

Ekaterina A. Drozdova

**Speech etiquette: the concept and comparison of the borders
of the phenomenon in English and Russian**

Peoples' Friendship University of Russia,
6 Miklukho-Maklaya St.,
Moscow, 117198, Russia
E-mail: drozdova_ea@pfur.ru
ORCID i[^]: 0000-0003-4272-8 772

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Abstract

The article *actualizes the problem* of determining the concept of “speech etiquette” and the boundaries of this phenomenon in English and Russian speech. The author approaches the solution of the problem by analyzing the thesaurus field of the concept and identifying the levels and styles that determine the boundaries of the phenomenon of speech etiquette in English and Russian. *Purpose* of the article: to analyze the definition of the concept of speech etiquette; to identify the boundaries of the phenomenon of speech etiquette in English and Russian speech. *Tasks*: to carry out a content analysis of the definitions of the “speech etiquette” concept; to perform a structural-frequency analysis of the content of the “speech etiquette” concept; to identify features of English and Russian speech etiquette; to identify the boundaries of the speech etiquette phenomenon in English and Russian. The following *methods* were used in the article: the method of theoretical analysis, historical-descriptive method, methods of comparison, content analysis, structural frequency analysis, isolation of synthesis structures. *Results*: on the basis of content analysis, as well as structural-frequency analysis, the definition of the concept of “speech etiquette” is clarified, its main semantic components are identified. The article reveals the features of English speech etiquette, identifies and characterizes the levels and boundaries of the phenomenon of English speech etiquette and gives examples. The importance of polite communication, treatment and behavior based on adherence to specific rules, norms, traditions of the language, as well as one or another sociocultural affiliation, are substantiated.

Keywords: speech etiquette; concept; boundaries of the speech etiquette phenomenon; English speech etiquette; Russian speech etiquette; levels; style; norms; rules of communication

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2019; (, 2019; , 1996; , 1990; Brown, Levinson, 1987; Dictionnaire raisonne de la politesse et du savoir-vivre du Moyen Age a nos jours, 1995).

« » - : « , » . , :) ;) , , ;) -) ;) -

(, 2019; , (, 2003, 2008). 1991, 2003, 2005).

« » (*thou* ,) , - (.) ,) ,

«I forgot» (() «It's sleeping in my memory» () , /) (https://inkompmusic.ru/?song=Sleeping+In+My+Memory)

... / ...),
... «
?»
:
- (...)
...): «What time is it?»;
- « ?»
- (...)
you tell me the time, please?»;
« ?»
;
(... , Darling
?) - « , », Madame
Mom, Dad, pappy
;
- (...)
...):
(Ubina,
Narmukhametova, 2019);

« ?» «I'm
afraid, I can't agree with you»),
« ?»
-
(...)

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Conflicts of Interest: the author has no conflict of interest to declare.

Ekaterina A. Drozdova, Senior Lecturer, Peoples' Friendship University of Russia