

Intercultural Characteristics of Compliment as a Speech Genre: Comparative Analysis of Uzbeki and English Languages

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Abstract

The article examines the study of compliments in modern linguistics and their lingua cultural features with the examples of English and Uzbek languages. As languages differ according to their cultural nature, compliments differ. Specific features of the complement typical for English and Uzbek culture are studied. A comparative analysis of the culturally determined features of compliments is carried out, taking into account such criteria as the style of communication, the main function of the compliment, communicative intentions, the social status of the addressee and the addressee.

Keywords: speech genre, compliment, expression, speech act, linguistic culture, sociolinguistics, pragmatics, social space.

Enter. Compliments are one of the integral parts of modern communication. Itifot is a very clear reflection of the people's culture. In some cases, a compliment is the highest praise and compliment, and in others, it is a sign of a bad tone. Therefore, the praises of different cultures have their own characteristics and characteristics. This phenomenon is among the objects of attention of various scientific fields: linguodidactics, pragmatics, linguocultural studies, cultural studies, applied psychology. Some aspects of compliment are considered in the works of N. I. Formanovskaya, A. A. Bodalev, V. P. Sheinov, O. S. Issers, E. V. Klyueva, V. I. Karasika, A. A. Kachevskaya, R. Herbert, K. Kerba-Orekshioni, R. Chen, R. Hopper, M. Knepp and other domestic and foreign researchers. Our research aims to examine the compliment from a linguistic-cultural perspective. His material was the praises received by young people who speak Uzbek and English on the Internet. The patterns revealed in the analysis of observational units are filled with the impressions of the author's personal contact with representatives of these linguistic cultures. When considering a compliment as one of the genres of speech, it is appropriate to start by defining the relevant concept. Thus, the explanatory dictionary of the Uzbek language gives the following definition to iltifat: "Iltifat is a compliment that comes from the desire to say something good or flatter someone." Thus, iltifat here is synonymous with praise and flattery.

The main part. Further analysis of the definition of the concept of praise in various lexicographic sources (not only modern, but also earlier, which gives insight into the change of the concept under consideration over time) [6; 8; 9; 12] allowed us to conclude that the semantics of the word "compliment" originally contained the idea of the impact of speech on the recipient: social and emotional. The effect of social speech is a special case of communication in which information is not transmitted as such, but certain social actions are performed: the sender of the message is based on a speech goal, not a communicative one, i.e. the recipient's goal is not to inform the recipient or to inform him of something pleasant, but to force him to do something. Therefore, to register a compliment, it is important to use words with an emotional component -

an emotionally diverse vocabulary, including direct nouns, epithets, participles and exclamations, evoke certain associative visual, auditory, and sensory images, as well as affective and emotional syntactic devices.

In traditional compliments, establishing contact and influencing the receiver is done in a soft, unobtrusive, friendly manner and helps the interlocutors to become psychologically closer. Thus, the focus is on the recipient of the compliment. Modern young people try to express themselves first of all in compliments - their feelings and emotions. They try to show their intelligence, extravagance, which often leads to exaggeration and hidden mockery of the recipients. Modern eulogies depicting the relationship between young people can be quite disgusting in terms of content and form. Compliments as a phenomenon in youth speech are particularly evident on the Internet, and according to our observations, most of the compliments characteristic of this area of communication should belong to genres such as flirting and sarcasm.

Compliments in linguistics often serve as speech acts that convey positive, affirming, and appreciative messages directed at others. They are based on several theoretical foundations, from linguistic, pragmatic, sociolinguistic and socio-cultural foundations, to understand their structure, function and influence within social interaction. An overview of the theoretical foundations underlying the study of compliments in linguistics:

Speech Act Theory

Speech act theory, pioneered by J.L. Austin and developed by J.R. Searle, provides a theoretical framework for analyzing compliments as speech acts. This emphasizes the importance of language in carrying out actions beyond the transmission of information. In this context, praise can be understood as actions that express positive feelings, affirmations, and acknowledgments.

