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SPECIFIC FEATURES OF BRITISH SPOKEN ETIQUETTE

The processes of globalization in the XXI century bring international communication to a totally new level. Therefore, knowledge of the characteristics of the national etiquette of the country-interlocutor is extremely important in the process of intercultural communication.

Britain is known around the world as a country with an impeccable commitment to culture and traditions. English etiquette is characterized with the constant manifestation of such qualities as courtesy, calmness and tolerance.

Most often, to attract attention of other people following forms are used: “Excuse me”, “Pardon me”, “I say!”, “Say”, “Look here!”, “Hi!” and “Hey!” etc.

In case when an appeal to the stranger separates tears him from his work, or interrupts the conversation with other people “Pardon me” or “I beg your pardon” are typically used. The British use the expression “Look here!” before expressing their protests, discontent, reproach, etc. The most universal common formula which is used when referring to a person unfamiliar to you with a question or asking for help, is the phrase “Excuse me”. For example, “Excuse me, could you please tell me” or “Excuse me, would you be so kind to”.

To attract the attention of a stranger, who is far away enough, it is possible to use the phrase: “I say” or “Say” (Послушайте!). Sometimes it is possible to use a stylistically-reduced forms of “Hi!” or “Hey!” (Эй!).

English spoken etiquette is characterized by clearly limited time frames in respect of greetings: “Good morning!” (till 12.00 a.m.), “Good afternoon!” (12 a.m. – 3 p.m.), “Good evening!” (after 5 p.m.). The expression “Good night” in English is not a greeting, by farewell expression, which has no time limits. Shorten forms of “Morning!”, “Evening!”, “Hiya!” and “Afternoon!” are used to communicate with friends or familiar people. The expression “Hi, you” (Hello, how are you?) is considered to be a slang form, which is mainly used by teenagers. But the phrase “How do you do?” as a greeting can now be heard only among the older generation [2].

It is necessary to point out that writing a letter, even any official one the above listed greetings are not used, because the sender does not know exactly when the addressee opens it, so the following greeting is used: “Dear, ...”.

One of the prominent features of the English spoken etiquette it the continual expression of gratitude. The most frequently used word is “Please”. It helps to bring a sense of mutual respect and goodwill into interpersonal communication. A typical response to it is the word “Welcome”.

English spoken etiquette prescribes the rejection of a sharp tone while talking. Even a slightest increase in the tone of conversation is regarded by the British as a provocation of scandal. The only case when it is permitted is a scandalous violation of socially accepted norms of behavior by the opponent.

As for the farewells, the most frequently used phrases are “Good bye”, “Bye”, “Have a good day”, “Keep in touch”, “I’m out!”, “Remember me to your wife / husband”. The most universal forms of farewell, applicable for almost any situation, are the “Good bye” and “Bye”. Making farewells, the British try to mitigate the possible categorization of this formula by appropriate intonation design, expressions of gratitude, regretting the fact that they have to go and so on. “Well, mustn’t keep you...”, “Goodbye, must dash / fly / be going”, “Have a good day”.

“Keep in touch” form used when one is exactly sure that they will not see the interlocutor for some time. Literally it is translated as “оставайся на связи”, i.e. “не пропадай”. “I’m out!” is a form of farewell with a subtext, which implies that you are happy to leave. Into the Russian language the phrase can be translated as “я сматываюсь”. “Remember me to your wife / husband” (Передайте от меня привет вашей жене/мужу) is used by the representatives of the older generation.

There is no exaggeration to say that the English speech etiquette (like speech etiquette of any other language) is one of the components of great art of making people appreciate you. Therefore, language learning requires a deep study of etiquette.

LITERATURE

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