

НАПРАВЛЕНИЕ 7

Дискурс и дискурс-анализ: современные аспекты исследований

GENERAL AND SPECIFIC NORMS OF POLITENESS

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This article dedicated to talk about what are exactly general and specific norms of politeness, what kind of definitions do they take, as well as provides with some examples of politeness norms in the example of two cultures (Uzbek and America). What's more captivating is that, observations and findings of social norms in movies of both cultures. Moreover, here will be mentioned about several factors that why individuals should be informed with data based on various kinds of politeness in variety of countries.

Key words: *general norms; specific norms of politeness; hospitality; equality; "Forrest Gump"; "To'ylar muborak"; avoid misunderstandings; beforehand awareness.*

ОБЩИЕ И СПЕЦИФИЧЕСКИЕ НОРМЫ ВЕЖЛИВОСТИ

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В данной статье рассказывается о том, что такое общие и специфические нормы вежливости, какие определения они принимают, а также для примера приводит нормы вежливости двух культур (узбекской и американской). Что еще более увлекательно, так это то, что наблюдения и нахождении о социальных нормах в фильмах обеих культур. Кроме того, здесь будет упомянуто о нескольких факторах, почему людям следует информировать данные, основанные на различных видах вежливости в разных странах.

Ключевые слова: *общие нормы; специфические нормы вежливости; гостеприимство; равенство; «Форрест Гамп»; «Туйлар муборак»; избежание недоразумений; заблаговременная осведомленность.*

"It's a pity so many of us persist in regarding politeness as being merely a superficial social grace instead of what it really is, namely one of the necessities of life. Quite apart from politeness for its own sake, and as a matter of plain justice, it is invaluable as a sort of cushion or buffer to hold off the jolt that would otherwise disrupt the harmony of things."

At the outset, in our society every individual knows how to greet with elders in a proper way, how to behave in public areas or what to wear to different ceremonies and whatnot, these kinds of things will be taught for everyone from their childhood in every families. To be more precise, general norms of politeness are the unwritten rules and expectations about how people should behave in a particular society, group, or social setting. Positive politeness strategies aim to establish and maintain a friendly and harmonious relationship between the speaker and the hearer. They involve showing appreciation, solidarity, and respect towards the hearer. Positive politeness strategies

can include the use of compliments, expressions of gratitude, and expressions of solidarity with the hearer's interests and feelings. These strategies are used to enhance the social bond between the speaker and the hearer, by emphasizing shared values, interests, and positive attributes. Added to this, general norms of politeness are considered to be social conventions that guide how individuals interact respectfully and considerately with one another. These norms can vary significantly across cultures, but some common elements include:

Use of Language:

- Greetings and Farewells: Saying "hello," "please," "thank you," and "goodbye" is fundamental in many cultures.

- Formal Titles: Using appropriate titles (Mr., Mrs., Dr.) shows respect, especially in formal settings.

- Indirectness: Polite requests often avoid direct commands, using phrases like "Could you please...?" instead of "Do this."

Saying "*thank you*" when someone helps you. Standing in line and waiting your turn. Shaking hands or greeting others in a socially accepted manner. Dressing appropriately for different occasions (e.g., formal events or religious ceremonies). These norms are socially accepted ways behaving yourself in society. General norms of politeness are pressing way in order to reach stability and peace between citizens. No doubt, basic norms of politeness alter through cultures, in the light of the fact based on all cultures' various history and values. Let's take two different cultures which one is cited in Northern part of the universe, America. Another is Uzbekistan, which is located in the heart of Central Asia.

General norms of politeness in Uzbek culture.

Greetings

- Handshakes*: Men greet each other with handshakes, often placing their other hand over their heart as a sign of warmth. Women may place their hands over their chest and bow slightly as a greeting.

- Kissing on the cheeks*: Close friends and family members may greet each other by kissing on both cheeks.

Respect for Elders.

Standing when an elder enters the room: It is customary to stand up as a sign of respect when an elder enters a room

Hospitality

- Offering food and tea*: When guests visit, it is customary to serve tea and food immediately as a sign of hospitality. Guests are treated with great care, and hosts often prepare lavish meals.

- *Guests first*: At the dinner table, guests are always served first, and it is common for hosts to encourage guests to eat more.

Visiting Homes

- *Removing shoes*: When entering someone's home, it is customary to remove your shoes at the door.

- *Avoiding empty-handed visits*: It is considered impolite to visit someone's home without bringing a small gift, such as sweets or fruit.

General norms of politeness in American culture.

Equality and Non-Discrimination

- Politeness in American culture often involves treating everyone equally, regardless of their social, racial, or economic background.

Respect for Personal Choices and Individualism

- In American culture, respecting personal freedom and choices is a form of politeness.

Honesty and Sincerity in Communication

- Americans value direct but respectful communication, where being honest is important, but doing so in a way that doesn't hurt others is crucial.

Punctuality and Respect for Time

- Being on time and respecting others' time is a key norm in American politeness. Lateness without explanation can be seen as rude or inconsiderate.

Overall, all nationalities have their own general and specific norms of politeness and cultural values. In order not to have breakdown in the communication with another culture everybody should be informed from these information. Owing to politeness norms serve to facilitate respectful communication, promote social harmony, and reflect cultural values. They continue to evolve as societies change and interact with one another.

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