Politeness Theory

The politeness theory proposed by Penelope Brown and Stephen C. Levinson contributes to the understanding of compliments as actions that reflect politeness strategies within social interactions. Compliments are often seen as a means of demonstrating positive politeness, building respect and relationships with others, and often fostering social harmony and positive relationships.

Sotsiolingvistika va pragmatika

From a sociolinguistic and pragmatic perspective, praise is an important tool in the negotiation of social identities and the construction of social meaning. They reflect cultural norms, social conventions, and relationship dynamics because the way compliments are expressed and received varies across cultures, social contexts, and relationships.

Ethnography of communication

Ethnography of communication in the field of sociocultural linguistics provides insight into the cultural and contextual dimensions of compliments. It highlights the role of compliments as actions embedded in specific cultural practices and norms, and shows how compliments are situated within a wider socio-cultural framework.

Building a positive face and personality

Compliments can be understood within the theoretical framework of positive face as described by sociolinguists Erving Goffman and Penelope Brown. Compliments serve to confirm and improve a positive face, promote a person's social value and personal identity. For example, compliments often reinforce a positive image and enhance a sense of belonging to a social group.

Pragmatic structure and formulaic sequence

The study of compliments examines the pragmatic structure and formulaic sequences often used in complimentary behaviors. Linguists analyze linguistic forms such as lexical choice, intonation, and syntactic patterns used in compliments to demonstrate how speakers construct and express linguistically positive evaluations.

Intercultural and cross-cultural communication

Compliments in linguistics are also studied within intercultural and cross-cultural communication. These objective compliments provide insight into how they differ across cultures, how they reflect cultural values and social hierarchies, and how they contribute to intercultural understanding or misunderstanding in communication.

Based on these theoretical foundations, linguists analyze the role of compliments as supportive speech acts within social interaction, study their cross-cultural variation, and identify the distinctiveness, socio-cultural, and socio-cultural aspects of compliments in different social and cultural contexts. can shed light on ways to reflect norms and interpersonal dynamics.

Compliments in linguistics are deeply connected to cultural norms, social dynamics, and communicative practices. Expressing and receiving compliments is greatly influenced by cultural values, beliefs, and social expectations. Understanding the theoretical and cultural dimensions of compliments is essential for understanding their role in social interactions, linguistic diversity, and interpersonal relationships in different societies. Theoretical and cultural information about compliments in linguistics:

Speech act theory

Speech act theory developed by J. L. Austin, J. R. Searle, and others provides a theoretical framework for understanding compliments as speech acts. In this framework, compliments are viewed as words intended to express positive affect, affirm others, and foster social connections.

Theory of politeness

Politeness theory by Penelope Brown and Stephen C. Levinson contributes to the understanding of compliments as a politeness strategy. Compliments reflect positive politeness, reflect an orientation toward social harmony and maintaining positive social relationships.

Ethnography of communication

Ethnography of communication provides insight into the cultural and contextual dimensions of compliments. Compliments are situated within certain cultural practices and norms, and their expression and reception are often influenced by cultural expectations, power dynamics, and social hierarchies.

Cross-cultural differences

Cultural norms and etiquette

Compliments vary considerably across cultures in terms of frequency, pattern, and acceptable content. Cultural norms and etiquette define the types of characteristics, behaviors, or achievements that are considered worthy of praise and recognition.

Power dynamics

In some cultures, power dynamics play a crucial role in rewarding behavior. Compliments can be shaped by hierarchical relationships, social status, and the balance of power between individuals, which affect the nature and content of compliments in different social settings.

Rules of social demonstration

Culture-specific rules of display govern the expression of emotions and social behavior, influencing how compliments are delivered and received. Some cultures may emphasize modesty and modesty in response to compliments, while others may encourage more expressive expressions of gratitude.

