

RULES AND NORMS OF SPEECH ETIQUETTE AT THE BEGINNING OF COMMUNICATION: GREETING

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Word etiquette French by origin (etiquette); initially it denoted a commodity tag, a label, and then they began to call it the court ceremonial. It is in this meaning, especially after the adoption of the French ceremonial at the Vienna court, that the word *etiquette* gained distribution in German, Polish, Russian and other languages.¹ Along with this word, the word is used to denote the totality of the adopted rules that determine the order of any activity, *regulation* and the phrase diplomatic protocol.

It is becoming more widespread in business circles, especially recently, *business* Etiquette reflecting the experience, moral ideas and tastes of certain social groups. Business etiquette requires compliance with communication standards. Since communication is a person's activity, the process in which he participates, when communicating, the characteristics of speech etiquette are primarily taken into account.

Under speech etiquette the developed rules of speech behavior, the system of speech communication formulas are understood. The degree of proficiency in speech etiquette determines the degree of professional suitability of a person. This primarily applies to government officials, politicians, engineers, educators, lawyers, doctors, managers, entrepreneurs, journalists, service workers, i.e. to those who, through their activities, constantly communicate with people. Possession of speech etiquette contributes to the acquisition of etiquette, generates trust and respect.²

Greeting: If the addressee is unfamiliar to the subject of speech, then communication begins with dating. In this case, it can occur directly and indirectly. According to the rules of good form, it is not customary to enter into a conversation with a stranger and to introduce one. However, there are times when this is necessary. Etiquette prescribes the following formulas: Let me get to know you; I would like to meet you; Let's get acquainted. When visiting an institution, office, office, when there is a conversation with an official and you need to introduce yourself, the following formulas are used: Let (allow) me to introduce myself My last name Kolesnikov. Formal and informal meetings of acquaintances, and sometimes strangers, begin with a greeting. In Russian, the main greeting is hello. It goes back to the Old Slavic verb hello, which means "to be healthy", i.e. healthy. Along with this form is a greeting indicating the time of the meeting: Good morning, Good afternoon, Good evening. In addition to common greetings, there are greetings that emphasize the joy of meeting, respectful attitude, desire to communicate: I am very glad to see you !; Welcome!; My regards! A case in point is that it makes it possible to observe the entry, penetration into someone else's environment through the implementation of etiquette speech rules accepted in that environment and pleasant forms of greeting: "Hello, Iron, how are you? I told him as unceremoniously as possible. Things are like in Poland: whoever has the cart is the pan," he answered briskly, as if we had known him for a hundred years" (Ch. Aitmatov. Scaffold).

¹ Crystal, (1995). The Cambridge Encyclopedia of the English Language. Cambridge: Cambridge University Press.

² samarapedsovet.ru

Well, if the hero would use the usual for himself (characteristic of his own social characteristics) you would be unfamiliar and would remain a stranger.³

Village residents tend to greet even strangers, sending them a sign of goodwill. Hello, please us. Be that as it may, we need the etiquette sign of greeting at least to say: I notice you.

At a meeting, one is supposed to greet not only those whom you know, but also those whom you do not know, if it is necessary to turn to this person with some kind of request or question. Certain rules of communication and etiquette exist not only in relation to the forms of greeting, but also to the conditions under which it is more advisable to use this or that form.⁴

Usually welcome first:

man - woman;

the younger - the elders;

the younger woman - the older, as well as the older man;

junior employees - senior employees;

latecomer - awaiting;

the one who enters the room is already present;

one who passes - standing;

passing by - overtaking.

Under the same conditions, the more polite person is the first to greet.

A woman entering a room with guests already gathered there must be the first to greet those present, not waiting for the men to greet her. Meanwhile, men should not wait for a woman to approach and greet them. It would be better if the men themselves rise and go to meet her.⁵

If a person enters the room where the guests invited by the owner are located, it is necessary to say hello to all guests at once or to each of those present individually. Approaching the table, a person should greet those present and again say hello to each of the neighbors on the table, sitting down in his place. In this case, in the first case, and in the second, it is not necessary to give a hand.

Greeting the lady, as well as the person senior in position or age, the seated man must stand up. If he greets people passing by whom he is not going to talk to, a man may not get up, but only lift himself up.

At official receptions, the owner or hostess is first welcomed, then the ladies, first older, then young; after - more senior men, and only then the rest of the guests. The owner and hostess should shake hands with all guests invited to their house.

If there are married couples at the reception, then first women greet each other, then men greet them, and only then men greet each other.

A woman who walks in the company of a man is the first to greet a woman walking or standing alone. If you are standing with someone and your companion has greeted a stranger, you need to say hello to him too. If you meet your friend in the company of a stranger, you need to say hello to both of them. You should also greet everyone in the group you are joining.

In society, you can't start talking about yourself until you specifically ask about it. But even in this situation, it is necessary to be modest, not to overestimate yourself and your capabilities.

Used literature:

³ scienceforum.ru/2019

⁴ Brown P., Levinson S. C. Politeness: Some Universals in Language Usage - Cambridge

⁵ samarapedsovet.ru

1. Brown P., Levinson S. C. Politeness: Some Universals in Language Usage – Cambridge
2. Crystal, (1995). The Cambridge Encyclopedia of the English Language. Cambridge: Cambridge University Press.
3. www.samarapedsovet.ru
4. www.scienceforum.ru/2019