

SPEECH ETIQUETTE FORMS OF ADDRESSING IN THE PROCESS OF RADIO COMMUNICATION

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Abstract

In the article, the linguistic characteristics of speech etiquette formulas in radio broadcasting are analyzed. The theoretical significance of the article is to determine the role of speech etiquette formulas in mass media, in particular, in the radio language system. Such work will help to further develop the rules regarding explicit and implicit ways of expressing emotions through language. The practical importance of this is explained by the importance of establishing intercultural relations according to the rules of a certain culture.

Keywords: communication, radio, lexicon, etiquette, formulas, speech, journalism, politeness, standard.

INTRODUCTION

Any kind of language is very rich in speech etiquette formulas. They reflect the experience of the Turkish people based on centuries-old communication traditions, customs, and lifestyle. Studying the speech etiquette formulas from the radio, the laws of choosing specific speech etiquette formulas depending on the communication situation is of great interest from the point of view of the speech culture of the language. The analysis of the lexical means and semantics of the speech etiquette formula in the language is relevant not only because it allows to solve certain linguistic problems, but also because it helps to better understand the culture and psychology of a certain nation. This investigation served as the basis for figurative thinking, identification of lacunae and specific features of different realities, the emergence of speech etiquette formula.

It should be mentioned that the speech etiquette formulas are distinguished by their abundance and variety of situations, compared to the speech etiquette formulas of a number of other languages.

It is known that people of various professions, including journalists, develop, learn and create under the influence of culture, values, communication behavior and social environment. At the same time, every person, professional is a social unit of society and he/she conducts his/her activities under the system of society. At the same time, this person obeys and fulfills the normative requirements set by the society in terms of its activity and function.

Of course, the mass media has a significant influence on the literary standard. On the one hand, this influence is beneficial because the common normalized literary discourse of radio and television provides word usage and pronunciation examples. On the other hand, the speech of mass media is characterized by a certain standard.

It should be said that journalists should have the ability to follow a number of communicative norms and use them correctly in order to effectively deliver a specific message and communicate with representatives of different cultures. In recent years, it is not without reason that almost all aspects of politeness in radio communication have become the subject of debate, controversy and research. In this regard, this dissertation examines various methods of researching speech etiquette formulas in radio communication and describes some research results in this field.

The term “politeness” has also caused much discussion and debate. In general, if they accept this term as entirely useful, the researchers interpret politeness as the affective aspects of interaction.

It is known that the mass media has a significant influence on the literary standard. Of course, speech culture is responsible to the protection of literary norms. On the one hand, this influence is beneficial because the common normalized literary discourse of radio and television provides examples of word usage and pronunciation. On the other hand, the speech of mass media is characterized by a certain standard. Speech etiquette is one of the aspects of speech culture.

It is very important for a radio presenter, firstly, to master the culture of speech, especially to be able to use the language skillfully. After all, for the writers, “... language is not only a tool of professional activity, but the language of mass media serves as a kind of “model” language that is mastered by the audience consciously or unconsciously. It is this model,

i.e., language norms, that the audience has learned through the media, and then it is widely used in their speech, which, in turn, leads to the establishment of new, correct or incorrect language norms in society. Therefore, the main mass media pay special attention to the formation of the literary language, in a certain sense, they influence the development of the native language in the country, that is, they serve as the main factor in the formation and distribution of modern norms of the literary language .

Since the journalistic speech is accepted by the audience as a normative speech, the reader, listener or viewer, especially young people, tries to imitate their favorite journalists, TV and radio presenters, they start “copying” their speech. Then the audience is influenced by speech through language .

Radio communication is a very complex process. In a professional situation, there is a tendency to use etiquette expressions in formal and informal situations to indicate the journalist’s cultural performance. In particular, this is one of the issues related to radio genre specification, and the axiological study of speech etiquette formulas is related to the concept of social distance in radio communication (see 2.1).

The selection of one or another language means in radio communication with the intention of influencing the listener in a certain way in accordance with the communicative goal of the presenter – “due to its unique value as the basis of speech activity, which is considered an important stage of the illocutionary act, speech acts are often equated with illocutionary phenomena and classified according to their illocutionary features” .

In Uzbek values, mutual respect, loyalty, care and similar feelings have an important place. Above, we gave our opinions about greeting. First of all, greeting is understood as the first words people say to each other when they meet. It is worth saying that greetings have existed since ancient times in all nations. Even today, all peoples of the world start their interaction and communication with greetings.

