

SPEECH ETIQUETTE AND POLITENESS: GREETING IN DIFFERENT LINGUISTIC CULTURES

Abstract. *In the process of communication between people, speech etiquette plays a crucial role. Speech etiquette is used in a limited circle of certain situations. Therefore, we evaluate the politeness and culture of a person, their ability to observe the rules of speech etiquette. The present article concerns interrelation of speech etiquette and politeness. Politeness strategy is analyzed in speech acts of greetings. In our work, we will study the word «hello» in different linguistic cultures.*

Key words: *speech etiquette, politeness, greeting, origin, communicate, behaviour.*

Speech etiquette is an important element of the culture of each nation. In order to understand whether a person is polite and able to communicate, you need to evaluate speech etiquette. Rules and norms of communication govern the behavior of people in accordance with the requirements of society. Politeness and speech etiquette are always interconnected, since it cannot be said that a person is polite if he communicates rudely using profanity.

Politeness, according to the dictionary of ethics, is a moral quality of a person based on respect for others. At the same time, this is delicacy, tact, as well as goodwill and responsiveness. A polite person will never ignore a request for help.

Politeness and speech etiquette are interrelated concepts. A person needs the approval of others, and sometimes help. This is reflected in the language. When a person greets, apologizes, asks about the health and affairs of the interlocutor, attention is paid and tries to provide help and support. For this reason, a polite person's speech is always built on goodwill. In fact, greeting and saying goodbye is polite, apologizing and giving thanks is polite, but not apologizing and not giving thanks is impolite ... [1].

So what is politeness? According to Cervantes, «Nothing costs us so cheaply and is valued as dearly as politeness». Indeed, it does not cost us anything to congratulate the holiday or wish success, it is easy to apologize or say thank you. However, our communication partner perceives this as a special sign of respect for him, because the absence of such a sign is a clear disrespect.

Any conversation in communication begins with greetings. This word was not chosen by chance! Everyone says «hello» several times a day, but what does it mean: is it «ordinary greeting» or ...? All peoples have their own rules of behavior in society, which are recommended to adhere to. About how through these rules the attitude towards others is expressed, you can find out by paying attention to the etiquette of greeting. «Assalamu alaykum!» «Здравствуйте» and «Good morning!» are the phrases in greeting which we hear, say and use several times a day.

It is well known that the teachings of Islam, our holy religion, consist of divine principles and instructions, which adorn humanity with noble manners and acquire good qualities. «Assalomu alaykum» is used by different people in Islamic society. There is so much wisdom in this one word of greeting that it does not only express politeness but it calls people to goodness, kindness, good intentions, true humanity. Therefore, this article

claims to define the origin and meaning of the word. Both greeting and respond are among the wise sayings of Paradise, the first of which was greeted by Adam in Paradise with the words «Assalamu alaykum» to the angels. The angels also responded to their greetings.

As-Salam is one of the beautiful names of Allah. The word «salamu» means, «I wish you peace, health and well-being. It is sunnat to greet people and it is obligatory to respond to them. «And when you are greeted with a greeting, then greet him with a better greeting or return the greeting» [2].

When a person says, «Assalamu alaykum», you say, «Wa Alaikum Assalomu wa Rahmatullah». If he says, «Assalamu alaykum wa Rahmatullah», then you will say, «Wa Alaikum Assalam wa Rahmatullah wa Barakatuhu».

There are some stories about the greetings which prove saying «Assalamu alaykum» is reward in Islam. One of them is following:

A man came to the Prophet Muhammad (peace be upon him) and said, «Assalamu alaykum». When he answered the man, he said, «Ten rewards». After a while, another man came and said, «Assalamu alaykum wa rahmatullah». He replied, «Twenty rewards». Then another man came and said, «Assalamu alaykum wa rahmatullahu wa barakatuhu». He replied, «Thirty rewards» [3].

The second word, «Здравствуйте» This form of greeting is more formal. «Здравствуйте» is both a greeting and a wish, so «Здравствуйте» carries a deeper meaning than just a greeting. Wishing health to another may place the interlocutor towards you, and set him in a positive mood.

A large illustrated etymological dictionary helped us in our research to determine the origin of words. The etymological dictionary by V. Suprun defines the word «здравствуйте» as an interjection by which we greet each other. However, at the same time the author indicates the similarity of the word with the verb «здравствовать». What does this verb mean? It means «to be healthy, to live safely». Thus, saying hello, we wish each other health and well-being [4].

Having determined the origin of the word «здравствуй», we proceed to the definition of its interpretation. The explanatory dictionary of the Russian language by Sergei Ivanovich Ozhegov gives us the following meanings of the word: the first meaning is interpreted as a greeting at a meeting, and the second meaning as an expression of surprise, discontent, and the like [5].

The most common form of greeting in a formal situation and is appropriate to use anytime is «Good morning», «Good afternoon», and «Good evening». These three phrases are suitable and more neutral to use with colleagues, business clients, formal relationships, new neighbours, etc.

To be particularly respectful, you can also include the person's last name, for example: «Good morning, Ms Jones». If you know someone well, you can also use the first name. When you are greeting a group of people — for example at a meeting — you can also say something such as:

«Good morning, everyone. I hope you are doing well this morning».

The phrase below is used when meeting someone for the first time and is very formal. It may be used in a formal business situation or a formal dinner party event.

«Hello. How do you do?»

Most of the time we follow «hello» or «hi» with one of these questions: *How are you? / How are you doing? / How is it going?* The following expressions *Good to see you / It's great to see you. / Nice to see you* can be used when you have not seen someone in a long time or when you see someone unexpectedly.

For example, meeting a client for a lunch, seeing a business contact at a meeting or seeing an acquaintance at the grocery store. «How are you doing? I heard my father's voice speaking from a phone [6].

Having studied the rules of speech etiquette in different linguoculturology, we can be aware of the norms of behavior, follow the rules of communication, and show the respect to the cultures and perfect international relationships. Politeness strategy, which is analysed in speech acts of greeting, will help us to communicate with people in different language community.

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GEGENWÄRTIGE GRUNDPRINZIPIEN UND TYPISCHE BESONDERHEITEN DER UKRAINISCHEN GESCHÄFTSBEZIEHUNGEN

Die Verhandlungen spielen eine grundlegende und große Rolle im Alltag von jedem Menschen, jeder Firma und jedem Staat. Spricht man von den Geschäftsbeziehungen, so stellt man fest, dass ein positives Ergebnis nie erzielt werden kann, wenn man die Kunst der Verhandlungsführung nicht beherrscht. In der Ukraine haben die Geschäftsleute schon seit langem eigene wirkende Herangehensweisen für die Verhandlungen geschaffen. Die Frage ist aber, wie kann ein ausländischer Geschäftspartner neue