

THE IMPORTANCE OF COMPLIMENTS IN THE BRITISH AND RUSSIAN CULTURES

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ABSTRACT

The article discussed the different cultural notions of British and Russian attitude towards compliments, there was a discussion on the topic of how people from two particular ethnic groups react to the giving and receiving compliments.

There were presented examples on each type or category of the compliments, alongside with the general summary of the compliments, the summarized information was collected from the myriads of examples from the books, the internet resources and polls.

Keywords: compliments, English, Russian, communicative, culture.

Compliment in the English and Russian communicative cultures investigated in this work in line with the theory of speech acts. The consideration of speech acts originated in the field of analytical philosophy, after which it took shape in a separate linguistic direction in order to find the relationship of language with objects of the world.

The speech act in question has specific features. The structural and cognitive features of a compliment are brevity, occasionality (use only in this case) and a small degree of sincerity (especially in comparison with praise). All these features, of course, can be challenged. Most of the compliments are probably brief in structure. However, in some cases, a compliment can take a fairly long distance in communication. The same can be said about the occasional compliment. Both in Russian and in English, there are certain speech formulas that are considered established and used in finished form.

We have already spoken about the difference between flattery and a compliment before, it would not be such a big waste of space or time to clarify or recall this again. Flattery is always exaggerated and insincere. Flattery is regarded as an ethically negative phenomenon, and a compliment is a socially approved form of polite communication. Compliments, on the other hand, differ from other statements in terms of language:

-They are pronounced with a special intonation (approving, positively evaluative). "You are so lucky!!"

-They act as narrative sentences that contain an assessment of the interlocutor. "You are really a valuable shot and we don't want to lose you!!"

-Such statements are based not on factual information, but on the opinion of the interlocutor. "I think she is the prettiest girl on earth."

- Compliments use speech clichés, formulas accepted in a given society as etiquette.

"You are wonderful!"

"You look great»

- You look great today!
- You look amazing!
- You always look so beautiful
- You're looking very glamorous tonight

- You're looking fabulous!

They are short and precise in their wording.

The art of compliment in Russian and foreign languages. In Russian and foreign languages, there are both general and specific requirements for compliments, which make up a whole art. Differences are due to national specifics, while commonality is associated with the basic principles of communication.

When using a compliment in communication, its author must rely on the following principles:

1. Briefness and expressiveness of the assessment.
2. Verbosity and redundancy may seem annoying to the interlocutor; besides, the essence of the compliment is lost in excessive verbal design.
3. Accuracy of wording and avoidance of ambiguity that can offend the interlocutor.
4. Emphasis on the positive qualities of a person, and not on the shortcomings of a person.
5. A compliment must have a real basis; it should not be exaggeratedly laudatory and flattering.

Sometimes it is appropriate to use a compliment to the interlocutor against the background of an anti-compliment to yourself: to emphasize other people's merits, noting that the author of the compliment himself does not possess them. Use hidden compliments in communication, which are manifested in interest in the interlocutor, his personality, frequent mention of his name, readiness to discuss those topics that are significant to him. The specificity of compliments is associated with the national characteristics of speech etiquette.

So, the English-speaking environment is characterized by the same type of compliments based on the use of a number of stable speech stamps:

I really love it. nice thing! Is it yours?

You can really do it, etc.

You are a good listener

You warm my heart

You are very creative

You've got devilishly beautiful eyes

You dazzle me

You bring out the best in me

You make me feel happy

You are fun to be with

You have wonderful taste in clothes

You're irreplaceable

I feel so comfortable around you

You have a marvelous figure

I've never seen you looking so happy

You have a fine sense of humor

There are also differences in content: in Russian culture, it is customary to focus not on a person's appearance, but on his internal qualities, while in English-speaking countries, compliments to the appearance, style, and things possessed by the interlocutor are more common.

In Eastern cultures, the subject of a compliment can be those qualities and traits of a person that are perceived as negatively evaluative in Russian speech etiquette. For example, in the East, a compliment is an indication of the thickness of a person, since corpulence is a sign of prosperity and good health.

Thus, the compliment is specific in each culture, mastering it requires both oratorical skills and knowledge of the etiquette of a particular speech environment.

Since a compliment is one of the forms of speech etiquette, some aspects of its use are covered in works on speech etiquette. In Russian linguistics, the units of speech etiquette have been studied in detail in the monographs and textbooks on the culture of speech of the Russian language.

There are special studies of domestic linguists on the study of the etiquette of the Russian language, which highlight topical issues in the theory of communication, reveal the functional and categorical essence of the units of speech etiquette. In connection with the increased interest of linguists in the problems of interpersonal communication and in the issues of increasing the effectiveness of communication in situations of everyday interaction in the context of a significant expansion of international contacts, the interest of linguists in the study of this speech act and the appearance in recent years in linguistics of works that consider certain aspects are quite understandable. compliment both in Russian and in other languages.

There are no special studies in Turkology yet devoted to the consideration of the features of a compliment, but there are works that pay attention to the study of ethical expressions of speech (1982), D. Sogdykbekova.

We believe that a compliment as an element of linguistic culture is widely represented in situations of everyday speech behavior and is one of the most striking and popular manifestations of a person in situations of everyday speech interaction in both Russian and English.

We assume that for all the specifics of discourse in the two languages under study, there are similar lexical and syntactic means of expressing compliments. Comparative analysis of complimentary statements in the material of literary works of Russian and English writers allowed us to identify the types and types of evaluative statements included in the structure of the speech act of a compliment in Russian and English. Russian and English linguistic cultures are clearly presented in the following table:

Type of the compliment expressed in percentages.	In the English language	In the Russian language
Compliment to the appearance as a whole	25%	14%
Compliment to the inside features of a person	23%	24%
Compliments to the mental abilities of a person	19%	17%
Compliments that assess whether a person is an expert in one particular sphere or simply working abilities	14%	21%
Compliments for a name of a person	1%	13%
Compliments to the living conditions, accommodation	3%	5%
Compliments for the general features	15%	6%

When we give a short summary to the table above, first of all we have to mention the sources we have taken this table from, there was a conducted a brief survey on the type of compliments and which

nation gives it most. As a tool in the English language was English in Russian it was the examples of the most frequent compliments.

From, the table it is quite obvious that the main compliments addressed by English people are compliments on the appearance, mental abilities and personal traits. One thing that stands out from the table is that in the Russian culture the number of compliments given in percentage is higher in every column.

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