

## Communicative Category of Politeness in German Linguoculture

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**ABSTRACT:** According comprehensive pragmalinguistic and linguoculturological study of politeness in German linguoculture is carried out in the work through the prism of the theory of communicative etiquette and some theories of communicative strategies of politeness, which make it possible to describe the forms and degree of objectification of explicit politeness and to identify the specifics of implicit politeness in the speech communication of Germans. At the same time, the concept of communicative etiquette is introduced, its components are singled out, and a new typology of this phenomenon is proposed. On the basis of an experimental study, the substantive features of the category of politeness in the German communicative consciousness, as well as the typical features of the national character of the Germans, which are manifested in communication, are clarified.

**KEYWORDS:** consciousness, politeness, pragmalinguistic, metalanguage, interpersonal communication, communicative etiquette, proxemic, tactile.

### INTRODUCTION

The introduction substantiates the relevance of the chosen topic, indicates the object and subject of the situational-strategic analysis, formulates the purpose and objectives of the work, determines the methods and material of the study, reveals the scientific novelty, theoretical significance and practical value of the work, sets out the main provisions submitted for defense politeness is considered by us as a communicative category that regulates the communicative interaction of those who communicate, taking into account their status and role characteristics. Politeness as a central category of communicative consciousness organizes a person's knowledge about polite communication and the norms for its implementation. At present, such scientific disciplines as cognitive linguistics, psycholinguistics, cultural linguistics, pragmalinguistics, communicative linguistics, the theory of intercultural communication, non-verbal semiotics, etc. continue to develop rapidly, which undoubtedly leads to an intensive study of the category of politeness.

New aspects of the category under study, namely the national and cultural specificity of the expression of politeness in different cultures, age-related features of the formation of politeness as a category of communicative consciousness, the gender specificity of polite behavior, the study of politeness as a concept, the identification of dominant features of communication associated with the functioning of communicative politeness strategies and more.

When describing the structure of interpersonal communication, one should start from the concept of a communicative process, the structural components of which are, on the one hand, a communicative act, and on the other, a speech situation.

The main components of a communicative act are the communicants, whom we define as participants in communication, alternately acting as the *addresser* (speaker, sender, communicator), initiating the utterance, and as the *addressee* (communicator, recipient), combining the role of the addresser listening and responding to the statement. In this regard, the communicative act should be considered as a two-way process associated not only with the intention of the speaker, but also with the reaction of the addressee of the speech, which indicates the reciprocity of the action of the communicants, expressed in the generation of speech and its perception with a subsequent reaction. That is why the study of the communicative act and the entire communicative process must be carried out taking into account the intention of the speaker and the reaction of the interlocutor.

At the same time, the status-role characteristics of communicants acquire special significance in the process of communication, influencing the choice of the line of communicative behavior and determining its content. Each participant in communication is endowed with a certain social status and a set of roles, both social and psychological. If the concept of role is associated with the social function of a person, a normative, socially approved way of behavior, then social status is the relative position of an individual, determined by social (profession, qualification, education, etc.) and natural characteristics (gender, age, etc.).), as well as prestige and place in the power structure. An essential role in the process of interpersonal communication is played by the psychological characteristics of the act of communication, i.e. its motivational component, which includes motives and goals, which, in turn, represent the internal reactions of those communicating to external circumstances. In the linguodidactic encyclopedic dictionary A.N. Shchukin's  *motive* (from Latin *moveo* move) is defined as "an impulse to activity associated with the satisfaction of human needs; a set of external and internal conditions that cause the activity of the subject and determine its direction". *The goal* (cf. intention, intention), in turn, is closely related to the motive, so they are usually considered together. It is predetermined by the need to create a desirable, favorable tone of communication, materialized in a certain way of organizing the utterance, in the use of a certain set of phonetic, prosodic, lexical-grammatical, structural-pragmatic and other language resources.

In the structure of a communicative act, along with the participants in communication (with their status-role characteristics) and the motivational component, its components such as presupposition, code, message, theme and communication channel are distinguished, which are considered in the works of domestic and foreign scientists. These components of the communicative act constitute the content and procedural aspects of the communicative process. In well-known models of the communicative act, we consider the lack of such a structural component as presupposition to be a common drawback of the latest communication models, while without this component, in principle, it is impossible to adequately understand the social significance of communicants and the whole situation as a whole. It is advisable to study the question of the implementation of explicit and implicit forms of politeness in accordance with the classification of speech and communicative acts.

Interpersonal communication is primarily dialogical communication. Dialogue is the main and most common form of implementation of the communicative category of politeness in the interpersonal interaction of communicants. Being the primary and natural form of verbal communication, dialogue can be considered "as a communicative event, i.e. as a single dynamically developing speech phenomenon in which the linguistic form of expression is

determined by extralinguistic and social parameters” It is in dialogical communication that communicants strive to achieve mutual understanding and agreement among themselves, which is possible, first of all, if they follow the rules of polite treatment with each other, showing an attentive and respectful attitude towards each other theory of communicative etiquette presented in this chapter contains a comprehensive description of etiquette and allows you to rethink the normative communicative behavior in the structure of speech communication. The study of communicative etiquette within the framework of communicative behavior contributes to the identification of national and cultural features of conventional communication of a particular linguocultural community.

