



MAJOR CHANGES IN RUSSIAN SPEECH ETIQUETTE IN RECENT DECADES

Rukhsora Odilova

Master's Degree Student, National University of Uzbekistan
Named After Mirzo Ulugbek

Shoira Yusupova

Associate Professor, National University of Uzbekistan
Named After Mirzo Ulugbek

Annotation

The article discusses the main changes in Russian speech etiquette, in recent decades under the influence of European and American traditions. Areas that are most strongly affected by this influence are identified. It is noted the tendency to destroy the traditional system of addressing by name and patronymic.

Keywords: speech etiquette, speech behavior, etiquette formulas, farewell, appeal, manner, effective communication, verbal etiquette, speech behavior, linguistic consciousness.

Introduction

The changes that took place in our society in the 90s of the XX century could not affect the language, and therefore, on the linguistic consciousness and speech behavior people. As you know, the most susceptible to change is the lexical system of language. It is characteristic that changes in vocabulary are recognized not only linguists, but also society as a whole. Changes in the field of speech etiquette are not so noticeable and are not recognized by all native speakers. "Apparently the older generation sees the result of such changes as a simple and an accidental violation (bad manners of youth, etc.), and the younger, on the contrary, as the norm"[1].

Literature review

The culture of verbal communication is a multifaceted phenomenon, an integral part of which is the observance of verbal etiquette, i.e. culture of behavior in speech manifestation. The "Dictionary of Ethics" gives the following definition: "Etiquette (French etiquette - a label, label) is a set of rules of behavior concerning the external manifestation of attitudes towards people (dealing with others, forms of addresses and greetings, behavior in public places, manners and clothing. The culture of verbal





communication is understood as a highly developed ability to carry out communication in accordance with the norms that have historically developed in society; at the same time, linguistic means and methods of implementing such communication are used, the purpose of which is to achieve the maximum perlocutionary effect.

One of the conditions for effective communication is the maximum consideration of the characteristics of communication partners. It is the concept of culture of speech / verbal communication that allows a broader look at optimization methods, since it also includes the knowledge of the interlocutors of "speech strategies", or "discourse strategies" - J. Gumperz. Linguists have identified such "communication strategies" as, for example, "the rules of using the language, or the rules of speaking" by D. Hymes; "Maxims" in H. Grice; "Stylistic strategies" by G. Lakoff; "Rules of following, interpretation and generation" by W. Labov; a set of "rules of conversion, politeness and pragmatic competence" by R. Lakoff.

Main part

The most common, stylistically neutral greeting formula is "здравствуй, здравствуйте" [2, p. 73]. The first is typical for the situation of you-communication of both acquaintances and strangers. The form "здравствуй", possible in you-communication, is not so frequent and is used, in our look, mainly in the speech of older people or in the official situations. In an informal setting, здравствуй is supplanted by a stylistically lowered привет. Using this formula, the speaker demonstrates "friendliness, some familiarity, inclusion in the circle of "friends" and, of course, role equality" [2, p. 74]. Such a greeting can be addressed and journalists to radio listeners, and TV presenters to studio guests (in particular, A. Malakhov in the program "Let them talk", etc.), and a doctor to a little patient.

Characteristically, even small children often say привет to adults. (to relatives, neighbors), which was almost not observed for several decades back. Only the education system, while remaining fairly conservative, retains the previous hierarchy of appeals: "Здравствуйте" (student to teacher), "Здравствуй!" (teacher to student). Interestingly, in the West, a student and a university teacher can say hello to each other. So, in Germany, according to our observations, a student and a teacher can greet each other hallo, and in America - hi, about which T. Tolstaya writes with irony in the article "Hope and Support": A student enters, says, naturally, "hi" (and not "how do you do", not "how are you", not "good morning", not "hello", as we were in vain, in vain taught in childhood) [3].