It is known that greeting, which is considered the main basis of speech etiquette within the national cultural approach, has a unique axiological feature. Although the greeting traditions, words and expressions of each nation are different, the goal is the same: to wish each other goodness and health. Among Muslims, greeting is one of the greatest deeds and is practiced in a very perfect form.

Greetings are closely related to the history of mankind. Imam Bukhari, Muslim and others narrated this as follows: It was narrated from Abu Hurairah, may God bless him and grant him peace: “Rasulullah sallallahu alaihi wasallam, said: “Allah created Adam in his own image, and his length was sixty “ziro”(unit of length in ancient times). After creating Adam, he said: “When you go and greet one of the angels sitting there, listen to their greeting to you, because this will be the greeting of you and your descendants.” The man said: “Assalamu alaykum” They said: “Assalamu alaika wa rahmatullahi” and added “wa rahmatullahi”. Every person who enters heaven will be in the image of Adam. “The creation has been reduced until now,” they said”. Scientist Munawi says in his commentary on this hadith: "This is the first usage of greeting, and it is distinguished from other words. Because it opens the door of love and it leads to the perfection of faith, it is considered to be the joining of the hearts of two brothers to each other” .

Formula of address speech etiquette

Address forms of speech etiquette formulas occupy an important place in the speech activity of a radio host. They can be used to manage various speech situations. It is well known that the presenter's appeal on the radio has its own stages and is characterized by the uniqueness of their application.

MUROJAAT (address) [مراجع] - review; compare, contrast; to ask for something; review the case. A sentence said to someone, a call made, call, etc .

MUROJAAT (address) is an Arabic word with the form مرجعة (ARD, 288); It was accepted into Uzbek by changing the long vowel “a” to the short vowel “a”, and the vowel “ain” ع to the sound “a”. مرجعة (muroja’at) - address; “gasa’a” of the verb “gasa’a”, which means “said something to someone”, is an infinitive (GAL, 247) derived from the third form (ARD, 311) and means “something said to someone”.

An address is a noun, pronoun, substantivized adjective (infinite adjective) or an equivalent phrase used to name the persons or things addressed. In fact, an address is a word or a combination of words that identifies the person to whom the speech is directed. It is, first of all, the addressee’s name, level of relationship, position in society, profession, position, career, nationality or age characteristics, names according to their mutual relations.

According to N.V. Khang, addresses are words used to name the speaker or listener in communication . E. Dickey argues that forms of address are the speaker’s linguistic reference for addressing the interlocutor . According to Brown, addresses are a way to start a conversation because they identify the interlocutors . Speech compositions in the form of greeting, applause, advice, admonition, and inquiry may take part in the address level of the speech in the radio communicative act.

It should be stressed that address is the first communication element of speech etiquette. Addresses in radio are also used in dialogue broadcasts in the effective flow of communication, as a form of respect to the addressee. Addresses during radio communication are divided into two types. These are: a) general (dear listeners, respected radio fans, dear compatriots, etc.); b) specialized (dear passengers, respected students, dear teachers, guests of our city, etc.). Specialized forms of address serve to make the speech reach the listener in a more effective way.

Radio broadcasts begin with the address of the journalist and radio presenter. In the address, etiquette formulas are used depending on the genre of the broadcast. For example, standard speech addresses are used in news broadcasts: qadrli muxlislar, aziz radio tinglovchilar, muhtaram va hurmatli radiomuhlislar, aziz yurtdoshlar, Aziz tinglovchilar ...efirda; Assalomu alaykum, hurmatli radiotinglovchilar...; Salom aziz muxlislar...; Hurmatli radiomuxlislar...; Aziz yurtdoshlar... ; Qadrli radiomuxlislar... (English meaning: dear fans, dear radio listeners, dear and respected radio fans, dear compatriots, Dear listeners ... on the air; Hello, dear radio listeners...; Hello dear fans...; Dear radio fans...; Dear compatriots... ; Dear radio fans...etc).

