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The notion of politeness and its concept in modern linguistics.

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Abstract: In this article, the concept of politeness is considered as a part of British speaking etiquette as well as the strategies of polite communication in English. Additionally, this article defines "politeness" and describes how it is defined in modern linguistics.
Keywords: speech etiquette, principle, strategy, maxims, politeness, modern linguistics

Politeness is valued socially and predominates in the majority of communication styles in all civilized civilizations. The principles for cooperation proposed by P. Grice and civility proposed by S. Levinson and J. Leech are the most significant general laws of language communication [Leech, 1983]. According to N.D. Arutyunova, the uniqueness of the cooperative principle lies in the fact that, when its conditions are met, communication proceeds without interruptions, and as a result, it is quite challenging to trace the operation of this principle in communication that is wholly cooperative [Arutyunova, 1995].

The principles of politeness serve as a "positive background" for the use of communication tactics. Effective communication, pleasant relationships, and the intended perlocutionary result all depend on adherence to the politeness rule. The communication between the addresser and the addressee can easily break down and turn into a disagreement if any rule of civility is disregarded.

The maxims of tact, generosity, approbation, modesty, consent, and sympathy were combined by Leech to produce the principle of politeness [Leech, 1983]. The researcher therefore distinguishes four major categories of politeness principles:

1. competitive - the social aim (orders, demands, requests, queries) and the illocutionary goal are in competition;

2. convivial - the illocutionary and social goals (offers, invitations, gratitude, greetings, and greetings) are congruent;

3. collaborative - declarations, messages, announcements, and informing are illocutionary goals that are unconcerned with social goals;

4. conflictive - the social objective and the illocutionary goal are at odds (threats, accusations).

To date, the most complete concept of politeness is presented in the monograph by P. Brown and S. Levinson "Politeness: Some Universals of Linguistic Usage",

which describes all acts that restrict freedom or endanger the self-esteem of the individual. They are implemented in three typical strategies:

1.   hidden meanings of politeness by means of metaphor, irony, rhetorical questions, allusions;
2.   direct expression of meaning without softeners;
3.   expressing the meaning of a negative or positive attitude

In pragmatic terms, politeness is seen as a strategy or a set of strategies that are focused on achieving a positive result in communication.

The ways in which the principles of politeness are expressed in different languages depend on the structure of the societies in which these languages function and on the models of social behavior adopted by them. All members of society have a "face" or "public self-image" that each member wants to claim. It includes two related aspects:

- negative face;
- positive face

Positive politeness strategies consist in expressing solidarity between the speaker and the listener and are expressed in the following lines of linguistic behavior:

- showing respect and interest in the listener, i.e. direct quotation;
- engaging the listener in the dialogue;
- desire for consent;
- taking into account the desires and inclinations of the listener;
- creating an atmosphere of intra-group identity, i.e. the use of dialectisms, jargon, appeal to "you", elliptical formations, etc.

The strategy of negative politeness is to give freedom of action to the listener, which is accepted in the traditions of Western culture and is usually understood as a norm of politeness. These strategies boil down to the following lines of conduct:

- avoidance of direct requests and use of indirect language acts;
- showing respect by humiliating one's own position and presenting the position of the addressee,
- willingness to apologize
- impersonalization of communication participants, i.e. the use of passive and impersonal constructions, indefinite personal pronouns, etc.

Language etiquette is a unique, universal model of the language activity of a certain ethnic group. Knowledge of this system, and even more - its daily implementation, the harmony of knowledge and the inner world of a person - without exaggeration, is a kind of indicator of the spiritual maturity of the nation.

In English speech etiquette, there are quite effective techniques by which the principle of politeness is implemented in interrogative speech acts. First, politeness requires compliance with certain restrictions related to the thematic content of the question.

There are the following linguistic means of expressing politeness in an interrogative speech act:

- lexical;

- grammatical;
- syntactic.

Lexical means of expressing politeness include words that have the illocutionary force of the speech act of request (*to ask, to beg*); the speech act of advice (*to advise, to counsel, to recommend*); the speech act of permission and prohibition (*to allow, to let*); modal verbs (*can, may*), verbs and modal connections that express gratitude and apology, diminutives *(just, a bit, a little)*; conjunction *but*; adverb *please* added to request, invitation; lexical units *you know, you see*.

In English, there are the following polite forms of address: sir, madam , miss , lady , gentleman , father , doctor , various forms of address to clergy.

It should be highlighted that individual names have a large communication weight when used as addresses, even neutral ones. The appeal aims to add a touch of politeness to an apology, denial of a request, or disagreement with the addressee's viewpoint.

The English often start a polite conversation with questions about the weather. They often use the expression Excuse me before disturbing someone and Sorry after it has already been done.

If the English did not understand what was said, they often ask again, using interrogative sentences of the following type: *Sorry?, What ?, I beg your sorry ? or Pardon me ?*

The use of certain labeling tools depends on the strategies and tactics that the speaker chooses in depending on their communicative intention. Etiquette and politeness in modern English is realized through the use of a complex of verbal and behavioral means. The etiquette of the English language is associated with such aspects of verbal politeness as strategies: understanding, answers, initiating communication, attempts not to impose one's own opinion on the addressee, as well as masking a negative thought, and attracting the attention of the interlocutor.

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