



SPEECH ETIQUETTE AND THE CONCEPT OF " WISH " IN LINGUISTIC COMMUNICATION

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Annotation:

The article highlights the role and significance of speech etiquette units in reflecting the cultural state of a language. It emphasizes that analyzing these units in a comparative or contrastive manner is one of the key directions in linguopragmatics. Furthermore, it discusses the impact of ongoing reforms in Uzbekistan on the field of linguistics, which have provided new impetus for further research in this area.

Keywords: speech etiquette, linguistics, respect, valuable linguistic and sociological resources, culture

Introduction

Since the early 20th century, global linguistics has increasingly focused on preventing cultural and cognitive misunderstandings that may arise during communication. Researchers began to study the fact that each nation's language and culture are not based on universal standards but rather on unique, individual rules and principles. In this regard, the concepts of **Politeness** (speech etiquette) and **Face** (expression of respect) were introduced into the fields of Eastern and Western linguistics.

Speech etiquette units are one of the key factors reflecting the cultural state of a language. Analyzing them in a comparative or contrastive manner using different languages is considered one of the main directions of **linguopragmatics**. The ongoing reforms in Uzbekistan have significantly influenced the field of linguistics, providing impetus for further research in this direction.

Today, based on the achievements of **Oriental studies and Uzbek linguistics**, researching speech etiquette units from a **linguopragmatic perspective** is one of the



most relevant topics. Studying them comparatively helps deepen our understanding of different nations' linguistics, sociology, and culture while also identifying the unique features of the languages being compared. The results of such studies can serve as valuable linguistic and sociological resources for **linguists, foreign language teachers, language learners, travelers, and individuals interested in language and culture.**

The **environment** in which communicators live is an essential factor and is analyzed in depth. The concept of environment has a broad meaning, encompassing family, society, historical period, and nature. Everything that surrounds a person—including lifestyle, living conditions, social structure, state system, and historical-cultural heritage—falls under this concept. Therefore, the **natural and social environment in which a person lives directly influences their personality and communication culture.**

Changes in an individual are primarily reflected in their **behavior, including communication habits.** This implies that **environmental factors influence the social environment, and the social environment, in turn, affects communication culture.** Language develops as a result of societal progress, and the influence of the social environment is clearly manifested in speech activity. The characteristics of a person's surrounding environment are reflected in their speech.[1]

People's **lifestyle, work activities, education conditions, and environmental changes** are also mirrored in their speech. The field of **sociolinguistics** specifically examines how the social environment affects language and speech. Researcher **S. Mo'minov** has extensively studied this topic, highlighting that the differences in speech characteristics between rural and urban populations are primarily linked to their living environments.[2] Speech acts related to requests and desires can be classified into active and passive communication forms based on their usage frequency.

Active communication forms are widely used in literary and colloquial language, becoming habitual speech units. Many such expressions are linked to family and kinship relationships.

Example: “Mom! What’s the news? Did a letter arrive?” (“Winners”).



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Passive communication forms, on the other hand, include rarely used or outdated expressions. These may consist of historical professional terms or expressions from royal court life.

Example:

“Enough, juvozkash, enough!” (“The Night the Horse Neighed”).

“Your Highness, shall we send another messenger?” (“Starry Nights”).

Neutral vs. Expressive Speech Acts

Speech acts can be divided into neutral (unmarked) and expressive (marked) forms:

Neutral expressions do not contain subjective evaluation.

Expressive expressions clearly reflect the speaker’s attitude toward the listener, often enhancing affection or emphasis.

Example of Expressive Speech Acts:

“Thank you, my dear Miris’hoq. If you need anything, I am ready to help!” (“Blessed Blood” – Here, the word “my dear” adds positive emotional emphasis).*

“Are you hungry, my little lion?” – The phrase “my little lion” conveys affection and possession, increasing the positive tone of the sentence.

Simple vs. Complex Speech Acts

Speech acts are also classified as simple or complex:

Simple expressions: “Boss, you always stir up trouble everywhere” (“Blessed Blood”), “Cannibals!..” (“Sisters”).

Complex expressions: “Servant of God, son of Kazangap, Sobitjon, stand to my left” (“A Day Worth a Century”), “Alright, little dark ones, little dandelions, come closer” (“The Affairs of the World”).

Simple speech acts become complex when expanded with adjectives or additional modifiers.

Speech acts appear in various language styles:

1. Conversational style: “How are you, grandpa?” (“Blessed Blood”).
2. Literary style: “My son, my dear child, tell me truly, Do you not feel sorrow for your mother?” (M. Yusuf, “A Letter from My Mother”).
3. Formal style: “Student Qurbonov, I am talking to you!” (“The Night the Horse Neighed”).



4. Publicistic style: “Dear radio listeners!” (“The Song of Mother Earth”).

In Uzbek speech, the pronoun “siz” (you – formal) is widely used to show respect, especially when addressing elders. The choice between “sen” (you – informal) and “siz” depends on social status and hierarchy.

Conclusion

Speech etiquette expressions related to requests and desires play a crucial role in showing respect, expressing politeness, and fostering warm communication. Therefore, using appropriate linguistic tools based on the context and audience is essential in effective communication.

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