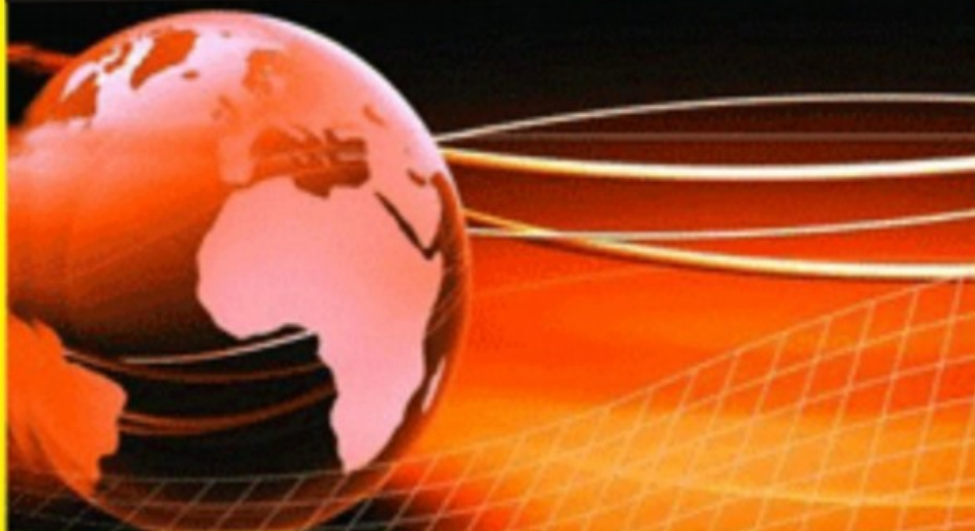


ACADEMICIA

ISSN (online) : 2249-7137

ACADEMICIA

An International
Multidisciplinary Research
Journal



Published by

South Asian Academic Research Journals

A Publication of CDL College of Education, Jagadhri

(Affiliated to Kurukshetra University, Kurukshetra, India)

ACADEMICIA

An International Multidisciplinary Research Journal

ISSN (online) : 2249 –7137

Editor-in-Chief : Dr. B.S. Rai

Impact Factor : SJIF 2021 = 7.492

Frequency : Monthly

Country : India

Language : English

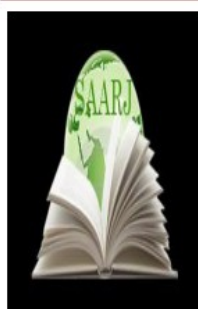
Start Year : 2011

Indexed/ Abstracted : Scientific Journal Impact Factor (SJIF2020 - 7.13), Google Scholar, CNKI Scholar, EBSCO Discovery, Summon (ProQuest), Primo and Primo Central, I2OR, ESJI, IJIF, DRJI, Indian Science and ISRA-JIF and Global Impact Factor 2019 - 0.682

E-mail id: saarjournal@gmail.com

VISION

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.



ACADEMICIA

An International Multidisciplinary Research Journal

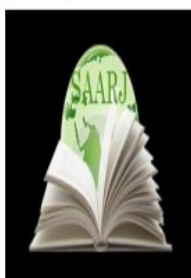
(Double Blind Refereed & Peer Reviewed International Journal)



SR. NO.	PARTICULAR	DOI NUMBER
1.	RELATIONSHIP WITH EARLY AND LATE ADOLESCENT'S EDUCATIONAL ASPIRATION IN SECONDARY SCHOOL IN KALKUDAH ZONE, BATTICALOA IN SRI LANKA Chelliah Arulmoly	10.5958/2249-7137.2021.00319.0
2.	PATHOGENETIC APPROACHES IN THE PREVENTION OF SURGICAL INFECTIONS AND TREATMENT OF GUNSHOT WOUNDS Mirzaev Kamal Karimovich, Hodjimatov Gulomidin Minkhodzhievich, Azizov Dilshod Turdalievich	10.5958/2249-7137.2021.00315.3
3.	THE QUESTION OF SPEECH FORMS (USING THE EXAMPLE OF COMMUNICATIVE FORMS IN KOREAN LANGUAGE) Natalya D. Kim	10.5958/2249-7137.2021.00316.5
4.	THE IMPORTANCE OF DISCOURSE AND MEDIA TEXT IN MODERN MEDIA Avaz Khamitovich Mirzajonov	10.5958/2249-7137.2021.00317.7
5.	MATERIALS ON THE BIOLOGY OF STREPTOPELIA DECAOCTO FRIV 1838 IN BUKHARA REGION Boymurod Normurotovich Doniyorov	10.5958/2249-7137.2021.00313.X
6.	ABOUT THE CONDITION OF ARCHITECTURAL MONUMENTS OF SAMARKAND DURING DEPENDENCE ON THE RUSSIAN EMPIRE (BASED ON THE DOCUMENTS OF THE SCIENTIFIC ARCHIVE OF THE INSTITUTE OF HISTORY OF MATERIAL CULTURE OF THE RUSSIAN ACADEMY OF SCIENCES) Makhmudkhon Yunusov, Ruzikul Abriev	10.5958/2249-7137.2021.00314.1
7.	THE PROCESS OF COGNITION OF THE SURROUNDING WORLD BY PRIMARY SCHOOL STUDENTS AND THE BALANCE OF THE LAWS OF SCIENTIFIC KNOWLEDGE Kosimova Gavkhar Islomovna	10.5958/2249-7137.2021.00312.8
8.	LINGUISTIC ANALYSIS OF CORONAVIRUS TERMS WHICH "INFECTED" OUR DICTIONARY: ON THE EXAMPLE OF WORLD LANGUAGES Doniyorova Gulruh Shoniyozovna	10.5958/2249-7137.2021.00311.6
9.	OPERATIONAL ACTIVITIES OF URBAN ROADS Abdikhalilov Fitrat Abdikhalil oglu, Samiev Shokhrukh Fakhridin oglu	10.5958/2249-7137.2021.00298.6
10.	NEW PEDAGOGICAL TECHNOLOGIES IN TEACHING FOREIGN LANGUAGE TO THE STUDENTS OF NON-PHILOLOGICAL INSTITUTIONS Kenjaeva Nigora Davladovna, Abdullaeva Albina Ergashevna, Akhmedova Tursunoy Bakhtiyorovna	10.5958/2249-7137.2021.00299.8

