

### Politeness Markers in Different Languages

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#### ABSTRACT

*This article outlines the main theoretical provisions related to politeness markers and their role in the sentence. In accordance with the rules of politeness, linguistic units in a given context can have influence depending on the speaker's intention. Taking into account the cultural norms of a definite country, representatives of various linguistic cultures perceive and interpret various markers of politeness in various ways.*

At present, it is widely recognized that verbal communication is not only the exchange of information, but also a means of establishing, maintaining and terminating social relations, demonstrating one's attitude towards the speaker. The efficiency of a given language as a means of communication depends not merely on the clarity of information being conveyed but also on the effect it has on the speaker.

It is to the fact that even though words uttered are familiar to the listener, misunderstanding and even the feeling of being offended may occur due to the inappropriate way the words are expressed. Politeness is a socio-pragmatic phenomenon that conditions the success or failure of communication. Politeness markers are used to soften the utterance, which is sometimes associated with the speaker's unwillingness to directly express his opinion or assessment (Aleksandrova 2002). In English and Russian languages, the category of politeness is implemented using various linguistic means, however, due to differences in culture and language features, this set of markers may differ.

We can consider English politeness markers in statements of a stating nature. First of all, politeness markers appear in a situation where it is necessary to refuse a request, demand, advice or proposal of the interlocutor, that is, a polite refusal. As mentioned earlier, the politeness of distancing is the basis of English politeness, which is why the British avoid being categorical and straightforward in their statements, especially when it comes to refusing an interlocutor. A negative reaction to a request or demand often contains a statement about the inexpediency or undesirability of fulfilling them for subjective reasons related to one of the speakers. Sometimes, instead of fulfilling the request, the speaker may resort to receiving an alternative option, i.e. politely refusing the speakers, offer him another option, more convenient for the speaker. In any case, a polite refusal will contain such stereotypical expressions of regret as *I'm sorry, I'm afraid,*

or it will be introduced with the words *I don't think, I'd rather not, To tell you the truth* (Pospelova, Shilova 2010).

Also, markers of politeness are seen when expressing disagreement with the opinion of the interlocutor and non-categorical expression of one's opinion. In case of disagreements, English communicators prefer not to bring the matter to serious disputes. They do not try, like the Russians, to prove the validity of their point of view and certainly persuade the speaker. In the English, there is a special anti-conflict phrase - *Let's agree to disagree*, which is used to stop a dispute, and change the topic of conversation or discussion. The statements of the English opponents are subjective and recommendatory in nature. They do not allow indications that the addressee is wrong, and the point of view proposed by the opponent is the only correct one (Larina 2009). Therefore, most often, disagreement with the opinion of the interlocutor is expressed in a softened form and, if necessary, to object, express one's disagreement with the opinion of the addressee, the following means of modification are also widely used to soften the statement: *I'm afraid / unfortunately / if I may / if you don't mind my saying so/ I hardly think so*, etc.

Another case of using politeness markers in the English linguistic culture is the reduction of the categoricalness of the reported information. When reporting any information, the speaker is not always sure of its accuracy, however, in English, means that show formal uncertainty about the reliability of the information being reported are used much more often than in Russian. The most common way is to indicate that the statement being made is just your point of view. For this, various synonyms of the verb to think are used, such as: *I figure, I suppose, I presume, I fancy, I believe*, etc. Or another way to reduce the categoricalness of the statement is to refer to rumors or popular opinion. For this, expressions such as *It seems that, They say, It appears that*, etc. are used. In terms of interrogative statements the question can be caused by the speaker's desire to receive a directive from the interlocutor, to find out the interlocutor's attitude to the facts being discussed, to find out about the events being discussed. By asking a question, the speaker takes the communicative initiative on himself and thereby claims to control the listener. However, there are indirect interrogative forms that are designed to soften the categorical prompting, such as "*Would/Could you tell me...?*". Such statements are considered as polite ways of obtaining information, especially when communicating with strangers or unfamiliar people. In everyday life, in order not to appear rude when asking something, we use special techniques to create polite questions. One of them is the expression *excuse me*, which is more often used used to attract the attention of, for example, a passerby on the street. Or another option is to add please at the end of the question, which corresponds to the Russian "Скажите, пожалуйста ...". There is another way to ask a fairly direct question without seeming impolite - the use of so-called tag-questions. This method is convenient if you are trying to find out the truth and at the same time you are guessing what the answer is most likely to be (Pospelova, Shilova 2010).