Among the farewell formulas, goodbye is stylistically neutral. But in a relaxed atmosphere - for now. The latter is not assigned to any social type of speakers and is an indicator of friendly, familiar relations, role equality. Just like hello, this formula can be used by journalists in relation to radio listeners, television tellers or guests invited to the transfer. Recently, it was in speech journalists have new formulas for farewell. This is, first of all, bye-bye, which is a tracing paper from the English bye-bye. It is characteristic that it is pronounced пока-пока at an accelerated pace, not typical for the pronunciation of others. Russian etiquette designs. So до свидания, we would say much slower [4, p. 232-233]. Hearing пока-пока is possible not only in the speech of young people, it often sounds in the mouths of young children.

Influenced by the English language, a new formula appears, увидимся (in English see you). Earlier the verb see you, being very common (as evidenced by a large number of examples in the National Corpus of the Russian language), did not act as an independent formula of etiquette, completing conversation or TV show: Ну, я не прощаюсь, товарищ Зыбин. Увидимся. А это всё на эксперт заключение, – приказал он и протянул чернявому лист с кружками. Ю.О. Домбровский. Факультет ненужных вещей, (1978) (НКРЯ). By analogy with see you, it begins to be used and the joking telephone call will hear: Конечно, Саша держите! – Окей, еще услышимся. Продолжение следует! Убить Михаила. Пранк по телефону доверия (2004) // «Хулиган», 2004.06.15 (НКРЯ).

Another innovation is the expression берегите себя, representing a tracing paper from English take care! It is a characteristic feature of speech portrait of individual TV presenters (in particular, K. Kuranov on the TV channel "Ether") and from the TV screen is already quite familiar. Nevertheless, this is expression has not become conventional yet: it is used in the sphere of everyday communication, it is not a formula of etiquette, but as a sign of attention, care, love when parting with a loved one and is understood literally: Я служу родине хорошо, как вы сказали, всё делаю. Мама, берегите себя. Папа, и вы себя берегите. Олег Павлов. Карагандинские девятины, или Повесть последних дней // «Октябрь», № 8, 2001 (НКРЯ).

One more phrase that added to the set of etiquette formulas accompanying or replacing the farewell formulas, the design has become stay with us in the speech of TV presenters (варианты: оставайтесь на Первом, оставайтесь с «Вестями» на канале «Россия» и др.). The phrase is becoming commonplace, but its style is static marking, the belonging of the speech of journalists is realized everyone, therefore, outside of television programs, it is used with reservations: Оставайтесь с нами, как говорится, и вы испытаете это неземное удовольствие,





ибо идею пообедать цветами трудно отнести к будничным радостям желудка. Марина Каминарская. День пожирателей цветов (2002) // «Домовой», 2002.08.04 (НКРЯ).

Changes in speech etiquette are associated with the emergence of new language formulas, and with a set of situations in which one should (or should not) pronounce this or that formula. This is primarily communication between the seller and the buyer in the store. If, until recently, the greeting and communication in this situation in Russia was not considered mandatory (with the exception of cases when the seller and the buyer were personally acquainted), then today salespeople or cashiers in large supermarkets are the first to greet partners. There is corporate etiquette influenced by western. However, cashiers often say the greeting at an accelerated pace, patter, and, according to our observations, not all buyers answer. One gets the feeling that both sides perceive the greetings and goodbyes in this situation as unnatural, formal, and therefore unnecessary. As for the standard communication in transport (between a passenger and a driver or a conductor), in Russia in this situation, in contrast from Europe, greetings have not yet come into use.

Appeal occupies an important place in the system of speech etiquette. With its help, you can attract the attention of the interlocutor, determine his social status, express an emotional attitude. It is characteristic that in some cases the choice the address characterizes “both the addressee and the sender himself, the degree of his good manners, attitude to the interlocutor, emotional state” [5, p. 153].

