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LANGUAGE AND SPEECH ETIQUETTE IN PROFESSIONALLY ORIENTED COMMUNICATIVE COMMUNICATION

Summary. A peculiar core of etiquette is the perfect verbal level of interlocutors during communication. Each language has developed its own system of special expressions of politeness, compliments, and speech etiquette. The study analysed the approaches to studying the definitions of «speech etiquette», «language etiquette», and «Ukrainian speech etiquette» and found ways to improve speech activity. Speech etiquette is a kind of mechanism by which effective communication can take place, and speech etiquette is programmed for a wide variety of typical situations in which fixed language structures fixed by national cultural traditions are used. The article analyses language formulas that are characteristic of all speakers and determines the main elements of communicative situations. The problem of the formation of a culture of communication among students of higher education is highlighted. Emphasis is placed on the use of the rules of language etiquette because the observance of etiquette norms largely depends on the specific situation of communication and the place and circumstances of the conversation. The peculiarities of Ukrainian speech etiquette are revealed because it is the foundation of harmony in society, a sign of high culture and spirituality of people. He most fully represents the ethnic identity of the Ukrainian people. Nowadays, it is extremely important that future professionals follow the rules, norms, and signs of speech and language etiquette in professionally orientated communication. The formation of the personality takes place thanks to the language and linguistic means, in particular, its quality during oral communication. Language actively affects the cognitive activity of people and the effectiveness of speech etiquette. The work system proposed in the article is aimed at the formation of professionally orientated speech and communication competence of applicants at mastering language etiquette because it is characterised by stability. Ideally, language etiquette should remain intact, and if necessary, we can repeat stereotypes of behaviour that have developed historically and, without our consciousness, automatically use fixed language formulas when necessary.

Keywords: language etiquette, speech etiquette, Ukrainian speech etiquette, communication, communication, speech activity.

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МОВНО-МОВЛЕННЄВИЙ ЕТИКЕТ У ПРОФЕСІЙНО ОРІЄНТОВАНОМУ КОМУНІКАТИВНОМУ СПІЛКУВАННІ

Анотація. Своєрідним стрижнем етикету є досконалий словесний рівень співрозмовників під час спілкування. Кожна мова виробила свою систему спеціальних висловів ввічливості, компліментів – мовленнєвий етикет. У дослідженні здійснено аналіз підходів щодо вивчення дефініцій «мовленнєвий етикет», «мовний етикет», «український мовленнєвий етикет» і з'ясовано шляхи удосконалення мовленнєвої діяльності. Мовленнєвий етикет становить своєрідний механізм, за допомогою якого може відбуватися ефективна комунікація, а мовний етикет запрограмований на найрізноманітніші типові ситуації, в яких використовують сталі мовні структури, закріплені національними культурними традиціями. У статті

проаналізовано мовні формули, які властиві всім мовцям і визначають основні елементи комунікативних ситуацій. Висвітлено проблему формування у здобувачів вищої освіти культури спілкування. Акцентовано увагу на використанні правил мовного етикету, адже дотримання етикетних норм великою мірою залежить від конкретної ситуації спілкування, місця й обставин розмови. Розкрито особливості українського мовленнєвого етикету, бо це фундамент злагоди у суспільстві, ознака високої культури та духовності людей. Він найповніше репрезентує етнічну самобутність українського народу. Нині надзвичайно важливо, щоб майбутні фахівці дотримувалися правил, норм, ознак мовно-мовленнєвого етикету у професійно орієнтованому комунікативному спілкуванні. Становлення особистості відбувається завдяки мові і мовним засобам, зокрема її якості під час усного спілкування. Мова активно впливає на пізнавальну діяльність людей, на результативність мовленнєвого етикету. Запропонована у статті система роботи спрямована на формування професійно орієнтованої мовленнєво-комунікативної компетентності здобувачів, на оволодіння ними мовним етикетом, тому що він відзначається стійкістю. В ідеалі мовний етикет має лишатися непорушним, а за потреби ми можемо повторювати стереотипи поведінки, які склалися історично та поза нашою свідомістю автоматично використовувати сталі мовні формули у разі потреби.

Ключові слова: мовний етикет, мовленнєвий етикет, український мовленнєвий етикет, комунікація, спілкування, мовленнєва діяльність.