ACADEMICIA: An International Multidisciplinary Research Journal
<https://saarj.com>

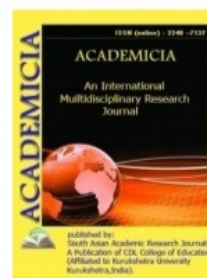
270.	PROBIOTICS INFLUENCE ON THE GLANDULAR STOMACH OF BROILER CHICKENS IN POSTNATAL MORPHOGENESIS N.B.Dilmurodov, S.Kh.Yakhshieva, G.Sh. Rakhmanova	10.5958/2249-7137.2021.00564.4
271.	ISSUES OF SUSTAINABLE DEVELOPMENT OF DIGITAL AGRICULTURE AND ITS PROVISION OF QUALIFIED PERSONNEL A. D. Ravshanov	10.5958/2249-7137.2021.00565.6
272.	THE CATEGORY OF POLITENESS IN DIFFERENT LINGUOCULTURAL TRADITIONS Ruziyeva Nilufar Xafizovna	10.5958/2249-7137.2021.00566.8
273.	DEVELOPMENT OF TOURISM IN CENTRAL ASIA AND TERMINOLOGY FORMATION Vakhidova Fotima Saidovna	10.5958/2249-7137.2021.00567.X



ACADEMICIA

An International Multidisciplinary Research Journal

(Double Blind Refereed & Peer Reviewed Journal)



DOI: **10.5958/2249-7137.2021.00566.8**

THE CATEGORY OF POLITENESS IN DIFFERENT LINGUOCULTURAL TRADITIONS

Ruziyeva Nilufar Xafizovna*

*A Lecturer of the Department,
Translation Studies and Language Education,
Bukhara State University, UZBEKISTAN
Email id: knafisa75@mail.ru

ABSTRACT

In this article the principles of effective speech communication, general provisions of the theory of politeness have been widely discussed and the definition of the concepts of "politeness", "interrupting a conversation" has been formulated as well. The article contains certain theoretical and practical ways upon expressing politeness in different languages on the material of phrases implying polite interruption in business discourse in terms of the linguocultural traditions of the category of politeness occurring in the given languages. The article also discusses some critiques of the most commonly used theories of politeness, and highlights some of the trends in which these critiques might help to advance researches on politeness in the future.

KEYWORDS: *Communicative Postulates, Business Communication, Culture, Category Of Politeness, Markers Of politeness, Interruption Of Speech Action.*

INTRODUCTION

Since 2005, a specialized journal "Journal of Politeness" has been serving as a "scientific testing ground" for interdisciplinary and international studies in the field of politeness: over the years, it has published about 130 articles devoted to various aspects of the study of communicative-pragmatic categories of politeness and impoliteness (rudeness). In the rather long history of the study of linguistic politeness, three stages can be distinguished:

a) *the first stage*, called Graisian, covers works based on the basic principles of linguophilosophy by P. Grais and J. Austin. This stage includes the classical theories of politeness by R. Lakoff, P. Brown and S. Levinson, J. Leech;

ACADEMICIA: An International Multidisciplinary Research Journal
<https://saarj.com>

b) *the second stage* is associated with the discursive ("postmodern") direction in the study of linguistic politeness. This approach originated in the early 90's of the XX century as a reaction of many linguists to various shortcomings and disadvantages of the Universal Theory of Politeness by P. Brown and S. Levinson, identified in the 80's of the XX century;

c) *the third stage* is associated with the observed literally in the last few years, a turn in the study of linguistic (im) politeness towards the sociological (interactional) approach.

Among the classical theories of politeness, P. Brown and S. Levinson's Universal Theory of Politeness has had the greatest influence on further research in this area of sociolinguistics. Scientists began to consider politeness as a fundamental aspect of the socio-communicative interaction of people. With its generally recognized value, "the Universal Theory of Politeness rises above most other theories, being a guiding star for scientists looking for the phenomenon of politeness in the examples of interactions between communicants. It is distinguished by the breadth of penetration into the essence of human behavior, which is not characteristic of any other theory of politeness"[14, p. 9-10].