Socio-Cultural Values

A society's social and cultural values significantly shape the nature and function of compliments. Cultural values related to individualism, collectivism, assertiveness, and humility influence the ways in which praise is expressed and interpreted in social interactions.

Linguistic form and syntax

Compliments are expressed through culturally and linguistically patterned specific linguistic forms, syntax, and expressions. Different languages may have unique idiomatic expressions or lexical choices to convey positive appreciation and praise.

Semantic Ma'nos

The semantic meanings of compliments may differ in different languages, reflecting cultural characteristics, qualities or achievements that are highly valued in society. Compliments can cover culturally sensitive qualities and characteristics that reflect local values and beliefs.

Gender and social roles

Sexual Compliments

Compliments can be gendered, reflecting social attitudes toward gender roles, appearance, and social expectations. Cultural gender norms can shape the content and delivery of compliments, especially regarding appearance, behavior, and perceived gender characteristics.

Social identity and belonging

Praise contributes to the formation of social identity and develops a sense of belonging to a cultural group. Praise often reflects the cultural ideals, norms and aspirations that are valued in a particular society, further reinforcing social identity and culture.

By acknowledging the theoretical foundations and acknowledging cultural diversity, linguists can shed more light on the multifaceted role of compliments as expressions of affirmation, social bonding, and identity in different cultural contexts. Understanding the cultural dimensions of compliments is critical to developing effective cross-cultural communication and fostering cross-cultural understanding.

"Linguocultural Peculiarities of Compliment as a Discourse Genre: A Comparative Study of Uzbek and English" provides a valuable exploration of the linguistic and cultural nuances that shape the expression and reception of compliments in Uzbek and English linguistic and cultural contexts. This comparative study examines the speech act of praise as a culturally embedded form of positive social interaction, highlighting the unique linguistic and sociocultural aspects associated with compliments in both languages.

Politeness strategies: a comparative study can delve into the politeness strategies included in Uzbek and English compliments, and explore how politeness theory shapes the linguistic forms and pragmatic functions of compliments in both linguistic and cultural contexts. Cross-Cultural Pragmatics: By studying cross-cultural pragmatics, research can highlight the cultural, social, and cognitive factors that influence the expression and interpretation of praise, contributing to a deeper understanding of the nuances of praise behavior within each language.

Research can examine the ways in which compliments function as positive politeness and contribute to face work, exploring how compliments enhance interpersonal relationships and social cohesion in each cultural setting.

Social Identity and Group Belonging: By examining social identity and group belonging, the research reinforces social identity, belonging, and cultural belonging in the unique sociolinguistic environment of Uzbek and English-speaking communities. and can emphasize the role of compliments in discussion.

Non-verbal communication: research sheds light on the non-verbal aspects of compliments, such as body language, gestures and facial expressions, multimodal forms of complimentary behavior and their role in cross-cultural communication and social interaction can be entered.

Summary. Comparative study of compliments in Uzbek and English language and cultural contexts provides a rich opportunity to reveal multifaceted linguistic and pragmatics. The sociocultural dimensions of complimentary and complimentary behavior thus contribute to a

deeper cross-cultural understanding of the linguistic and social subtleties associated with expressions of affirmation, reciprocity, and praise in different cultural settings. In English and Uzbek, compliments are expressed through specific linguistic forms and structures that reflect cultural values, linguistic patterns, and pragmatic functions. For example, in English, compliments are often "you look fantastic" or "that's amazing!" These expressions often emphasize the positive qualities of the interlocutor or their achievements, and are a direct and effusive compliment. reflects the style. On the contrary, Uzbek praises may exhibit linguistic features that correspond to Uzbek cultural norms and linguistic patterns. For example, Uzbek compliments may include the use of poetic and flowery language, indicating a preference for indirect and subtle expressions of praise. In addition, the use of poetic images, metaphors, and culturally specific lexical choices is common in Uzbek compliments, giving depth and cultural resonance to the act of complimenting.

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