Formation of the problem. These days, it is pertinent and crucial to follow common communication scenarios when carrying out professionally orientated tasks, as they should be reflected in a set of linguistic formulae that one should be familiar with and utilise. Since language is the primary aspect of a person's whole culture and also a component of it, education students in particular should possess a high level of language culture. Future teachers' professional level increases with their level of language culture. On the contrary, a low level of oral communication is indicative of a limited personality. Communicative behaviour and the use of linguistic etiquette in speech convey information about the speaker's knowledge, abilities, preferences, and orientations.

Analysis of recent research and publications. Among Ukrainian scientists, the problem of language and speech etiquette was studied by: N. Babich, F. Batsevich, S. Bohdan, N. Golub, O. Horoshkina, A. Koval, O. Matsko, O. Myronyuk, M. Pentylyuk, N. Plyusch, Ya. Radevich-Vynnytskyi, V. Sablina, M. Skab, M. Stelmakhovich, H. Tatarevich, I. Khomyak and others.

The relevance of our research is determined by the range of problems in the development of modern linguistic didactics, in particular, the need to improve the professionally oriented communicative and speech competence of students of higher education and the application of etiquette norms of behavior during communication.

The purpose of the article is to outline modern approaches to understanding the concepts of "etiquette", "speech etiquette", "language etiquette", "Ukrainian speech etiquette" and clarify the specifics of their development at various stages of improving the professionally oriented communicative and speech competence of students of higher education.

Main part. In modern conditions, issues of language and speech etiquette are particularly relevant. This is connected with the revival of the Ukrainian language as one of the main attributes of statehood because "the linguistic behaviour of the people is, without a doubt, combined with its general culture, ethno-psychological features, and folk traditions" [3, p. 32], and verbal and non-verbal aspects of communication have national specificity.

Linguistic culture is the main feature not only of general human culture but also an important component of professionally orientated communicative and speech communication of future specialists. The higher the level of linguistic culture of an individual, the higher his professional level. A low level of language culture, on the contrary, is a sign of limitation. Applicants who demonstrate a low level of language culture are not capable of creative, non-standard thinking and solving professional and organisational problems, which necessarily affects success in professional activities.

In our time, the possession of a living oral persuasive word as a means of multifaceted and multidirectional influence on the listener is based on the culture of thinking, the culture of speech, the culture of behaviour, and the culture of professional communication.

Ukrainian scientists call the stereotypes of politeness known to us in different ways: etiquette units (H. Tatarevich), stable communication formulas (O. Matsko), politeness formulas (N. Pliusch), and etiquette expressions (S. Bohdan). "The most successful special names can be called those," notes S. Sablina, "which include an indication of the field of use, that is, etiquette and language" [15, p. 36.], namely: etiquette language formulas.

Nowadays, learning the Ukrainian language "needs a communicative orientation. Therefore, speech communication, which is considered a process of influence on the interlocutor carried out in the form of speech, is relevant for the methodology of the linguistic and literary educational field" [11].

Professionally orientated activity of higher education seekers should bring satisfaction if it realises itself more correctly in communication with others, observing speech etiquette.

Modern Ukrainian language didactics pays special attention to the formation of communicative and speech competence of students, as well as to speech etiquette as an effective means of influencing the development of communicative abilities of students of higher education. The study of etiquette norms of behaviour in linguistic didactics has significant linguistic and pedagogical potential. "Large explanatory dictionary of the modern Ukrainian language" provides the following definition of etiquette: "Established

norms of behaviour and rules of politeness in any society" [4, p. 357]. The main purpose of etiquette, including speech etiquette, is to establish favourable contact between people and to regulate their relationships based on the principle of politeness. The concept of etiquette includes speech etiquette. The rules of speech etiquette vary in relation to the sphere of communication and the communication situation and depend on such extralinguistic factors as the role and personal relationships of the communicators; the tone of communication, facial expressions, and gestures also significantly affect the use of etiquette expressions.

Speech etiquette is one of the important characteristics of human behavior. Because without knowledge of the forms of etiquette accepted in society, without verbal forms of expression of polite relations between people, a person cannot effectively, with benefit for himself and those around him, carry out the process of communication. M. Stelmakhovich emphasises that "one should not forget that any, even the slightest deviation from speech etiquette, spoils the mood, introduces misunderstandings into human relationships, and sometimes cripples the soul and hurts the heart of a person" [19]. It is worth noting that M. Stakhiv considers speech etiquette "the foundation of the system of modern speech etiquette, which is the language experience of previous generations, recorded in folk tales, songs, and fiction" [17, p. 24].