If we briefly dwell on the main shortcomings of the classical theories of politeness, they are as follows:

- 1) The ontological status of politeness is not sufficiently defined in all models
- 2) The definitions of politeness presented in them are characterized by a number of restrictions
- 3) These theories are essentialist in nature and are governed by rationalistic principles
- 4) practically all classical theories of politeness leave out of the field of interest the phenomenon of impoliteness, i.e. the phenomenon that politeness is designed to avoid.

According to Universal Theory of Politeness by P. Brown and S. Levinson, its shortcomings include:

- 1) The claim to its universality
- 2) The analysis by the authors of individual speech acts considered out of context
- 3) dialectical, but not dynamic understanding by the authors of the central concept of the social face "face", coupled with the European understanding of the cornerstone categories "politeness" and "threat to the social face", which implies the wrong, from the point of view of representatives of collectivist Asian cultures (China, Japan, Korea), understanding by the authors of this theory of some speech acts, for example, compliments
- 4) Ignoring the social nature of the phenomenon of politeness
- 5) The explicit addressing-centeredness of the theory, since the authors pay excessive attention to the social faces of the addressees, but not the addressees of the statements
- 6) Almost complete ignorance of situations of aggressive, offensive or rude communicative behavior.

A certain weakness of the Universal Theory of Politeness, according to S. Mills, is manifested in the fact that "although it is possible to find data that confirm the adequacy of the theory of Brown and Levinson in the analysis of politeness in the communication process, nevertheless,

this model can only consider cases of manifestation of explicit communication by participants, open politeness".

Main Body

The definition of politeness is not a simple one but we nevertheless hold that it is possible to isolate those utterances which are considered to be polite or impolite by participants. Whilst we value the development of terms such as relational work and rapport management, we still hold that politeness is a term which we will continue to use, despite its problems. We all define politeness differently, because of our different perspectives. In the essays that we have written for this collection, we all define politeness and impoliteness, but here are some of those definitions. Sara Mills defines politeness in the following way: For me, politeness has to be defined in two separate ways. Drawing on Watts' (2003) notion of politeness1 and politeness2, we need to see that the way we as theorists of politeness define politeness does not necessarily map onto the way that interactants use the term. As a person, relating to other people, I use politeness to refer to behavior which I see as showing concern for others and which fits in with, and shows respect for, wider social norms. I often use it to refer to behavior which is a little exceptional, for example, if I referred to someone as "a polite young man", I would be referencing the general social view of young men as being problematic. So we need to be aware of the role politeness plays in indexing social status and the way that communities of practice can include or exclude people through the use of particular styles of politeness.

There is no simple definition of politeness from this theoretical perspective, but for me, politeness consists of language choices which negotiate the indexing of social status and which attempt to include or exclude members of social groups.

Jodie Clark's definition also draws upon a politeness/politeness2 distinction. From her perspective, politeness2 can be defined as "the moral compulsion to respect the boundaries around different levels of social structure" and politeness as the discursive dispute over either how this respect should be manifested or where these boundaries should be drawn.

Jonathan Culpeper defines politeness as:

- (a) an attitude consisting of particular positive evaluative beliefs about particular behaviours in particular social contexts
- (b) the activation of that attitude by those particular in-context-behaviours
- (c) the actual or potential description of those in-context-behaviours and/or the person who produced them as *polite*, *courteous*, *considerate*, etc.

Politeness "cultures" are social groups who share similar politeness attitudes, that is, they share a politeness ideology. Linguistic politeness refers to linguistic or behavioural material that is used to trigger politeness attitudes. Politeness strategies (plans of action for achieving politeness effects) and formulae (linguistic/behavioural forms for achieving politeness effects) are conventionally associated to some degree with contexts in which politeness attitudes are activated. Impoliteness, although its performance involves significant differences from politeness, can be defined along similar but contrary lines: it involves negative attitudes activated by in-context-behaviours which are associated, along with the person who gave rise to them, with impoliteness meta language (e.g. *impolite*, *rude*, *discourteous*, etc.)

Louise Mullany views im/politeness as an ongoing, evaluative process with which interactants actively engage rather than something which statically pre-exists any interaction. She maintains the importance of "face" as a valuable analytical concept and incorporates notions of "personal" face and "social identity" face into her analytical framework. She sees im/politeness evaluations and judgments emerging across discourse(s). This can include judgments shifting between different speech events as our perceptions of interactants are part of an on-going process that both develops and maintains itself over time and in different contexts.

Not surprisingly, given their many collaborative projects, Bethan Davies and Andrew Merrison have very similar views about politeness issues.

They find the general distinction between politeness¹ and politeness² a useful one: as Sara Mills states above, linguistic theorists need to be aware that their conception of politeness may not be coterminous with that expressed by general users of the language. Equally, we also need to recognize that our judgments about politeness (as researchers) are just as ideological as those made by non-linguists: we cannot hide behind the justification of "theory".

Sandra Harris would stress the importance of both speaker intention (even if less accessible) and, more crucially, hearer evaluation when defining im/politeness as the active and ongoing process of negotiating interactive relationships, emphasizing the significance of the immediate and wider contexts in which they are situated. Such encounters are less influenced by the pre-existence of politeness norms than the discursive engagement. Impoliteness or (im)politeness is used by many theorists to mean politeness and impoliteness.

From these definitions, it is clear that we are not offering one simple definition of politeness and impoliteness; this very difficulty with offering a definition indicates the complexity of politeness.