In modern Russian there is no neutral lexeme that could be addressed to any unfamiliar addressee. It is no coincidence that in society it is not uncommon discussions have arisen and are arising as to how best to handle to each other. Unfortunately, the problem has not been resolved yet. The traditional Soviet formula for addressing товарищ has fallen out of use; гражданин is associated with detention, arrest and is possible only in those cases when this or another person is considered as a subject of civil legal relations; formula господин is more commonly used in relation to persons with high status: Господин президент or to a group of persons: уважаемые господа . Functioning as lexemes, a girl and a young man can be considered neutral, however, they are limited by age and social status the addressee (for example, a child cannot address the seller in this way, as well as student to teacher, whose name he does not know, etc.). In addition, difficulties arise, related to the speaker's assessment of the age of the addressee («Какая я вам девушка? Я вам в матери гожусь»).

Nowadays, man and woman appeals are very common, however, according to a number of researchers, they cannot be approved both due to semantic features (they





are not neutral), and by virtue of tradition. According to the "Dictionary of Russian speech etiquette" A.G. Balakaya, the appeal of a woman was used in an urban environment in the 19th century extremely rarely and only addressed to women from the common people [6]. This is confirmed by examples from literary works: «Что ты здесь, женщина, этак шумишь?» – «Помилуйте, говорю, ваше высокоблагородие; меня так и так сейчас обкрадено» (Н.С. Лесков, «Воительница») [7 p. 22]

Conversion of a man in the XIX the beginning of the twentieth century. also was not widespread and was socially marked; in A. Averchenko's story "A Merry Evening" it is used by a woman prostitute: Если прохожий имел вид человека, не торопящегося по делу, она приближалась к нему и шептала, шагая рядом и глядя на крышу соседнего дома: – Мужчина... Зайдем за угол. Пойдем в ресторанчик – очень недорого: маленький графин водки и тарелка ветчины. Право. А? [7, с. 22] Forms men and women began to be widely used as an alternative to the "bourgeois" господа и дамы and colloquial мужики и бабы [6, 7].

Traditionally, мужчина и женщина appellants have been considered educators as "elements of the vernacular, not accepted in intellectual environment appeal [8 p. 492]". Nevertheless, in recent years, the attitude towards lexemes the appeals of a man and a woman change. In a number of sources, they are recognized quite appropriate, "acceptable when communicating in purely informal situations, if such an appeal is accompanied by a polite or highly polite intonation [9 p, 50] (also [10]) "But given the possible negative the addressee's reaction to the woman's appeal, we believe that such appeals should still be avoided. A way out can be found in the use of verbs designs: sorry, sorry, please tell me, etc. In this case sorry - and neutral formula for attracting attention, and an apology for causing the disturbance. By the way, a similar problem is the lack of a neutral addresses to an unfamiliar addressee - exists in German, and is resolved it is similar - through the use of verbal contact formulas [11].

And, finally, among the possible forms of addressing the collective addressee:

Граждане, коллеги, друзья- attention is drawn to the possibility of two address a diverse audience: уважаемые дамы и господа, уважаемые господа. It is interesting that there are different opinions on this matter. M.A. Krongauz believes that in accordance with pre-revolutionary etiquette, one should say: ladies and gentlemen [4, p. 224]

According to P.A. Klubkova, дамы и господа - this is an unsuccessful tracing paper from English. "English" Ladies and gentlemen! " and the French "Mesdames et messieurs!" when addressing a heterosexual audience are inevitable, because ladies are not among the gentlemen, and Madame is by no means the case cannot be called



monsieur. In Russian, the word “господа” is equally related to the singular forms “господин” and “госпожа”. “Госпожа” is among the “господ” in the same way as female students are among the students “[12, p. 165].

If we talk about addressing a familiar person, then here we have a huge number of options for personal names: canonical, given at baptism (John), full passport (Ivan), abbreviated (Vanya) and a huge number of derived names with subjective suffixes (Ванечка, Ванюша, Ванюшка, Ванька, а также Иванушка, Ивашка и др.).