Ukrainian scientist Ya. Radevich-Vynnytskyi [14] proposes to distinguish between three definitions that are close but not the same in terms of content and scope: language etiquette, speech etiquette, and communicative etiquette.

Language etiquette, according to the scientist, is a set of verbal forms of politeness accepted in a certain circle of people, society, or country.

Speech etiquette is the application of speech etiquette in specific acts of communication. If language etiquette is a set of means of expression, then speech etiquette is a choice of these means.

Communication etiquette is the use of verbal and non-verbal means of communication (look, facial expression, facial expressions, gestures, movements, coughing, etc.). Speakers who want to succeed in life must first succeed in communication etiquette.

According to A. Koval, *language etiquette* is a complex system of language signs based on moral rules and requirements, indicating the attitude towards other people as well as towards oneself. These formulas are mandatory for all members of society, stable, but at the same time historically variable, marked by national-specific features [6].

In the terminological dictionary edited by O. Horoshkina, *speech etiquette* is "generally accepted and approved in society, nationally specific stable formulas of communication that regulate the behaviour of speakers in the process of establishing and maintaining contact, substantive communication in various life situations. Compliance with the norms of speech etiquette should be the norm of everyone's behaviour [10, p. 81].

G. Tatarevich [20] notes: "Ukrainian speech ethno-etiquette is connected with the character of a Ukrainian, his ethno-psychological traits. And although etiquette behaviour is not direct

evidence of morality, it is closely intertwined with the Ukrainian mentality." Taking into account the opinion of H. Tatarevich, we believe that speech etiquette is a sign of the development of the Ukrainian people, as well as the main manifestation of national identity, which indicates a high level of language culture during communication.

Ukrainian *speech etiquette*, as defined by M. Stelmakhovich, is a national code of verbal propriety, rules of politeness. It was formed historically in the cultural layers of our people and is passed down from generation to generation as a standard of decent speech behaviour of a Ukrainian, an expression of human dignity and honour, Ukrainian nobility, and aristocracy of spirit [18]. We are also impressed by M. Stelmakhovich's observation that "Ukrainian speech etiquette is a progressive and purely national phenomenon, because it belongs to the native language and reflects the national character of the Ukrainian; his mentality is a mindset, a distinctive way of thinking and worldview" [19, p. 20].

It is no coincidence that it is during practical application that language etiquette is realised in speech etiquette, which is characterised by traditional national rules of speech behavior. Mastering speech norms and rules is an important factor in professionally orientated communication and speech formation of a competent specialist not only in the pedagogical field but also in any other field of activity. Without following speech etiquette, future specialists will not be able to discuss issues, establish respectful contact, or receive the necessary information.

It is worth drawing the attention of students of higher education to the main signs of Ukrainian speech etiquette that have developed historically (politeness, politeness, politeness, politeness, tact, politeness, correctness, delicacy, friendliness, normality), and also that the structure of speech etiquette includes the following etiquette speech formulas that determine the main elements of communicative situations and are characteristic of all speakers: standard, stereotyped addresses, greetings, farewells, greetings, wishes, introductions, apologies, advice, refusals, consolations, sympathy, approval, remarks, reproaches, doubts, thanks, requests, greeting, invitation, offer, agreement, refusal, oath, praise, compliments, etc.

Certain prohibitions are also important for language etiquette, i.e., what is not allowed: speaking loudly; gesticulating; pushing the interlocutor; pulling on clothes; clapping on the shoulder; whispering to one of several interlocutors; reminding a person about his age or physical defects.

Therefore, for the implementation of etiquette speech formulas, certain corrective actions are required because the speech situation takes place with the direct participation of the speaker, "I," and the addressee-interlocutor, "you," or addressee-interlocutors, "we."

The language etiquette of Ukrainians has been developed over the centuries and is distinguished by greeting and farewell phrases. It reflects such ethnopsychological traits as piety, respect for parents, respect for women, democracy, emotionality, benevolence, and a sense of self-

worth. In particular, the Ukrainian speech etiquette has clear rules about who should greet whom, when, and how: the younger person greets the older person first, the man greets the woman (or the boy and the girl); the person who enters the premises is greeted first: "Good afternoon," "Good afternoon," "Good evening," "Good evening," "Good morning," "Good health," "Have a good day," "Congratulations," and when leaving the premises, they say: "Goodbye," "Be healthy," "All the best" [16, p. 320–322].