In linguistics category "politeness" was chosen to be part of an overall strategy speech

behavior or when analyzing the features of speech acts in a particular language (apologies, gratitude, compliments, expressions of sympathy, etc.). Ways of expressing politeness in different languages depend on the structure of the society in which these languages are in operation, and it accepted models of social behavior. In Korean, for example, the category of politeness has the following stages: polite, respectful, characteristic of the female speech, polite, intimate, familiar, and patronizing, physical. Each form of politeness has its own set of grammatical and lexical indicators that signal a different degree of politeness. A good example of a language with a developed system of forms of politeness is Japanese. So, in Japanese, there are four grammatical categories of respect, showing the attitude of the speaker to the interlocutor and the object of the statement. In Hungarian, together with the three equivalence of the form "you", there is a fourth form. The general provisions of the theory of politeness are presented in the works of P. Brown and S. Levinson. Let us consider this theory in more detail as the most complete and consistent. The main concept of this theory is the concept of "face" (public self-image face), which refers to the positive social value that each member of society has. Any action is performed in order to save "face" or to avoid "losing face". Using the concepts of "saving / losing faces" P. Brown and S. Levinson develop a general theory that justifies predictability in the implementation of the category of politeness, based on the assessment of the "weight" of the speech act. This weight is determined by the following factors: the difference in

Louise Mullany views im/politeness as an ongoing, evaluative process with which interactants actively engage rather than something which statically pre-exists any interaction. She maintains the importance of “face” as a valuable analytical concept and incorporates notions of “personal” face and “social identity” face into her analytical framework. She sees im/politeness evaluations and judgments emerging across discourse(s). This can include judgments shifting between different speech events as our perceptions of interactants are part of an on-going process that both develops and maintains itself over time and in different contexts.

Not surprisingly, given their many collaborative projects, Bethan Davies and Andrew Merrison have very similar views about politeness issues.

They find the general distinction between politeness¹ and politeness² a useful one: as Sara Mills states above, linguistic theorists need to be aware that their conception of politeness may not be coterminous with that expressed by general users of the language. Equally, we also need to recognize that our judgments about politeness (as researchers) are just as ideological as those made by non-linguists: we cannot hide behind the justification of “theory”.

Sandra Harris would stress the importance of both speaker intention (even if less accessible) and, more crucially, hearer evaluation when defining im/politeness as the active and ongoing process of negotiating interactive relationships, emphasizing the significance of the immediate and wider contexts in which they are situated. Such encounters are less influenced by the pre-existence of politeness norms than the discursive engagement. Impoliteness or (im)politeness is used by many theorists to mean politeness and impoliteness.

From these definitions, it is clear that we are not offering one simple definition of politeness and impoliteness; this very difficulty with offering a definition indicates the complexity of politeness.

In linguistics category “politeness” was chosen to be part of an overall strategy speech

behavior or when analyzing the features of speech acts in a particular language (apologies, gratitude, compliments, expressions of sympathy, etc.). Ways of expressing politeness in different languages depend on the structure of the society in which these languages are in operation, and it accepted models of social behavior. In Korean, for example, the category of politeness has the following stages: polite, respectful, characteristic of the female speech, polite, intimate, familiar, and patronizing, physical. Each form of politeness has its own set of grammatical and lexical indicators that signal a different degree of politeness. A good example of a language with a developed system of forms of politeness is Japanese. So, in Japanese, there are four grammatical categories of respect, showing the attitude of the speaker to the interlocutor and the object of the statement. In Hungarian, together with the three equivalence of the form “you”, there is a fourth form. The general provisions of the theory of politeness are presented in the works of P. Brown and S. Levinson. Let us consider this theory in more detail as the most complete and consistent. The main concept of this theory is the concept of “face” (public self-image face), which refers to the positive social value that each member of society has. Any action is performed in order to save “face” or to avoid “losing face”. Using the concepts of “saving / losing faces” P. Brown and S. Levinson develop a general theory that justifies predictability in the implementation of the category of politeness, based on the assessment of the “weight” of the speech act. This weight is determined by the following factors: the difference in

Interrupting a conversation is seen as a demonstration of power, strength, as an attempt to dominate the dialogue. Researchers distinguish between the concepts of "interruption" (interruption) and "simultaneous speaking" (overlapping). When the rights of one of the speakers are violated (violating another speaker's right and obligations). To talk about interrupting a conversation, you need to have the following knowledge about the interlocutors and the situation: the topic and duration of the conversation, how long each of the participants speaks, their relationship, how they relate to the fact of the interruption, and most importantly-for what purpose one interlocutor interrupts the other. To define the concept of "simultaneous speaking" (overlapping), it is enough to use mechanical criteria, because anyone who hears a dialogue or a tape recording can tell when two people are talking at the same time.

The sociality of the act of polite communication is manifested in its special qualities.

It is among these qualities that we stand out:

- 1) the historical connection of the given symbolism of communication with the people
- 2) the ability to be an expression of a common ethnic group
- 3) the ability to form and use culture, which are manifested only in speech.