Considering the question of the relationship between communicative behavior and communicative etiquette, we came to the conclusion that these phenomena in conventional communication are interconnected with each other as general and particular. Communicative behavior is a broader concept than communicative etiquette. It includes etiquette in its structure as a component associated with stable, stereotypical speech formulas used in standard etiquette situations of communication, and regulating the main ways of both verbal and non-verbal interaction of communicants. In this regard, communicative etiquette acts as a normative framework for communicative behavior, prescribing generally accepted norms and rules of conventional communication. *This a set of standardized norms and rules of social behavior that regulate the communicative interactions of communication participants in various spheres of human activity in accordance with social prescriptions and requirements .*

Communicative behavior, as well as communicative etiquette, is an integral element of national culture. In the structure of any culture, it is possible to isolate the core, i.e. values on which the principles are based, which are realized in certain norms and rules. Values and principles, as well as norms and rules, form the ideal side of culture and represent culture in the minds of its bearers.

The basis of communicative etiquette is its verbal component - speech etiquette, explicating the communicative category of politeness. Speech etiquette is implemented in typical situations of direct communication in the form of stereotypical, stable formulas. The main feature of etiquette units is their attachment to template communication situations such as greeting, farewell, gratitude, apology, congratulations, request, advice, etc., therefore, these language units are speech stereotypes. Thanks to their use, language savings are achieved, the communication process is simplified, thereby facilitating understanding between the participants in the dialogue. The use of units of speech etiquette is aimed at the implementation of the emotional reserve of politeness **The relevance** of this study is due to a number of circumstances: 1) the need to study normative communicative behavior and verbal communication in an interpersonal aspect due to the increased requirements for the quality of communicative interaction, 2) the need to analyze the ways in which explicit and implicit forms of politeness that affect the success of communication, 3) the need to study the national and cultural characteristics of the communicative behavior of an ethnic group by identifying the dominant features of communication and describing the ethnic characteristics of etiquette in connection with the steady growth of international contacts and the actualization of the problems of intercultural communication, 4) the insufficient development of some problems related to determining the structure of communicative etiquette and highlighting its types , 5) the lack of a unified point of view regarding the question of the essence of the category of politeness.

The object of research in this work is the normative communicative behavior of the German linguocultural community at the present stage.

The subject of the study was the explicit and implicit forms of politeness that characterize the polite behavior of communication participants. At the same time, politeness is explicated through speech etiquette and is implied with the help of communicative strategies of positive and negative politeness, as well as some components of communicative etiquette, such as behavioral etiquette, non-verbal etiquette and appearance etiquette.

If explicit or conventional politeness is realized through speech stereotypes used in situations of communicative etiquette, then the expression of implicit or individual politeness is associated with the implementation of communicative strategies of positive and negative politeness. In our study, implicit politeness is considered as politeness, manifested in interpersonal interaction, taking into account the “saving face” of the addressee vs. addresser, in contrast to explicit politeness, which is situationally determined and dependent on established conventions. The existence of explicit and implicit forms of politeness testifies to the heterogeneity of this communicative category, which is directly related to the socio-cultural context, the social organization of society, the values and traditions of which it reflects. The heterogeneity of the category of politeness allows, in turn, to distinguish different types and levels that correspond to the context of communication, with the communicative intentions of its participants, with different stylistic characteristics. At the same time, the allocation of types and levels of politeness contributes to the understanding of the main mechanisms of communicative interaction between people. The research consists in developing and applying a new type of analysis to the study of the communicative category of politeness along the lines of explicitness and implicitness, represented, on the one hand, by stereotypes of verbal communication, and, on the other hand, by communicative strategies of positive and negative politeness. The theoretical significance of the study lies in the study of the problem of politeness in German linguoculture within the framework of pragmalinguistic and linguoculturological areas. The identification of explicit and implicit means of implementing the category of politeness contributes to understanding the mechanisms of successful communicative interaction. The proposed typology of communicative etiquette clarifies the idea of the areas and methods of conventional communication. The identification of non-verbal taboos in German linguistic culture enriches knowledge in the field of non-verbal semiotics.

The practical significance of the work lies in the fact that the results obtained can be used in the theoretical course of general linguistics and special courses in cultural linguistics, pragmalinguistics, communicative linguistics, in the theory and practice of intercultural communication, in writing teaching aids and compiling dictionaries, as well as in teaching practice. German language in order to develop students' communicative and sociocultural competence.

The categories of communicative etiquette and courtesy, correlating with each other as private and general, are the central categories of communicative consciousness, which generally regulate the processes of communicative interaction of those who communicate and are aimed at ensuring and organizing harmonious effective communication.

## Conclusion

In conclusion, in linguistics, the theory of speech etiquette is developing, which covers, first of all, the linguistic, non-verbal, lexicographic and methodological aspects of the study of speech etiquette, and at the same time politeness. We associate the careful development of speech etiquette as a verbal component of etiquette, as well as its non-verbal aspect. The need for a clear structuring and comprehensive consideration of etiquette within a single concept led to the emergence of a general theory of etiquette, or the theory of communicative etiquette, which made it possible to combine all the components of this phenomenon, such as behavioral etiquette, appearance etiquette, speech etiquette, as well as the non-verbal component of communicative etiquette, and identify the main types of this phenomenon

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