Pragmatic Study of Appeal in Speech Etiquette

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Abstract. *Forms of address play a central role in the structure of speech etiquette, functioning as a primary means of establishing and regulating verbal contact between interlocutors. Almost all situations of speech communication begin with an address, which reflects social relations, communicative roles, and the speaker's attitude toward the addressee. This article examines the concept of address within the framework of speech etiquette and analyzes its role in verbal interaction. The study highlights the standardized and nationally specific nature of address formulas and their dependence on social, biological, and situational factors, including age, gender, social status, communicative distance, and the level of communication (social-role, business, or intimate-personal). Particular attention is paid to the role of address formulas in maintaining politeness, ensuring successful interaction, and achieving mutual understanding in both interpersonal and intercultural communication. The article concludes that the appropriate choice of forms of address is a crucial condition for effective speech interaction and harmonious communicative behavior.*

Keywords: *language communication, communicants, speech etiquette, interlocutors.*

Introduction

Speech communication plays a crucial role in human interaction and constitutes an essential part of social behavior. Through language, individuals exchange information, express attitudes, and organize cooperation in various spheres of activity. Effective verbal communication is not limited to the transmission of factual content; it also requires adherence to socially accepted norms that regulate interaction between speakers. These norms are reflected in speech etiquette, which ensures the appropriateness, politeness, and effectiveness of communication. Before meaningful information can be exchanged, interlocutors must establish verbal contact. This initial stage of interaction is governed by specific etiquette rules, among which forms of address occupy a central position. An address serves not only as a means of attracting the interlocutor's attention but also as an indicator of social relations, communicative roles, and the speaker's attitude toward the addressee. In most communicative situations, the act of addressing initiates interaction and sets the tone for further communication. The choice of forms of address is influenced by various factors, including age, gender, social status, professional roles, and the level

of communicative distance between interlocutors. In addition, address formulas differ depending on the communicative context, such as social-role, business, or intimate-personal interaction. These formulas are often standardized and nationally specific, reflecting cultural values and social norms of a particular linguistic community. The study of forms of address within the framework of speech etiquette is therefore of great importance for understanding the mechanisms of successful communication. An appropriate choice of address contributes to maintaining politeness, establishing mutual understanding, and achieving communicative goals, especially in conditions of intercultural interaction. This article aims to analyze forms of address as a key element of speech etiquette and to identify the main factors that determine their use in different communicative situations.

Speech communication or language communication plays a significant role in our daily activities and constitutes the most important part of the behavior of people in society. The main goal of verbal communication in any situation, as noted by A.O. Palamar, is an organization of cooperation between communicants [4, 334].

Before proceeding to the exchange of logical and meaningful information, it is necessary to make speech contact in accordance with certain rules of conduct that are associated with speech etiquette. The first phrases that we exchange when making contact refer to an appeal, which is an indicator of our attitude towards those persons to whom it is addressed.

Literature review:

In science, there are a large number of works devoted to the study of speech etiquette and its units. So, T.V. Larina defines speech etiquette as the rules of social behavior that reflect the moral and ethical norms that are essential for a given society, associated both with the status and role characteristics of those who communicate, and with their socially significant biological characteristics (man - woman, old - young). Etiquette, in her opinion, develops norms of behavior, communication, methods and techniques of performance, demonstrations of these norms and the material attributes of such a demonstration.However, it seems that this definition does not fully reflect the specifics of speech etiquette, considering it only as the rules of social behavior, not including other characteristics of speech etiquette in the definition. After analyzing a number of works on this issue, we came to the conclusion that N.I. Formanovskaya owns the most complete idea of the concept of speech etiquette. In addition to social rules of behavior, the author also includes in the definition of speech etiquette a system of verbal units accepted by society.In her opinion, speech etiquette is, firstly, a microsystem of national-specific verbal units adopted and prescribed by society to establish contact between interlocutors and maintain communication in the desired tone in accordance with the rules of speech behavior; secondly, the regulating rules of speech behavior developed by society, binding on members of society, nationally specific, firmly fixed in speech formulas, but at the same time historically changeable [5, 69].

Speech etiquette is manifested in speech, in the text of communication throughout its entire length.It manifests itself in the most frequent everyday situations, which, as T.V. Larina notes, can be such situations of communication as farewell, greeting, gratitude, request, apology, forms of address accepted in various

situations, etc.These situations, as noted earlier, N.I. Formanovskaya calls "thematic units of speech etiquette" or "contact-regulating means" [5, 66].