As M. Stakhiv notes, among modern Slavic languages, only Ukrainian has preserved the vocative case, which performs exclusively the function of addressing [17, p. 38], for example: Maksym, Nadiye, colleague, friend. In addition, among Ukrainians, there has long been a respectful form of addressing "you" to parents, seniors in age, position, and strangers. Addressing relatives as "Vy" is one of the inherent signs of the language etiquette of Ukrainians, and the disappearance of "Vy" in addressing relatives is perceived by many people not simply as the usual destruction of grammatical form but as the decline of the moral foundations of our society [3, p. 37].

In the historical development, the system of etiquette addresses of the Ukrainian language has undergone the most changes, which is explained by the dependence on the social organisation of society. For example, in official usage today, the addresses Mr., Mrs., gentlemen, good man, good man, good man, friends, company, colleagues, community, citizen, citizen, citizens, which accompany the etiquette designations highly respected, highly respected, deeply respected, highly respected, respected, dear. It is interesting that if the addresses, sir, madam, and gentlemen in the east of Ukraine became established mainly in the official and business sphere (addresses to foreign guests, high-ranking government officials, participants in meetings, etc.), then in the west of the country they became everyday, generally accepted [17, p. 27].

M. Bilous and V. Kononenko note that the addresses sir, madam, sir are borrowings from the Polish language, and that is why the frequency of their use in the western regions of Ukraine is higher than in the eastern ones [2; 7]. The question that causes a lot of controversy is: which form the first name or first name and patronymic is traditional for Ukrainians? We believe that the lack of a unified position of researchers regarding the meaning of a certain form of address is due to the fact that the literary norm does not strictly regulate the use of one of them, and the oral tradition of the Ukrainian people can contribute to solving this issue.

In scientific texts (and in oral speech), the author's "we" should be used; for example, in our opinion, we believe, we are convinced, we adhere to a different classification. Etiquette expressions used during the public defence of scientific research works of the awardees have remained almost unchanged, for example: Dear Sir! Dear members! Dear attendees!

Changes in speech etiquette occur constantly. The "Revolution of Dignity" in 2013–2014 updated the greeting "Glory to Ukraine! "Glory to the heroes!" is a well-known slogan of the OUN activists, and now, during a full-scale invasion, such a greeting

attracts even more attention. L. Matsko [9] rightly emphasises that the language policy of the 30s–80s of the XX century. made it impossible to use etiquette language formulas such as "Please!" "My respect!" "I bow low!" "If you please!" "Give me your word!" "I sincerely apologize!" as well as greetings and wishes with a confessional connotation: "Glory to Jesus Christ!" "Glory forever!" "God help you!" "God help you!" "Go with God!" "Give God!" "With God!".

Speech etiquette focuses on the rules that ensure effective communication in a specific situation. Each situation requires the use of linguistic means characteristic of it. It is important that, during training, applicants pay attention to the universal, most common response to thanks, "Please!". And to explain that "Please!" is a form that, when used with different intonation, can serve several etiquette speech situations: "Please!" – request; "Please!" – permission; "Please?" – encouragement to repeat what was said in case of failure; and "Please!" This is a form that has been functioning in the modern Ukrainian literary language since the 16th century. to express a request, invitation, or apology.

Language means of request can be used as attention-grabbing expressions, for example: "Be kind!" "Please!" "Please!" because by using the key word please, we show benevolence and friendliness to the interlocutor. Consent is mainly expressed with the following language phrases: "Yes!" "Of course!" "Definitely!" "Okay!" "Please!" "I agree!". In case of disagreement, it is appropriate to use language forms of the conditional form of verbs: "it would be advisable," "I would like," or interjections: "probably," "probably," "perhaps," "obviously," and "in my opinion." When choosing language formulas of thanks, one must take into account the significance of the service and the situation. For an insignificant service, you can say "Thank you!" or "Thank you!" and for a service that implies gratitude, you should say the words "sincerely," "heartily," "bowingly," "very," "deeply," and "very," for example: Thank you very much for your concern! Thank you very much! As for official situations, words of thanks are often used with the words "allow," "accept," and "make." For example, "make", for example: Let me express my thanks to you! Please accept my sincerest gratitude! I sincerely thank you!

"Sorry!" is a neutral expression, and the expression "I'm sorry!" in the language form does not correspond to the content of the apology because the action is directed at the speaker himself. The verb to apologise denotes an action that cannot be directed to an object, is intransitive, and functions in the modern Ukrainian language in the sense of "asking for forgiveness, realising one's guilt regardless of the object of the action" [8, p. 56–57].