Striking differences in the norms of etiquette speech behavior are manifested at the interlanguage level. If in Russian speech etiquette, in an official setting, it is not permissible to address the student to the teacher with the "you-ты" (yes in the case when the teacher is about the same age as the student), as well as to an adult, then in English (you), the address in this situation usually has a touch of intimacy. Or: in Russian speech etiquette, in a situation of greeting, it is customary for a younger person (by age, position) to inquire about the life, health, and affairs of an older person, while in English, this form of politeness is permissible form of a allowed and bear the character of frequent use. However, in Uzbek it is not permissible to address the student to the teacher with the "you-sen" in any situation even if the student is in the same age with the teacher.

When addressing speech etiquette is quite a complex phenomenon. Its character is influenced by both vertical and horizontal connections in the process of interaction. Situations of speech etiquette are subject to standard regulation. It embodies the concepts of accepted, due, required, expected, approved in society. They tend to reflect the cultural and historical processes taking place in the environment. In various national variants of it, there are also specific norms of speech etiquette, which are sometimes not identical with each other, and sometimes the academic standard. They can be interpreted as accepted in speech in the practice of this national collective in this period of time, etiquette (polite) forms of speech behavior.

In English, there are three types of communication situations: neutral, informal, and formal. The category of politeness is indirectly represented in the second situation, which is reflected by short, elementary structures in which only the decisive component is present, while as in the third one, it leads to the construction of structures oversaturated with politeness indicators, where the number of pragmatic signals can exceed three.

At the first stage of the situation, the number of pragmatic signals is balanced.

It is important to take into account the very nature of these signals, which also forms a clear opposition neutral communication (light structures of direct speech) official communication

(heavy structures of direct speech). So, in the field of formulas of speech etiquette of the English language, the oppositions are distinguished: informal, official and neutral communication.

The situation of neutral communication is characterized by the same pragmatic signals, such as: the structure of the general question, the structure of the subjunctive, formulas of apology (Gosh sorry, I'm afraid), modal verbs, verbs of mental activity (can/could).

The situation of formal communication is characterized by detailed formulas, including a large number of complex sentences with main sentence, such as: I hope you don't mind my asking but ... I wanted to know if you could tell me..., I should be interested to know... (I hope you don't mind me asking, but... . Could you tell me.... I would like to know ...). Functional expressions of this type contribute to creating greater distance between speakers, thereby achieving the effect of super-politeness.

Situations of informality are expressed by short and elliptical sentences with the omitted subject and part of the predicate, such as: (Happen to) know...? Heard about...? (Don't happen to know...? Did you happen to hear...?) These structures contribute to the achievement of close contact between speakers, i.e. they are markers of the situation of informal relations between speakers.

This suggests that social communication formulas are important pragmatic signals for speakers. They regulate their social relationships and implement specific communication tasks [Russell 1997]. Their study from this point of view is the most important condition for learning and mastering a second foreign language on a communicative basis.

If you follow Haferman's concept of politeness/Paul [1996:26], then it will become clear why so many misunderstandings between foreigners and Russians are so common. In the developed and three-step concept of politeness, it influences society, it is based on morals and customs, and it sanctions misdemeanors and violations. Therefore, violations of elementary rules of behavior always have a shocking effect.

It should be noted that one of the most characteristic features of the polite speech behavior of native English speakers is their inability to maintain an easy, relaxed conversation. Paying tribute to the traditions of upbringing and observing decency, the British follows the ingrained habits of men of letters and those prescribed by an ethic that allow him to keep in a convenient distance and intimate, personal, social interaction with the interlocutor depending on the configuration. The essence of effective communication is the ability to respond to cues adequately to the situation, but at the same time avoiding hidden confrontation "in conversation the English... **hardly ever lie, but they would not dream of telling you the truth** " in the conversation, the English **hardly ever** will lie, but they will not dream of telling you the truth.

Politeness in communication, from the point of view of representatives of British culture, involves two main lines of behavior "commandments", which can be conditionally called "not British politeness": 1) don't be direct and negative, and 2) don't be silent. I think we can assume that the habit of always to keep a distance. Based on the above, we can imagine that the ethical foundations/categories of politeness can be put in the form of several levels. The first category includes cognitive processes, primarily thinking. The second set of linguistic and extra-linguistic knowledge. The following components can be included in the knowledge base: 1) language knowledge: a) knowledge of language; b) knowledge of the principle of speech

communication; 2) non-linguistic knowledge : a) knowledge of the context and situation, about the addressee (including knowledge of the setgoals and plans, ideas about the speaker and the surrounding environment and so on); general phonetic knowledge (i.e. knowledge about the world). This can also include knowledge of the psychological mechanisms of influence of their addressee.

The third level is the culture of speech, which is the sum of skills and abilities that provide the same characteristics of the utterance , logic, expressiveness, stylistic adequacy, etc. At the same level are also the skills of both correct / normalized and expressive use of non-verbal means in communication . And finally, the fourth level, which includes the ability to plan the discourse and manage it for the purpose of performing a speech action on the addressee.

CONCLUSION

The category of politeness has received a fairly wide coverage in linguistic science, however, among researchers there is no common view on the definition of the very concept of "politeness" in the aspect of linguistic investigations.

At present time in the development of linguistics, none of the three stages in the study of the phenomenon of linguistic (in) politeness has not fully clarified the social complexity of this multifaceted phenomenon and has not proposed any unified clear theory for conducting research in this area of human relationships. Nevertheless, it is obvious that scientists are striving to develop more sophisticated theoretical models with increasingly strict consideration of a wide communicative context, including the "social history" of both communicants.