In English, news broadcasts use more standard speech addresses, especially the case of the speaker and the listener: "Today my guest is Aden Lubbock. Welcome Aden. Aden is a writer. Thank you very much." ("Radio Vancouver" 19.10.20) "-Good morning. Today my guest is Adam Black. Welcome Adam. -Thank you very much." ("BBC 1" 17.12.21) "Thank you Mikael, all right. Great thanks for the call. ("BBC" 27.09.22) "Well, John, it's pleasure to talk to you. Thank you. ("BBC1" 01.09.22) Ok, nice. Ann, thank you. ("BBC1" 01.04.22) "Elith, what is your opinion about today's issue? ("BBC1" 02.04.22)

In English, in order to create an atmosphere of social closeness, informal forms of address such as bro, mate, matey, guys buddy are more widely used than formal ones.

"All right, my friend, if you would like to get a request and please do. Because I would love to a song that you would like to hear. "

("Sonic FM" 09.06.20)

Address, forms are the main basis of radio communication. Repetitive forms of appeal were also observed, in which the radio presenter uses them to attract the listener's attention again: "Muxtaram yurtdoshlar, aziz radiomuhlislar, siz..." ("Yoshlar" 30.06.22) (English: "Dear countrymen, dear radio fans, you..." ("Yoshlar" 30.06.22)), etc.

Even in general radio channels, the forms of address are different:

With the lexeme "Aziz" (dear): "Azizlar. diyorimizda soat millari 17dan 32 daqiqa o'tganini ko'rsatmoqda. Shu o'rinda bizni tinib-tinchimas xamkasbmizga navbatni beramiz, marxamat" ("Yoshlar" 30.06.22) (English: "Dear ones." In our country, clocks show that 32 minutes have passed since 17:00. At this point, we will give our turn to our quiet colleague, thank you" ("Yoshlar" 30.06.22)); "Azizlar, kelinglar endi ajoyib qo'shiq tinglaymiz va kelinglar tongi kayfiyatni ko'tarinki ruhda boshlab olamiz" ("Avtoradio" 14.05.22) (English: "Dear ones, let's listen to a wonderful song and let's start the morning mood in an upbeat spirit" ("Avtoradio" 14.05.22)); "Tong barcha-barchaga hayrli bo'lsin, azizlar" ("O'zbekim taronasi" 30.06.21) (English: "May the morning be good to everyone, dear ones" ("Uzbekim taronasi" 30.06.21)); "Aziz ota-onalar, farzandlaringiz yohud o'zizngiz til o'rganishni istasangiz ertaga emas, indinga emas, hozir telefon qiling" ("Yoshlar" 29.09.21) (English: "Dear parents, if your children or you want to learn a language, call now, not tomorrow, not now" ("Yoshlar" 29.09.21)) and so on.

With the participation of the lexeme "Hurmat" (respect): "Xurmatli tinglovchilar eslatib o'tamiz bugungi bayram dasturida barcha telegram kanallarimiz ishlab turibdi, salomlar, tilaklar bo'lsa bimalol murojaat qilishingiz mumkin" ("Yoshlar" 30.06.22) (English: "Dear listeners, we remind you that all our telegram channels are working in today's holiday program, you can contact us if you have any greetings or wishes" ("Yoshlar" 30.06.22)); "Xurmatli radioboshlovchi ustozingiz kim? Kimlardan ko'proq o'rganasiz? Iltimos aytib o'tsangiz" ("Yoshlar" 30.06.22) (English: "Dear radio host, who is your mentor? Who do you learn the most from? Please tell me" ("Yoshlar" 30.06.22)); "Xurmatli tinglovchilar..." ("O'zbekiston 24" 17.06.22) (English: "Dear listeners..." ("Uzbekistan 24" 17.06.22)); "Xurmatli tinglovchi sizga savollarim bor edi. Bersam maylimi?" ("O'zbekiston" 26.06.22) (English: "Dear listener, I have some questions for you. May I give it?" ("Uzbekistan" 26.06.22)) etc. After the lexeme "xurmatli" (dear), the addressee is indicated, that is, "xurmatli" (dear) + is addressed to the listener, fan, radio host, etc.