Ukrainian speech etiquette reflects the mild demeanour of Ukrainians, tendency to tolerance in human relations, decency, attentiveness, and politeness of interlocutors, disdain for brutality, and swear words are mostly of foreign origin.

In our time, which is so difficult, it is necessary to educate young people who will adhere to the culture of communication when talking always, everywhere, and with everyone. Oral

communication is rich in words of politeness, which are also called charming, and therefore it is ugly to be silent when it is necessary to speak, and it is ugly to speak when it is necessary to be silent. For example, in Ukrainian folklore they say about people who are silent: He is silent as a tree stump, He is silent as if he has water in his mouth, and on the contrary, approving of people who speak the language well, they say: A word won't fit in your pocket. Also, oral folk art condemns empty chatter and false embellishments in language. He speaks eloquently, but there is nothing to listen to, and we have parables about people who talk a lot: the tongue is so and so, but the deed is nothing. There is a lot of talk, but little intelligence [13].

Considering the national specificity of speech etiquette, it is worth saying that its structure has developed in each nation on its own national basis under the influence of various psychological, political, and cultural factors, and the violation of speech etiquette can be explained by two reasons: ignorance or insufficient knowledge of etiquette norms and unwillingness to adhere to them.

In order to expand the understanding of higher education students about speech etiquette and ethical speech formulas; to improve the spelling and punctuation literacy of applicants, the ability to compose dialogues; to promote the development of the skills of education seekers to use the acquired knowledge in the process of professional-orientated speech; to develop communication and speech competence; to cultivate tolerance, culture of speech, love, and respect for words in their profession, the selective educational component "Speech etiquette in Ukrainian language classes" was offered to future teachers at KZVO "Vinnytsia Humanitarian and Pedagogical College".

The current state standard of basic and comprehensive general secondary education "is based on the principles of person-orientated, competence-based, and activity-based approaches [5, p. 5]", and since the process of formation of communicative and speech competence presupposes the presence of a situation, the rules of speech etiquette become important.

Modern language didactics actively uses both traditional and non-traditional methods and technologies, as well as speech exercises, which have a positive effect on the formation of professionally orientated communicative and speech competence in students of higher education. In particular, we suggest that students of higher education perform the following communicative tasks in class:

1. Write down typical orthographic, grammatical, lexical, and stylistic errors made by public figures and politicians in Ukrainian speech.
2. Draw up the rules for using the pronouns "you" and "you"

3. Describe the current trends in communication. How do computer technologies affect communication? Highlight the communicative features of chat communication and SMS communication.
4. Write how important and valuable the following statements about language are for you and its role in further professionally orientated activities: Language grows elementary, together with the soul of the people (I. Franko). Language is also the face of the people; it is severely distorted (L. Kostenko). An owl is a ray of wisdom; a word is a human thought (L. Ukrainka). You can do it without any other science; you cannot do it without knowledge of your native language (O. Oles). Language is far from only a "means of communication," i.e., the transmission of "ready-made thoughts," but its much more serious mission is to be a way of giving birth to those thoughts: when "there is no speech," a person simply "has nothing to think" (O. Zabuzhko).
5. Read the formulas for expressing refusal (objection) and explain which of them can be used in professional communication: This was not enough! They tell you no! That's enough for me! No way! Don't waste your time!
6. Find errors in language formulas (selection of appropriate formulas); write down the correct options.
7. Simulate communication situations. Using etiquette speech formulas, compose a professionally orientated dialogue (8–10 lines) according to one of the given situations. Draw conclusions about the dependence of the use of etiquette formulas on the speech situation. For example: Situation 1. Getting a job. Situation 2. Being late for work. Situation 3. Making a request. Situation 4. A phone call to the child's parents to find out the reasons for his absence.
8. Orally complete the language formulas given below and explain their ethical function (1. Tell me, please... 2. Excuse me, let me ask... 3. Help, please... 4. Call, please... 5. Please explain... 6. Please write...).

Conclusions. So, today we are witnessing changes in communicative and speech norms, speech and speech etiquette, which are predicted to be reproduced by higher education students, influencing the style of communication and the level of mutual understanding in the educational environment. Perfect communication can become the key to success in Ukrainian society and at the stages of achieving professionally orientated activity, while its incorrectness is the cause of many conflicts during communication. Careful observance of the rules of language and speech etiquette will help to overcome obstacles that will arise on the way to the formation and improvement of communicative and speech competence of future specialists.

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