If we discuss the markers of politeness in statements of a motivating nature, polite incentive statements can be divided into several types depending on the type of speech action: polite request, polite advice and polite offer. Let's start with a polite request, which ranks first in the number and variety of used means of reducing categoricalness among all statements. The request itself is an impolite, as it clearly expresses the speaker's intention to force his interlocutor to perform an action. The result of the request is directed in favor of the speaker, and in order to achieve something for himself with the help of the request, the person must be polite (Demchenko, 2007). The request is expressed, first of all, intonation. In addition, it can be marked with special lexemes: *please, kindly, do* or by adding the interrogative cliché *will you*.

As mentioned earlier, the English linguaculture does not allow the speaker to put pressure on the interlocutor, so he is forced to use those phrases and expressions that formally give the interlocutor the opportunity to choose. Hence - a lot of indirect requests, built in the form of questions about desire, the ability to carry out this action, about the interlocutor's opinion on this

matter: *Will you ...?, Won't you ...?, Can you ...?, Could you ...?, ... if you don't mind*, etc. In business communication, the speaker usually tries to soften his statement so that it looks exactly like a polite request, and not an indication or requirement, for example, *I thought you might ...* (Pospelova, Shilova 2010).

In terms of polite advice, which is also seen as an impolite speech act in British culture. To avoid being too direct and imposing their opinions, English communicators often soften the speech act of advice in accordance with the principles of politeness. The most common option is the *You'd better + infinitive* formula. Also, an equally popular option for making a polite request are statements beginning with the words *If I were you, I'd ...*, which corresponds to Russian *На вашем месте я бы ....*

The last type of polite incentive statements is a polite offer. First of all, a feature of polite sentences should be noted: they are often used in the form of a question or an assumption. The most common way to induce action is the expression *let us (let's)*, however, along with it, there are others, due to which the categoricalness of the statement is reduced, for example: *Shall we...?, What if...?, What about...?*, etc. As for Russian culture, excessive politeness is evaluated negatively, sincerity, directness, truthfulness, and naturalness occupy a higher position in the hierarchy of values. Russian communicators are largely concerned about maintaining a balance between politeness and sincerity, which is understood as the coincidence of the form of the statement and its content. As a result, content dominates in the communicative focus of polite communication among Russians, while form dominates among Englishmen (Larina 2009).

Consider a polite request. In Russian communicative culture, a request can be framed by direct (imperative constructions) and indirect statements (questions). The first constructions are more common, since in Russian communication the imperative is the main way of expressing a request. The imperative utterance, the core of which is the imperative mood of the verb - Do it, please - is the most frequent embodiment of the request (Formanovskaya 1998, p. 204). Glazkova S.N. calls such constructions "double imperatives" (see section 1.2.1.). To actualize polite relations between communicants and reduce the categoricalness of the statement in Russian, there are also a number of linguistic means, among which should be mentioned:

- politeness marker please (however, this marker is not of interest for our work, therefore, examples with the politeness marker please will not be used in the research part)
- you / You form,
- diminutive forms of address (son, Seryozhenka, daughter, Mashenka),
- various minimizers used to reduce the "social price" of the subject of the request and reduce the costs of the addressee (a little, a little, a drop, a sip, a second, a minute, etc.);
- doubling the expression of the request (I beg you, I beg you) (Khakimullina 2011). In Russian communicative culture, a request can also convey be indirectly - interrogative statements, but their share is much lower than in English, where this is the main way of expressing a request. Russian interrogative constructions are not so diverse, and they convey fewer shades of politeness (Larina 2009).

In keeping with politeness rules, linguistic units in a specific context receive one color or another depending on the speaker's intention, and taking into account the cultural values of this nation, representatives of different linguistic cultures perceive and interpret various markers of politeness in different ways.

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