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LINGUACULTURAL ASPECTS OF POLITENESS STRATEGIES.

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Annotatsiya: *Politeness is highly valued in all cultures, and people are expected to be courteous, respectful, and friendly in most social situations. Some specific examples of politeness norms and behaviors that may be observed in daily communication.*

Kalit soʻzlar: *politeness strategies, greetings, personal space, table manners, polite language, social settings, compliments, express gratitude, cultural features, social norms.*

Linguistic politeness is an essential aspect of communication that reflects cultural norms and values regarding respect, social status, and social relationships. The following are some cultural features of politeness categories:

1. Politeness strategies: Different cultures use different strategies for expressing politeness. For instance, Asian cultures tend to use indirect speech acts, whereas Western cultures use more direct speech acts.

2. Honorifics: These are words or expressions that are used to show respect or honor to someone, particularly those of higher social status. For example, Japanese culture has levels of honorifics that reflect the relative status of the speaker and the listener.

3. Address terms: The way people address each other can also be an indicator of politeness. Different cultures have different levels of formality in their address terms, such as using titles, surnames, or first names.

4. Apologies: Apologizing is a crucial aspect of politeness across cultures. However, the way people apologize may differ depending on cultural norms and expectations.

5. Gift-giving: Giving gifts is another way of expressing politeness. The type of gift, its value, and the way it is presented can vary depending on cultural contexts.

6. Turn-taking: The way people take turns in conversations can also reflect cultural norms of politeness. For example, some cultures have strict rules about when and how to interrupt or respond to someone else's speech.

Overall, cultural features of politeness categories differ across cultures, and it is essential to be aware of these differences to communicate effectively and respectfully in diverse cultural settings.

Politeness is highly valued in all cultures, and people are expected to be courteous, respectful, and friendly in most social situations. Some specific examples of politeness norms and behaviors that may be observed in American communities include:

1. Greetings: People often greet each other with a handshake, hug, or a simple "hello" or "hi." They may ask how the other person is doing and engage in small talk before getting to the main topic of conversation.

2. Respectful language: Americans tend to use polite language such as "please," "thank you," and "excuse me" in their conversations. They also avoid using inappropriate or offensive language and are careful not to offend or hurt others' feelings with their words.

3. Personal space: Americans value personal space and may feel uncomfortable if someone stands too close to them or invades their personal space. They may also avoid physical contact such as touching someone else without permission.

4. Table manners: In formal or social settings, Americans often use proper table manners such as using utensils correctly, waiting their turn to speak, and not talking with food in their mouth.

5. Giving compliments: Americans may give compliments to others for things they find impressive or admirable. They may also acknowledge others' accomplishments and express gratitude for their help or support.

Overall, the cultural features of politeness category may vary from person to person and culture to culture, but Americans tend to value politeness and respect as important social norms.

Politeness strategies can be seen as a way of liberating people from social constraints, as they allow individuals to express their needs and desires while maintaining a sense of respect and consideration for the feelings and expectations of others. This flexibility can offer personal freedom, social mobility and a sense of community coherence.

On the other hand, politeness strategies can also lead to social conformity and the suppression of individuality. This may lead to the perception of restrictions on social behavior, preventing people from expressing their true selves, and a fear of being ostracized by the broader social group.

Cultural norms and context play a significant role in the liberation or suppression of politeness strategies. Some cultures prioritize diplomacy, indirect language and nonverbal communication to maintain harmony and avoid confrontation, while others value directness and frankness in communication.

Politeness strategies vary greatly across different cultures. Some of the common differences in politeness strategies are listed below:

1. Direct vs. Indirect Communication: In some cultures, people are very direct in their communication style while in others, people use indirect communication. In cultures that use direct communication, people often speak their mind and express their opinions openly without any hesitation. However, in cultures that use indirect communication, people avoid using direct language and often use euphemisms, metaphors or other indirect ways to convey their message. For example, in Japan, people often use indirect language to avoid giving direct answers.

2. Expressions of Gratitude: In some cultures, people express gratitude and appreciation openly, while in others, they may find it rude or embarrassing to do so. For example, in many western cultures, people say "thank you" or "please" to show gratitude or request for something. However, in some Asian cultures, expressing gratitude can be seen as unnecessary since it is expected that people will help each other.

3. Etiquette: Etiquette rules also vary across cultures. For example, in some cultures, it's considered polite to arrive on time for a meeting or event, while in others, being a few minutes late is acceptable. In some cultures, it's common to remove shoes before entering someone's house while it may be seen as strange or rude in other cultures.

4. Body Language: The use of body language also varies across cultures. For example, in some cultures, direct eye contact is seen as a sign of respect and honesty, while in others, it may be seen as rude or aggressive. In some cultures, people stand close to each other while talking, while in others, personal space is important and people tend to stand further apart.

5. Apologies: Apologies are also expressed differently in different cultures. In some cultures, an apology is a straightforward admission of fault, while in others, it may be seen as a sign of weakness. People in some cultures may apologize even when they were not at fault, just to maintain harmonious relations.

Politeness strategies vary across cultures and are shaped by a nation's history, traditions, religions, and values. Understanding and respecting cultural differences can help avoid misunderstandings and build positive relationships between people from different cultures.

In conclusion, the use of politeness strategies is a culturally and contextually dependent phenomenon that can offer individuals the freedom to express themselves while maintaining social harmony. However, their use can

also lead to social conformity and the suppression of individuality if used excessively or inappropriately.

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