In our opinion, it will not be superfluous to study this phenomenon taking into account the theoretical provisions of linguoecology, since sociolinguistics, pragmalinguistics and linguoecology can easily find common ground in the analysis of both environmentally friendly speech devoid of "rude" (V.I. Jelvis's term) speech, and speech in which, due to various factors, including the factors of the addressee and the addressee, there is non-ecological under normal conditions, the vocabulary clogging up speech, which, nevertheless, cannot always be unambiguously attributed to speech manifestations of rudeness.

The English language has a rich system of similar lexical and grammatical formulas: modal verbs and their equivalents, subjunctive mood, passive voice, interrogative constructions, etc. After analyzing some sources relating to the category of politeness, we came to the conclusion that the principle of politeness is widespread in the English language.

Moreover, we have proved that politeness can be expressed not only by absolute markers, such as "please" and "thank you" (lexical way), but also by syntactic ways (at the level of sentence structure). It should also be noted that the use of certain constructions, words in various situations affects the degree of politeness. The noted features of communicative behavior affect the dominant features of English communication. The English style of communication is characterized by ambiguity and inadmissibility of direct influence on the interlocutor.

REFERENCES

1. Brown, P., & Levison, S. C. (1987). *Politeness. Some Universals in Language Usage*. 5. Cambridge: Cambridge University Press.

2. Haydarova N. A (2020) Linguocultural analysis of English and Uzbek medical phraseological units describing physiological processes. *European Journal of Research Development and Sustainability*. Pp 15-16.
3. Ruziyeva N. (2020) FACE CONCEPT IN THE CATEGORY OF POLITENESS. *European Journal of Humanities and Educational Advancements*, 1(4), 15-20.
4. Salixova N. N (2020) THE KEY OF EFFECTIVE COMMUNICATION IS PRONUNCIATION. *European Journal of Humanities and Educational Advancements*, 1(4), 5-7.
5. Zokirova N.S (2020) TRANSLATOLOGY AND THE ANALYSIS OF ITS LINGUISTIC MECHANISM. *European Journal of Humanities and Educational Advancements*, 1(4), 8-10.
6. D.Sh.Islomov. (2021). The Definition of The Concepts of "Phoneme" and "Phonostylistics". *Middle European Scientific Bulletin*, 9.
7. Kasimova, N. F. (2020). The pragmatic aspects of the English interrogatives expressing politeness. *ISJ Theoretical & Applied Science*, 06 (86), 464-468.
8. Mao, L. R. (1994). Beyond politeness theory: „face“ revisited and renewed. *Journal of Pragmatics*, 21, 451- 486. 5. Locher, M. A., & Watts, R. J. (2005). Politeness theory and relational work. *Journal of Politeness Research*.
9. Косимова Н.Ф. (2015). ГРАММАТИЧЕСКИЕ ТРАНСФОРМАЦИИ В ПЕРЕВОДЕ КАК ПРОЯВЛЕНИЕ МЕЖЪЯЗЫКОВОЙ АСИММЕТРИИ. *Worldscience*, 3 (4 (4)), 54-57.
10. QosimovaNafisaFarhadovna, RabiyevaMokhidilG'ayratovna. Euphemism, political correctness and language change: The case of “people first”. *IJIEMR*, Vol. 10 Issue 03, February 2021. –Pp. 384-390. Transactions
11. Mukhtorova M.I. JOHN STEINBEK’S —THE WINTER OF OUR DISCONTENT!: INTERPRETATION OF THE CHARACTER AND THE IMAGE OF THE WRITER. *EuropeanScholarJournal*. Vol. 1 No. 4, December 2020, ISSN: 2660 – 5562, pp. 18-20.
12. Olimova D. Z (2020) The effectiveness of implementation of ICT in learning process .*EuropeanScholarJournal (ESJ)* Vol.1 No. 4. Pp. 9-11.
13. NarzullayevaFiruza.”English Phraseological Units with Somatic Components”. *CENTRAL ASIAN JOURNAL OF LITERATURE, PHILOSOPHY AND CULTURE*, Vol.1, no.1,Oct.2020, pp.20-31
14. Mr. BabayevOtabekAbdikarimovich. (2020). THE TRUE VALUES OF THE MAVLONO JALOLIDDIN MUHAMMAD RUMIY’S PHILOSOPHY IN RUSSIAN TRANSLATIONS. *InternationalJournalonOrangeTechnologies*, 2(12), 68-71.
15. EshonkulovaGulrukhTurakulovna. (2020). ANTHROPOCENTRIC PARADIGM OF HUMANITARIAN THEORY AND ITS LINGODIDACTICAL TRANSLATION. *EuropeanJournalofHumanitiesandEducationalAdvancements*, 1(4), 11-14.
16. Irgashevaferuzabakhtiyorovna. (2021). Integration Of Language And Culture Into The Translation Process .*Central Asian Journal Of Literature, Philosophy And Culture*, 2(1), 32-34. Retrieved From [Http://Cajlpc.Centralasianstudies.Org/Index.Php/Cajlpc/Article/View/56](http://Cajlpc.Centralasianstudies.Org/Index.Php/Cajlpc/Article/View/56)

