position indicates the place of society in the communicative act under the influence of social status and social task.

Expression in greeting: The category of expressiveness is considered one of the main ways of expression in the language, it embodies the principles of expressiveness of the note in radio communication. It is determined by the functions of information delivery, content and persuasion, emotional impact performed by radio. In this case, speech etiquette formulas are used not only to convince the audience of one or another idea, to serve to influence, but also in the sense of respect.

In the example of the radio communication "**Алангалик саломлар сизга...»**(Warm greetings to you..)" ("Uzbegim taronasi" 30.06.21), the lexeme ЎТИЛ is given as follows: 1. Burning with flame; fiery bonfire with flames. 2. figurative: Hot, warm, fiery. Warm greeting (O'TIL P.67). As we can see, figurative meaning is used in this example to increase the expressiveness of the speech. Also, the following examples are aimed at increasing the expressiveness of the radio speech and are used by the radio presenter as the main criterion for effective communication, to win the audience's affection, to call, to attract by greeting: "**Good morning. Assalamu alaykum, good morning.**" *Assalamu alaykum, assalamu alaykum once more.* Dilmurod Ghulomov, radio commentator Dilmurod Ghulomov is at your service. Our respects and wishes are unlimited for the representatives of various fields, the young and the old, who listen to Uzbegim taronasi radio" ("Uzbegim taronasi" 01.07.21). We observe the formula of Greeting+Introduction+Wish. "**Good evening,** Uzbegim taronasi. *Happy birthday Madina Shermatova. May be healthy for the sake of your parents . May your life be long for the sake of your parents. It was sent by her uncle Olim and aunt Barno*" ("Uzbegim Taronasi" 08/01/22). Greeting+Appeal+Wish+Blessing; "**Assalamu alaykum, good evening everyone.**" Maftuna from Denov. *Salams are being sent to Sardorbek*" ("Uzbegim taronasi" 08/01/22) etc.

It became clear from the examples that greeting formulas belonging to the type of speech etiquette have their own linguistic and expressive methods and visual means. Because, each type of etiquette acquires a special importance in terms of its structure-system, main functional direction, lexical-grammatical-composition, basis of expression and morphological-syntactic signs, and the radio presenter communicates not only through linguistic means, but also through

the solemnity of the tone and the sonority of the tone. Of course, this is a phenomenon related to the broadcasting genre.

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