In an official situation, when referring to an older person or a person with a higher status, the interlocutor has long been used in Russia. and middle name. The traditions of this naming originated in ancient times. “Russian rulers, princes already from the XII - XIII centuries take middle names as a sign of a special differences”[13]. This was the national specificity, the uniqueness of the naming of Russians. However, since the end of the eighties of the last century, there has been a tendency to use the full name instead of the first name and patronymic.

Here the direct influence of Western etiquette affected, and the “pioneers” journalists spoke: in the late eighties - nineties are not uncommon there were so-called teleconferences, during which journalists from abroad sent called our hosts by name. Russian journalists quickly adopted this manner, transferring this method of informal communication to other programs [14 p,110]).

At the present stage, addressing journalists on behalf of each other, and also to guests invited to a TV or radio program, no one is surprised. In this case, not only full names, but also abbreviated ones are used (depending on the degree of familiarity with the interlocutor): «У нас в гостях –главный редактор издательства «Самокат» Ирина Балахонова. Можно, я будуназывать вас Ира? – Конечно» (передача на «Радио России», 2011 год).

However, journalists do not take into account that viewers “are not interested in personal relationships communicating on a television screen, they see in front of them a person who, undoubtedly, is worthy of a name and patronymic”[15, p. 75]. Sometimes addressing a respected person by name (without patronymic) causes a negative reaction among TV viewers, especially among the older generation. Thus, a teacher from one of universities, associate professor. The presenter, introducing her to viewers by last name, first name and patronymic, addressed her in the future by name, despite the status and difference at an age that was perceived by some viewers as disrespect to the teacher: "After all, the students are watching the program!"

In recent decades, the middle name has also disappeared from the business sphere: in many firms, new business etiquette implies addressing only by name, including





number and to the chief. In this case, the full form of the name is used: Vladimir, Olga. Managers starting to engage in network marketing undergo special training, during which they are given the installation: to introduce themselves to business partners only by name.

It is characteristic that the transition to short names (Volodya, Olya) in these situations is impossible (except in cases when informal relationships are established). Note that several decades ago, full names without patronymics were almost never used in the address function. In another situational area - when naming a third person - there have also been changes. Now journalists very rarely name famous people by patronymic, using only the first and last name: Vladimir Putin, Dmitry Medvedev (in Soviet times - only with the patronymic: Leonid Ilyich Brezhnev). Certainly, naming writers and artists without patronymics was possible before: Lev Tolstoy, Anna Akhmatova, Marina Tsvetaeva, Vladimir Vysotsky, Alla Pugacheva ...But it sounds strange: Alexander Pushkin, Mikhail Lermontov, Ivan Turgenev, Vladimir Lenin, etc. The accepted use, operates here. "A name known to the whole country or a large group of a person becomes known him and begins to live independently, absorbing social and national-cultural meanings into the elements of meaning and becoming a linguistic culture "Only in the education system significant changes in the field of applications did not happen: as before, you can contact an educator, school teacher or university teacher solely by name and patronymic. At the same time, the name of the teacher in the third person without a middle name is also not typical. So, at one of the scientific conferences at Kazan University, held in 90s of XX century, section head, professor from St. Petersburg, providing word to the participants, called them by name and patronymic. Patronymic of one of the participants he was not informed. He was forced to call her by name and surname. At the same time, say: "I will present it in a European way." It is necessary to apply so when a person is older in age, position. Also, such treatment necessarily takes place in official institutions, in academia or in the field of education. Thus, the patronymic does not necessarily emphasize seniority, but necessarily the importance of the person being addressed.

Conclusion

Thus, the changes occurring in Russian speech etiquette are connected to European and American traditions. They consist both in changing the speech behavior of people, and in the emergence of new etiquette formulas. The most significant change seems to be the emergence of a new system of appeals and naming a person in the third person by name without a middle name. The latter, in our opinion, cannot be considered positive, since how much it destroys the national-cultural specifics of





naming Russian a person, adjusting to those cultures in which there was traditionally no middle name.

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