2. Haydarova N. A (2020) Linguocultural analysis of English and Uzbek medical phraseological units describing physiological processes. *European Journal of Research Development and Sustainability*. Pp 15-16.
3. Ruziyeva N. (2020) FACE CONCEPT IN THE CATEGORY OF POLITENESS. *European Journal of Humanities and Educational Advancements*, 1(4), 15-20.
4. Salixova N. N (2020) THE KEY OF EFFECTIVE COMMUNICATION IS PRONUNCIATION. *European Journal of Humanities and Educational Advancements*, 1(4), 5-7.
5. Zokirova N.S (2020) TRANSLATOLOGY AND THE ANALYSIS OF ITS LINGUISTIC MECHANISM. *European Journal of Humanities and Educational Advancements*, 1(4), 8-10.
6. D.Sh.Islomov. (2021). The Definition of The Concepts of "Phoneme" and "Phonostylistics". *Middle European Scientific Bulletin*, 9.
7. Kasimova, N. F. (2020). The pragmatic aspects of the English interrogatives expressing politeness. *ISJ Theoretical & Applied Science*, 06 (86), 464-468.
8. Mao, L. R. (1994). Beyond politeness theory: „face“ revisited and renewed. *Journal of Pragmatics*, 21, 451- 486. 5. Locher, M. A., & Watts, R. J. (2005). Politeness theory and relational work. *Journal of Politeness Research*.
9. Косимова Н.Ф. (2015). ГРАММАТИЧЕСКИЕ ТРАНСФОРМАЦИИ В ПЕРЕВОДЕ КАК ПРОЯВЛЕНИЕ МЕЖЪЯЗЫКОВОЙ АСИММЕТРИИ. *Worldscience*, 3 (4 (4)), 54-57.
10. QosimovaNafisaFarhadovna, RabiyevaMokhidilG'ayratovna. Euphemism, political correctness and language change: The case of “people first”. *IJIEMR*, Vol. 10 Issue 03, February 2021. –Pp. 384-390. *Transactions*
11. Mukhtorova M.I. JOHN STEINBEK's —THE WINTER OF OUR DISCONTENTI: INTERPRETATION OF THE CHARACTER AND THE IMAGE OF THE WRITER. *EuropeanScholarJournal*. Vol. 1 No. 4, December 2020, ISSN: 2660 – 5562, pp. 18-20.
12. Olimova D. Z (2020) The effectiveness of implementation of ICT in learning process .*EuropeanScholarJournal (ESJ)* Vol.1 No. 4. Pp. 9-11.
13. NarzullayevaFiruza."English Phraseological Units with Somatic Components". *CENTRAL ASIAN JOURNAL OF LITERATURE, PHILOSOPHY AND CULTURE*, Vol.1, no.1,Oct.2020, pp.20-31
14. Mr. BabayevOtabekAbdikarimovich. (2020). THE TRUE VALUES OF THE MAVLONO JALOLIDDIN MUHAMMAD RUMIY'S PHILOSOPHY IN RUSSIAN TRANSLATIONS. *InternationalJournalonOrangeTechnologies*, 2(12), 68-71.
15. EshonkulovaGulrukhTurakulovna. (2020). ANTHROPOCENTRIC PARADIGM OF HUMANITARIAN THEORY AND ITS LINGODIDACTICAL TRANSLATION. *EuropeanJournalofHumanitiesandEducationalAdvancements*, 1(4), 11-14.
16. Irgashevaferuzabakhtiyorovna. (2021). Integration Of Language And Culture Into The Translation Process .*Central Asian Journal Of Literature, Philosophy And Culture*, 2(1), 32-34. Retrieved From [Http://Cajlpc.Centralasianstudies.Org/Index.Php/Cajlpc/Article/View/56](http://Cajlpc.Centralasianstudies.Org/Index.Php/Cajlpc/Article/View/56)

