

Significance of Politeness in Communication

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Abstract

This article explores the importance of politeness in communication, various definitions of politeness given by the world linguists and analyzes important factors contributing to the successful implementation of communicative intentions.

Keywords: communication, politeness, language, speech, speaker, listener, subject of communication, communicative situation, language units, factors, Lakoff's Politeness Principle, politeness strategies.

Introduction

Language is an important means of communication to build relationships among people. Communication is considered the need of any person. Linguistic and non-linguistic means are used to ensure this need. Obviously, language and linguistic means take the lead in communication, and a person narrates his thoughts, desires, purposes through the language.

Language is social phenomenon, language cannot exist outside society. Communication also takes place in society. The issues of language associated with society, existence, development are studied in linguistics within the framework of sociolinguistics.

The main part

Sociolinguistics is included in the anthropocentric paradigm as one of the widely developing directions, attracting the attention of researchers. For sociolinguistics, such concepts as language, speech, speaker, listener, subject and situation of communication are relevant.

As mentioned above, language is used to communicate, and communication, naturally, occurs between several people. This creates the need to illuminate the sociolinguistic characteristics of language, communication.

Language is complex, comprehensive social phenomenon. Communication, on the other hand, occurs when linguistic units in this language are appropriately applied in different situations, different conditions and in different circles.

As individuals engage in interaction, they are required to use relevant linguistic units from their wordbank that fit into any situation they have throughout the conversation.

There are specific conditions, principles of any interaction. The subject, topic and style of conversation, the purpose of the participants of communication are often important factors to consider. For example, when conversation is conducted on sport, the speaker and the listener are required to apply sport related linguistic units. If communication is conducted in a formal way, it is an important condition for the interlocutors to use formal style (speech). Moreover, the age, gender, social status, profession of the interlocutor are significant in communication, the speaker should talk taking into account who the listener is. The purpose of communication is as important as the factors mentioned above. Because there will be an intended goal from any

communication. Goals such as asking for something, informing, delivering a message provide the basis for the dialogue. Communication without any purpose will be irrelevant and ineffective.

Any conversation has certain goals of conducting. The linguistic units and expressions applied to achieve the goal are of great importance in oral or written communication.

Such rules as not violating the boundary with the listener, treating the listener with respect are the rules to be followed. And following these rules requires politeness from the speaker. If the speaker does not adhere to the principles of politeness, his speech is rude, offensive, communication is not carried out effectively, and the intended goal of communication is not achieved.

The Politeness Principles was created by Lakoff. In her view, language embodies relationships along with meaning. She believes that politeness is a form of behavior developed in societies to eliminate conflict [6].

According to the author the speech act is considered polite when:

- 1) it does not require the speaker to impose;
- 2) it gives options to the speaker to fulfill something;
- 3) it makes the listener feel good - be friendly [5].

Obviously, the first and second requirements are associated with the speaker, and the third with the listener in a polite speech. The first requirement is that the speech is based on sincerity, the speaker kindly treats the listener and his or her speech is free of unnecessary linguistic units. The next requirement is that the speaker should support the implementation of certain work and the intended goal. The third requirement is that the created speech be accessible and friendly to the listener, and the listener should feel comfortable listening to the speech.

On the other hand, S. Ide considers politeness as the basis for the support and development of communication. The author believes that politeness is based on social rank and position, the level of power and intimacy, as well as the situation (formal or informal) [4]. It can be concluded that politeness is considered an important factor for communication to be carried out in a positive way. Politeness depends on speech formality or informal nature along with social factors. The principles of politeness may not always be followed in informal speech, but in formal one politeness is considered to be followed.

Blum-Kulka believes that politeness is positively linked to tolerance, restraint, good manners, respect, and good treatment for people, and it also implies external, hypocritical, unnaturally negative behavior at the same time [3].

Senowarsito researched politeness between teacher and students in teaching English as a foreign language. Studying theoretical considerations about politeness, the author concludes: "In conclusion, politeness is the application of appropriate words and phrases in a suitable situation, regulated by the rules that exist in society. The achievement of politeness in social communication is the achievement of harmonious and smooth social communication and the avoidance of face threatening acts. People choose and carry out certain values in certain pragmatic dimensions on the basis of the current situation and culture in social communication" [9].

Arndt and Janney believe that politeness is the application of linguistic units relevant to the situation based on existing rules in society [1]. Therefore, social norms play an important role in politeness. A polite person is able to apply appropriate linguistic units to the situation and condition of speech, based on social norms, rules.

According to Shaban Abduldjabbar Karim Mahdi: "politeness is a socio – moral communicative category, the sum of attitudes and rules of speech behavior in a particular society, participates in the organization and regulation of the communicative process. Politeness has its own communicative content, and there are various linguistic and colloquial means of expressing this

content” [10]. Hence, politeness is a category of social importance, value requiring adherence to the norms established and adopted by members of society.

N.Kasimzhonov evaluates politeness as a way to prevent conflict between different peoples and societies: “while people continue to live, they tend to communicate with each other. The most effective way of interaction is communication. As humanity continues to live, different peoples, different societies appear. Politeness is one of the effective ways to avoid various disagreements, arguments, oppositions among them [7, 4].

Politeness is mainly apparent at the beginning and end of communication process or at the active level in certain acts of communication, for example, greeting, saying goodbye, having conversation with strangers, getting acquainted with somebody, requesting, thanking, etc. Such high qualities of a person as humility and benevolence are expressed in politeness in the process of communication [2].

The purpose of politeness is effective interaction and successful implementation of communicative intentions.

Features of politeness:

- 1) managing potential disagreements between speakers and recipient to avoid conflicts;
- 2) regulating - creating and maintaining social balance and friendly relationships;
- 3) working on self-image to protect oneself from negative evaluations and having the influence of effective self-talk;
- 4) resolving conflicts with the least harm to the speaker and the recipient [8, 230].

Conclusion

In conclusion, politeness is vital in communication and it serves to regulate human relations.

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