

A Comparison of Address Categories Across Diverse Linguistic Cultures

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Аннотация. This article is dedicated to the problem in teaching of English communicative language to students. In this article are given the theoretical and practical issues of degrees of polite addressing.

Калит сўлари: english communicative culture, theoretical and practical issues, degrees of polite addressing, set rules of communication, traditions.

The concept of address is commonly linked to speech etiquette and the system of civility as one of the most frequently used communicative units. Formulas for addressing individuals, along with other methods of establishing contact, vary in each language and are influenced by national and cultural characteristics. They are a fascinating subject of analysis, as they provide valuable insights into communicative norms and traditions, the dynamics of social-status relationships within the specific communicative culture, and the intricacies of the politeness system.

Address, as a distinct method of starting communication, is a prevalent linguistic element in all languages. The address is a crucial component of speech etiquette that is employed in various communication scenarios, utilized by individuals with diverse social attributes, and addressed towards distinct recipients. Address formulas have a significant impact on communication as they convey information about the social position of the individuals involved, the nature of their relationship, the level of closeness, and the social and hierarchical distance between them.

The suitability of their utilization is crucial in creating connection and attaining shared comprehension for effective intercultural communication. The primary determinant in selecting an address is the type of communication involved. The notable types of addresses include: first names, patronymics, last names; linguistic methods employed to show respect towards the recipient; references pertaining to the recipient's professional occupation, age, gender, social status, religious attributes, and nationality; references to family members; addresses conveying friendly, humorous, affectionate, or loving sentiments towards the recipients; addresses categorized as offensive, among others.

The address serves several roles within the system of speech etiquette. The effectiveness of communication relies on the alignment between the chosen form of address and the universal concept of politeness, ethnospecific norms, and the sender's intentions. This is because successful communication requires the listener to understand and be willing to engage with the author's intended message. The social-regulatory function of address can be expressed as follows: I inform you (you) that I am addressing you (you).

The structure and meaning of addresses in artistic works exhibit significant diversity, particularly in poetic discourse. They direct the reader's focus towards the recipient. When constructing arguments, writers employ many forms of definitions, including consistent and inconsistent definitions,



applications, and a sequence of homogenous addresses. In the United States, there is a customary practice of referring to individuals who have previously held prestigious positions by their former title:

a) Mr. President - to the ex-president; Senator - to a senator who may have left his post a long time ago, etc.

b) official address to the ambassador - Your Excellency or Sir + first name or Mr + last name;

c) polite address to people involved in medicine usually involves the use of their professional titles: doctor, the address nurse is used in relation to representatives of both sexes performing the duties of junior medical staff; it is appropriate to address a female nurse who occupies a higher official position in the hospital with the word sister; the address matron is used in relation to the older sister of the hospital;

d) in the armed forces, addressing military personnel usually includes their rank (with or without a surname): Admiral (Smith), General, Colonel, Major, Captain, Lieutenant, Sergeant, Corporal, etc.

f) address in the form "title + surname" is more official. A policeman is also addressed by his rank: Sergeant ("police sergeant"), Inspector ("police inspector"), etc. Colloquial address to a police officer - Officer.

e) in the scientific world, in official cases, it is customary to address people by title: Professor, Senior, Tutor, Dean, Supervisor, etc. In British universities, the title Professor with or without a surname is applied only to teachers who have the appropriate academic title. Students address the rest simply: Mr + surname, Miss + surname or, at his/her request, simply by name. In the USA, Professor can serve as an address to a university teacher of any rank.

f) some addresses directly related to the names of professions can hardly be considered polite. They are neutral and are used quite often. For example, to attract the attention of a waiter in a restaurant, you address him: "Waiter!", call a porter at the station: "Porter!", Say to a taxi driver: "Stophere, driver" Many forms of address in the plural sound neutral. So, in words and expressions, everybody, both of you, all of you, etc. the emphasis is more on the expression of plurality itself, rather than on politeness or friendship. Appeals become much more aggressive if they are preceded by you: "You two", "You lot" and the like.

