

MODERN RUSSIAN SPEECH ETIQUETTE

Kaltoum Ametjar

Scientific supervisor: Ph.D. in Philology, associate professor Sukhanova T. E.

National University of Pharmacy, Kharkiv, Ukraine

KALTOUM.AMETJAR@gmail.com

Introduction. All people have their own speech etiquette. It's interesting that we not only talk differently, but also differently keep silent. Exactly, when some people prefer to say something, others are silent.

Aim. The aim of the research is the analysis of modern Russian speech etiquette and description of some widely using Russian idioms.

Materials and methods. The main research methods are: the method of component analysis, the method of functional-parametric descriptions and the cognitive method.

Results and discussion. Comparing people of Russian culture with other people is extremely interesting but very difficult, first of all, because Russian speech etiquette has changed over past years so much that we can speak about two different speech etiquettes: old and new. There is well-known cultural myth about people who live in Ukraine that generally they aren't too friendly, they don't smile and rarely greet each other. For example, if two strangers met in the stairwell of an apartment house or in one elevator, then Europeans and Americans would be greeted but Russians don't. Moreover, we can say that the greeting in the elevator or in a park is undesirable for Russian culture medium because it implies further communication which can be aggressive. In the modern science, politeness is studying as mitigating of possible or actual aggression. Thus, when estimating strategies of polite behavior in such situations, the European strategy could be described as "we (you and I) – aren't strangers, so I am not dangerous for you" and Russian strategy – as "you aren't exist for me, so I am not dangerous for you". Russian greeting "Доброй ночи!" appeared together with night TV air. At first it was greeting of journalists to viewers. Nowadays, "good night!" sometimes is used as a greeting when somebody calls too late. In fact, such greeting is contradicted to many language standards. In European languages the similar formula (good night, Gute Nacht and bonne nuit) is used when farewell, unlike to daily greetings (English: good morning, good evening; German: Guten Morgen, Guten Tag, Guten Abend; French: bonjour, bonsoir). This expression corresponds to the usual Russian farewell "Спокойной ночи!"

Conclusions. Opposed to European Etiquette Russian doesn't require greetings from strangers in a number of situations, when further communication isn't expected or in a brief formal communication between an employee and a client. Here it is important to note that Russians aren't less polite than Europeans, but their etiquette was arranged differently.