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THEORETICAL FOUNDATIONS OF SPEECH ETIQUETTE IN RADIO COMMUNICATIONS

Abstract: Approaches to speech etiquette are aimed at finding solutions to some problems in order to eliminate weaknesses, based on the fact that meaning formation is a dynamic process. After all, speech etiquette is a subject of mutual negotiations between participants in intercultural communication, it is a social connection that is built through mutual relations. In turn, this contributes to the complex and rich adaptation of contextual factors to interpretation and analysis in various media. In a word, politeness can be understood simultaneously as a social phenomenon, as a means of achieving interpersonal relationships, and as a norm established by social conventions. Therefore, it is phenomenal, instrumental and normative in nature.

Key words: etiquette, radio, communication, speech formulas, intercultural communication, language and speech, culture.

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Introduction

Each nation has certain norms and rules of etiquette according to its thinking, ethnography and traditions, and every cultured and educated person must follow them. The correspondence of colloquial speech to our mentality can be observed at certain moments of the conversation, when using words and phrases in certain situations in the ethics of correct speech. Very pleasant forms of speech (polite, emphatic words and phrases) used at the right time are welcomed by the audience. Dreams, desires, and sometimes the fate of a person can often depend on a correctly chosen speech formula. The expectation of such norms can also lead to dissatisfaction among the people or the rejection of mutual agreement [1, 64].

The term "Etiquette" is expressed in the explanatory dictionary "Uzbek language" as follows: "ETIQUET I [fr. etiquette - good manners; ceremonial procedure] Accepted mutual address, manners of behavior in society, social group, etc.; ritual procedure, rules. Court etiquette. Diplomatic etiquette.

According to M. Kadyrova, "etiquette is not only a norm of behavior, but also a more or less ritualized

form of meaningful communication. The study of the term etiquette shows that strict codification and canonization, which are trends in the development of etiquette, do not express the essence of its cultural purpose [2, 37].

N.I. Based on Farmanovskaya's remarks about the rules of etiquette - studying them in comparison with the language, we consider the rules of etiquette as an established order of behavior. The scientist's concept states that "in the process of communication, the speaker regulates the choice of the most appropriate, most appropriate language unit for a specific treatment in a specific situation" [3, 95].

The rules of etiquette are defined as the legitimacy of society, they emphasize the importance of the formation and application of certain rules of conduct associated with the culture of people.

As you know, the issues of communication between representatives of different nationalities, cultures and religions are very relevant. To improve relations between people from different countries, you need to know their traditions and customs, speech etiquette.

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Even at present, the units of speech etiquette are the object of intensive and detailed study in the structural-semantic, functional, stylistic, dialectological, historical, linguistic, cultural, comparative and lexicographic aspects.

It is known that the formulas of speech etiquette clearly reflect the national and cultural semantics of the language.

Kostomarov's ideas about speech etiquette are among the first studies, and he was the first of the scientists to introduce the term "speech etiquette". In his opinion, "... the study of speech etiquette from the point of view of national and cultural identity allows us to show that it is a source and carrier of various territorial and geographical information [4, 93].

"Speech etiquette" is a system of formulas established in society for establishing speech communication between interlocutors, maintaining the tone of communication in accordance with their social position and social status in relation to each other, interaction in a formal and informal setting. Depending on the semiotic and social understanding of etiquette in a broad sense, speech etiquette plays a managerial role in the choice of one or another register of communication, for example, the form "you" or "you", calling by name, choosing communication. tools that are worn by pictures among young and old people of rural and urban areas. In a narrow sense, speech etiquette is benevolence, complimentary appeals and attention, acquaintance, apology,

gratitude, congratulations, wishes, requests, invitations, advice, approval, refusal, support, flattery, sympathy, etc. units [5, 75].

S. M. Mominov uses speech etiquette as "communicative behavior": "The study of the problem of communicative behavior is absolutely impossible without taking into account the specific customs, values and traditions of the population of the national character-nation. Because the behavior in communication is an integral part of the character of the nation, and they are closely related to each other" [6, 82].

B.H. Rakhmatillaeva considers speech etiquette as "words that attract attention" [7, 142]

"Speech etiquette formulas are stable language units consisting of one or more lexemes, partly phraseological, determined depending on a strict or relaxed situation, having signs of repetition and expressiveness when used in oral communication" [8, 67].