In addition, T.V. Larina also connects speech etiquette with intonational features that characterize polite speech [3,512].

Etiquette interpersonal relations are built on the principle of politeness, which acts as the leading criterion for etiquette speech communication, as well as on the principle of social regulation of relations between communicants [9, 41].

Speech etiquette is especially important when establishing contact with the interlocutor, maintaining this contact, so the main role here is played by the address, from which in almost any (not counting the situation of greeting between familiar communicators) speech contact begins.

Appeal is the primary element of speech etiquette and one of the most frequent communicative units. The appeal, like any other thematic unit of speech etiquette, is expressed in speech in the form of nationally specific verbal units, in other words, it is served by stable communication formulas or, as L.P. Stupin, stereotypes. The scientist notes that stereotypes (stable formulas) do not arise anew in each act of speech, but are reproduced as units deposited and stored in our linguistic consciousness in the form a kind of fund of ready-made typed phrases (for example, in English "Mr., Sir, Madam, etc."). They arise as a result of "private and typical attachment to a frequently repeated typical situation of communication".

N.I. Formanovskaya also notes the fact that verbal behavior is standardized: the situations of verbal communication (acquaintance, address, greeting, apology, etc.) and the expressions used in these situations are standard and stereotypical, despite the fact that the speaker makes a continuous choice from an extensive language arsenal the most appropriate means in relation to the official / informal setting of communication, the social characteristics of the addresser / addressee, i.e. the use of Speech etiquette units combines standard and creative choice [5,63]. Formulas of circulation, according to T.V. Larina, play an important role in communication; they carry information about the social status of the interlocutors, the type of relationship between them: the degree of closeness, social and status distance, etc. .

It is also important to note that the speech etiquette rules differ depending on the level of communication (situations of verbal communication), as well as its parameters: the personality of the interlocutor, topic, place, time, motive and purpose of communication.

It seems necessary to consider the main levels of communication, which in turn determine the choice of communication formulas.

Discussion:

There are several classifications of standard social situations in the literature. So, for example, T.G. Grushevitskaya, depending on the degree of personal involvement of a person in communication, identifies three main levels of communication: social-role (short-term communication), business and intimate-personal. At the social-role level, contacts are limited to situational necessity - on the street, in public transport, in a store, etc. Here, as the author notes, it is especially important to comply with the norms and requirements of the social environment by all participants in communication, and the topic of communication itself is determined by a specific situation. The business level of communication, according to

the researcher, connects people united by the interests of the business, joint activities in order to achieve common goals. This is no longer a short-term contact.

It is important for the communicants to increase the effectiveness of cooperation, the desire to rationalize their relations. The intimate-personal level of communication connects close people and is characterized by a special psychological closeness, sympathy and empathy. At this level, a person receives psychological support; for him, the process of communication is as important as its result. Each of the standard situations named by the author has its own social roles, a scenario of actions, as well as rules and norms governing communication.

Speaking about conversion, it should be noted that in this case the choice of conversion formulas is a rather complicated process. Its character is influenced by both vertical and horizontal connections in the process of interaction, which are clearly expressed in the concept of "role".

T.G. Grushevitskaya notes that in communication contacts people interact as carriers of the corresponding roles (for example, teacher-student, boss-subordinate, etc.). Role relationships between partners can be symmetrical or asymmetrical. These roles determine the communicative style of communication - dominant or submissive, friendly or wary, open or withdrawn, etc.

In communication acts, each of the partners is influenced by those situations and positions in which the interlocutors put us, performing their communication roles [8, 94].

Conclusion. Summarizing the above, we can conclude that the appeal is closely related to speech etiquette and is its primary element, since almost all situations of speech communication begin with this contact-establishing means.In speech, the appeal is served by special formulas or stereotypes, i.e. standard words or expressions, which in each language have their own national specifics.

A person in speech constantly has to make a choice of address formulas from an extensive language arsenal. This choice is determined by the communicative context, which includes the following factors: biological characteristics (gender, age), level or environment of communication, status or role of the interlocutors, as well as the socio-psychological distance between them. The appropriateness of the use of address formulas is of great importance for establishing contact and achieving mutual understanding, for successful interpersonal and intercultural communication.

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