Unlike Uzbek and Russian, English does not have a formal distinction between the pronouns "you" and "you". The pronoun "you" encompasses all the possible meanings of these variants. The pronoun "thou," meaning "you," became obsolete in the 17th century, remaining in usage exclusively in poetry and the Bible. Various registers of communication, ranging from formal to informal, are expressed through different linguistic elements such as intonation, selection of suitable vocabulary, and sentence structures. Let's look at some features of the means of circulation.

Addressing one person. In a friendly, informal atmosphere, a familiar person is addressed by name (firstname):

Hello Fred. How are you? 'Hi Fred. How are you?'

A more formal form is "title" (see next paragraph) + surname (lastname, or surname):

Good morning, Mr(s) Robinson. 'Good morning Mr/Mrs Robinson'.

The word sir 'master' (without subsequent naming of the first or last name!) is used when addressing a man equal or older in age, rank, position or social status. This is how schoolchildren address teachers, soldiers address officers, salespeople address customers, maids address hotel guests, and waitresses address restaurant clients.

Madam - 'Madam' (without subsequent naming of the first / last name!) - a polite address from a man to a woman. For example:

Excuse me, Madam, would you mind if I opened the window? - 'Excuse me, madam, do you mind if I open the window?' A woman, as a rule, does not use the word Madam in relation to a representative of



her sex, unless she is a servant or hired worker addressing the mistress. In the USA this word is pronounced abbreviated: ma'am [ma'am]. Sir and Madam are the only possible polite forms of addressing a person whose last name and official title you do not know.

Mr + surname 'Mr...' is a common form of addressing a man, regardless of his marital status. Mr is an abbreviation for mister. Mrs + husband's last name is a common form of address for a married woman. Mrs is an abbreviation for missus, which in turn is short for mistress. The last word has changed its meaning over the past centuries and, used in its unabridged form, is now translated as 'mistress'.

The forms Mr and Mrs are not used without indicating the first or last name. Otherwise it sounds vulgar! Miss + first/last name is a common form of address to a girl or unmarried woman.

Miss without a first/surname - this is how British schoolchildren address their teacher, customers address their saleswoman, and visitors to cafes and restaurants address their waitress. Recently, this form of address when applied to service workers has acquired a derogatory connotation.

Speech etiquette encompasses specific standards that establish a hierarchical structure. These rules are linked to a particular level of linguistic refinement. Nevertheless, the rules of speech etiquette exhibit considerable adaptability and variety across many circumstances. Essentially, communication is influenced by the specific circumstances in which it occurs and is defined by various factors: the individuality of the person being spoken to, the subject matter, the location, the timing, the motive, and the objective of the communication.

Linguoculturology centers around the individual as a native speaker of a language and culture, taking into account their past knowledge and the culturally distinct behavioral standards that define them as a representative of a certain culture. Issues pertaining to language functioning and acquisition in a society with multiple languages are examined in light of the broader language landscape. This includes factors such as language status, language policy, language proficiency, and the cultural values held by native speakers, all of which contribute to the linguistic profile of the society.

A significant factor to consider in translating is that communication involves the interaction of persons who represent a specific linguistic and cultural community. The linguoculturological aspect encompasses three main components: 1) a comprehensive understanding of culture and its representation through linguistic, discursive, and behavioral elements; 2) the capacity to comprehend linguocultural information present in both linguistic units and texts; 3) the proficiency to produce and comprehend texts while considering linguistic and cultural attributes.

Translators in intercultural communication act as intermediaries between other cultures, necessitating a comprehension of the language aspects of effective verbal exchange.

After analyzing the address formulas, we found that they provide diverse information about communication partners. These formulas are categorized into different groups and their usage is characterized by distinct features that depend on the specific context.

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