2. Haydarova N. A (2020) Linguocultural analysis of English and Uzbek medical phraseological units describing physiological processes. *European Journal of Research Development and Sustainability*. Pp 15-16.
3. Ruziyeva N. (2020) FACE CONCEPT IN THE CATEGORY OF POLITENESS. *European Journal of Humanities and Educational Advancements*, 1(4), 15-20.
4. Salixova N. N (2020) THE KEY OF EFFECTIVE COMMUNICATION IS PRONUNCIATION. *European Journal of Humanities and Educational Advancements*, 1(4), 5-7.
5. Zokirova N.S (2020) TRANSLATOLOGY AND THE ANALYSIS OF ITS LINGUISTIC MECHANISM. *European Journal of Humanities and Educational Advancements*, 1(4), 8-10.
6. D.Sh.Islomov. (2021). The Definition of The Concepts of "Phoneme" and "Phonostylistics". *Middle European Scientific Bulletin*, 9.
7. Kasimova, N. F. (2020). The pragmatic aspects of the English interrogatives expressing politeness. *ISJ Theoretical & Applied Science*, 06 (86), 464-468.
8. Mao, L. R. (1994). Beyond politeness theory: „face“ revisited and renewed. *Journal of Pragmatics*, 21, 451- 486. 5. Locher, M. A., & Watts, R. J. (2005). Politeness theory and relational work. *Journal of Politeness Research*.
9. Косимова Н.Ф. (2015). ГРАММАТИЧЕСКИЕ ТРАНСФОРМАЦИИ В ПЕРЕВОДЕ КАК ПРОЯВЛЕНИЕ МЕЖЪЯЗЫКОВОЙ АСИММЕТРИИ. *Worldscience*, 3 (4 (4)), 54-57.
10. QosimovaNafisaFarhadovna, RabiyevaMokhidilG'ayratovna. Euphemism, political correctness and language change: The case of “people first”. *IJIEMR*, Vol. 10 Issue 03, February 2021. –Pp. 384-390. Transactions
11. Mukhtorova M.I. JOHN STEINBEK's —THE WINTER OF OUR DISCONTENT!: INTERPRETATION OF THE CHARACTER AND THE IMAGE OF THE WRITER. *EuropeanScholarJournal*. Vol. 1 No. 4, December 2020, ISSN: 2660 – 5562, pp. 18-20.
12. Olimova D. Z (2020) The effectiveness of implementation of ICT in learning process .*EuropeanScholarJournal (ESJ)* Vol.1 No. 4. Pp. 9-11.
13. NarzullayevaFiruza.”English Phraseological Units with Somatic Components”. *CENTRAL ASIAN JOURNAL OF LITERATURE, PHILOSOPHY AND CULTURE*, Vol.1, no.1,Oct.2020, pp.20-31
14. Mr. BabayevOtabekAbdikarimovich. (2020). THE TRUE VALUES OF THE MAVLONO JALOLIDDIN MUHAMMAD RUMIY'S PHILOSOPHY IN RUSSIAN TRANSLATIONS. *InternationalJournalonOrangeTechnologies*, 2(12), 68-71.
15. EshonkulovaGulrukhTurakulovna. (2020). ANTHROPOCENTRIC PARADIGM OF HUMANITARIAN THEORY AND ITS LINGODIDACTICAL TRANSLATION. *EuropeanJournalofHumanitiesandEducationalAdvancements*, 1(4), 11-14.
16. Irgashevaferuzabakhtiyorovna. (2021). Integration Of Language And Culture Into The Translation Process .*Central Asian Journal Of Literature, Philosophy And Culture*, 2(1), 32-34. Retrieved From [Http://Cajlpc.Centralasianstudies.Org/Index.Php/Cajlpc/Article/View/56](http://Cajlpc.Centralasianstudies.Org/Index.Php/Cajlpc/Article/View/56)

Editorial Board

Dr. B.S. Rai,
Editor in Chief
M.A English, Ph.D.
Former Principal
G.N. Khalsa PG.College,
Yamunanagar, Haryana, INDIA
Email: balbirsinghrai@yahoo.ca

Dr. Romesh Chand
Professor- cum-Principal
CDL College Of Education, Jagadhri,
Haryana, INDIA
Email: cdlcoe2004@gmail.com

Dr. R. K.Sharma
Professor (Rtd.)
Public Administration,
P U Chandigarh, India
Email: sharma.14400@gmail.com

Dr. Mohinder Singh
Former Professor & Chairman.
Department of Public Administration
K. U. Kurukshetra (Haryana)
Email: msingh_kuk@yahoo.co.in

Dr. S.S. Rehal
Professor & chairman,
Department of English,
K.U. Kurukshetra (Haryana)
Email: srehal63@gmail.com

Dr. Victor Sohmen
Professor,
Deptt. of Management and Leadership
Drexel University Philadelphia,
Pennsylvania, USA.
Email: vsohmen@gmail.com

Dr. Anisul M. Islam
Professor
Department of Economics
University of Houston-Downtown,
Davies College of Business
Shea Street Building Suite B-489
One Main Street, Houston,
TX 77002, USA
Email: islama@uhd.edu

Dr. Zhanna V.Chevychalova, Kharkiv,
Associate Professor,
Department of International Law,
Yaroslav Mudry National Law University,
UKRAINE
Email: zhannachevychalova@gmail.com

Dr. Kapil Khanal
Associate Professor of Management,
Shankar Dev Campus,
Ram Shah Path T.U. Kirtipur, NEPAL.
Email: kapilkhanal848@gmail.com

Dr. Dalbir Singh
Associate Professor
Haryana School of Business, G.J.U.S & T, Hisar,
Haryana, INDIA
Email: dalbirhsb@gmail.com

Nadeera Jayathunga
Senior Lecturer
Department of Social Sciences,
Sabaragamuwa University, Belihuloya,
SRI LANKA
Email: nadeesara@yahoo.com

Dr. Parupalli Srinivas Rao
Lecturer in English,
English Language Centre,
King Faisal University, Al-Hasa,
KINGDOM of SAUDI ARABIA
Email: vasupsr@yahoo.com

Categories

- Business Management
- Social Science & Humanities
- Education
- Information Technology
- Scientific Fields

Review Process

Each research paper/article submitted to the journal is subject to the following reviewing process:

1. Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of iThenticate/Viper software to examine the originality of research articles received.
2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
4. The review process may take one/two months.
5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

Published by

South Asian Academic Research Journals

A Publication of CDL College of Education, Jagadhri (Haryana)
(Affiliated to Kurukshetra University, Kurukshetra, India)

Our other publications :

South Asian Journal of Marketing & Management Research (SAJMMR)

ISSN (online) : 2249-877X

SAARJ Journal on Banking & Insurance Research (SJBIR)

ISSN (online) : 2319 – 1422