It is known that human behavior is a constant communication, which requires compliance with the norms adopted in a particular cultural and linguistic community. Speech etiquette occupies an important place in the spiritual culture and speech behavior of different nations.

The expression of formulas of speech etiquette in language units constitutes the entire system of language means.

Table 1.

level of vocabulary and phraseology	special words and fixed phrases
grammar level	interrogative sentences imperative sentences
stylistic level	demand for literate, cultural speech
intonation level	use of euphemistic means
level of orthography	speech tonality, tempo, rhythm, pause
at the organizational and communicative level	choosing language units according to the communication situation

Knowing the peculiarities of national etiquette and its speech patterns, as well as understanding the specifics of the language used by a particular nation or country, will greatly help to build relationships. National features of the Uzbek language: do not interfere in the conversations of adults (or without their permission), always respectfully address them, try to answer them fully, ask how you are, etc.

Speech etiquette formulas are used by participants in the dialogue to express their attitude to a particular situation, convey various emotions, and continue the conversation. Note that most of the existing classifications of speech etiquette formulas are based on a specific communication situation.

Following N.I. Formanovskaya, we also identified 9 thematic groups of speech etiquette formulas [9, 37]:

- 1) greeting formulas;

- 2) farewell formulas;
- 3) expressions of gratitude;
- 4) expressions of consolation and sympathy;
- 5) request formulas;
- 6) apology formulas;
- 7) formulas of wishes/wishes;
- 8) prayer formulas;
- 9) religious formulas.

Thus, the experience of the communication process in ordinary situations is the source of speech etiquette formulas.

The analysis showed that the formulas of speech etiquette, depending on the situation, in one way or another express the emotional attitude of one or two participants in communication to each other. The formulas of speech etiquette can also be considered as a social norm, the achievement of a goal. People use formulas of speech etiquette to show that they are

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civilized and establish the principle of intimacy, know how to use it according to traditionally recognized social norms. In addition, people have a conscious strategy for using speech etiquette formulas. Instead, it is considered a phenomenon associated with the influence of the environment and upbringing.

The choice of one or another language means in radio communication with the intention of influencing the listener in a certain way in accordance with the communicative goal of the presenter - "due to its unique value as the basis of speech activity, which is considered important. At the stage of the illocutionary act, speech acts are often identified with illocutionary phenomena and are classified according to their illocutionary features in linguo-pragmatic studies" [10, 124].

It is known that the greeting, which is considered the main basis of speech etiquette within the framework of the national-cultural approach, has a unique axiological feature. Although the greeting traditions, words and expressions of each nation are different, the goal is the same: to wish each other good and health. Among Muslims, greeting is one of the greatest deeds and is practiced in a very perfect form.

Along with greetings, interactive radio broadcasts included expressions such as dear and dear. Also in the form of a sweet appeal to his fans on the radio, to all of our dear ones; The use of "my dear ones" is used to establish closeness with the audience and show respect for them. Therefore, after the greeting formula, today is a blessed day for everyone; we wish you a good day today; bless you all today; On the one hand, wishing a good day today means boundless respect and courtesy towards the national audience. The sun shines differently today was used to cheer up the audience as an example for you dear ones.

In English-speaking countries, asking questions about "age", "marital status", "income", "address" and other personal information is considered taboo in communication. In general, for English-speaking countries, the basic principle is to talk about objective things, and not about the main actors. In Uzbek culture, with the dynamic development of context culture, "age", "marriage" and "economic income" can be discussed, but for many young people these topics have become somewhat uncomfortable topics, but compared to countries with a low context, the greeting of the topic of Uzbeks is still more personal. includes topics.

The further development of communication may depend on greetings. In the Uzbek language, people are traditionally referred to by age, level, and social status.

In other etiquette formulas, the axiological assessment and the manifestation of national characteristics are determined by making a wish before greeting, suggesting good: "Do good, strive for good. We say hello again. We are very glad to be at your service today"; "This life belongs to you. Try to live it as happily as you want". We're going to start our radio show by saying, "Make yourself better". Greetings again, dear radio listeners, etc. In these formulas, an artistic technique is used. There are units that mean respect and courtesy.

Thus, in radio communication, the selection of certain language means with the intention of influencing the listener in a certain way in accordance with the communicative goal of the speaker is the basis of speech activity, which is considered an important stage in the illocutionary act; in linguo-pragmatic studies, speech acts are often identified with illocutionary phenomena and classified according to illocutionary signs.

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