Also, the use of valuable, respectable lexemes is often used in the speech of radio presenters: "Qadrli erkaklar, ayolingizga mehr ko'rsating undan oshig'ini olasiz" ("Yoshlar" 28.09.21) (English: "Dear men, show love to your woman and you will get more from her" ("Yoshlar" 28.09.21)); "Muxtaram yurtdoshlar, siz ushbu dasturni takroran tingladingiz" ("Yoshlar" 30.06.22) (English: "Dear compatriots, you have repeatedly listened to this program" ("Yoshlar" 06.30.22)), etc. We can also find such combinations in the speech of English radio presenters. For example: "Hi, lovely listeners. Very warm welcome from BBC sounds this is a Dance through decades. Six songs are six completely different eras. Remember, where time machine goes nobody knows" ("BBC" 12.10.22), "Dear listeners, thank you for joining us." ("BBC" 12.10.22)

Address lexemes shown above and forms of address without these lexemes:

Address forms:	In Uzbek language	In English language
Address +Gratitude	" Suhrob , sizni ko'p ham suhbatga chorlamayman, javobingiz uchun tashakkur" ("O'zbekim taronasi"	-Well, Sue it's been great to talk to you... -...Ok, nice. Lucy , thank

	30.06.21). (English: “ Sukhrob , I won't invite you to talk too much, thank you for your answer” (“Uzbeqim taronasi” 30.06.21).)	you. (“BBC1” 01.04.22)
Address at the end of the sentence	“Bizda ana shunday qiziq ma'lumotlar, azizlar ” (“Yoshlar” 28.09.21) (English: “We have such interesting information, dear ones” (“Youth” 28.09.21)	Have a great day, man . (“BBC 1” 18.01.22)
Address in the middle of the sentence+ greeting	“Biz tarona tinglaymiz, azizlar , raqsga chorlayman barchangizni va qo'ng'iroq qiling” (“O'zbekim taronasi” 30.06.21); (English: “We will listen to the tarona, dear ones , I invite you all to dance and call” (“Uzbeqim taronasi” 30.06.21)); “Qozog'iston, Tojkiston, Turkmaniston, Qirg'izistonda ham tinglayotgan muhlislarimiz , sizlarga salomlarimizni yo'llaymiz” (“O'zbekim taronasi” 21.06.21). (English: “We send our greetings to our fans who are listening in Kazakhstan, Tajikistan, Turkmenistan, Kyrgyzstan” (“Uzbeqim taronasi” 21.06.21).	-All right, Mr Brown , I will speak to you later. («BBC 1» 10.02.22)
Address in the form of question	“ Muhabbatxon , yaxshimisiz? Chachamayapsizmi? ” (“O'zbekiston” 26.06.22) (English: “ Muhabbatxon , how are you? Aren't you tired? ” (“Uzbekistan” 26.06.22)); “Ho'sh Shaxnozaxon, bugun fayzli payshanba dasturida qanday musiqa tinglashni hoxlaysiz? ” (“Yoshlar” 02.07.22) (English: “So Shakhnozaxan, What kind of music would you like to listen to today on the Thursday program?” (“Yoshlar” 02.07.22)).	«How are you, John? -How do you look? -Is it leg day? What are you doing, buddy? » («BBC 1» 10.02.22)

The analysis shows that the use of the address formula in the radio presenter's speech is characterized by its various vagueness and its constant use on the radio, depending on the formal and informal nature of the broadcast.

“Bugungi sanada tavallud topgan kunlarini nishonlayotgan vatandoshlarimiz, shahrimiz mehmonlari, sizlarni bugungi kun bilan muborakbod etamiz” (“O’zbeqim taronasi” 21.06.21) (English: “Our compatriots, guests of our city who are celebrating their birthday today, we congratulate you today” (“Uzbeqim taronasi” 21.06.21)); “-How are you mate? - Let's do it, bro. Have a great day, man” (“BBC 1” 01.02.22), etc.

Radio language is an aspect of the relationship between the audience and the radio presenter, but if we focus on verbal communication, we can see that politeness is a discursive strategic interaction, that is, linguistic tools used to maintain a harmonious relationship and avoid conflict with others. As we mentioned above, evaluation is at the heart of politeness analysis. Communicators routinely make judgments about what is considered polite and what is considered impolite, and these judgments depend on context.

Thus, according to all the examples given above as a conclusion, the range of speech etiquette forms in radio communication is wide and the choice of form depends on the situation of communication and radio genre specification, monologue and dialogue speech (interview, conversation, telephone communication), the breadth of interaction and determined by the social status of communicators. However, it is worth to state that the specific national-cultural characteristics of speech etiquette formulas in English, Russian and Uzbek languages are determined by the indicator and color of their use.

Speech etiquette is unique in each language, and this can be manifested linguistically and morally. Knowing speech culture is the basic condition of professional communication. Speech culture refers to any successful communication in a broad sense.

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