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The Concept of English Linguistics in the Manners of Saying Hello and Goodbye

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Abstract

The paper focuses on the characteristics and definitions of the etiquette speech genres of greetings and farewells found in English linguoculture. The primary emphasis is placed on their linguoconceptological issues, which can be traced back to immediate forms of actualization of these speech genres in discourse. The work is important because it reveals national-specific characteristics inherent in English linguoculture through an analysis of the forms of actualization of the given speech genres in discourse. The study attempts to link the different forms of actualization of speech genres to key concepts in English linguoculture. In recent decades, philologists, culturologists, and specialists in intercultural communication and cognitive linguistics have conducted extensive research on key concepts and conceptosheres of English linguoculture. The findings in this scientific field not only allow for the identification of similarities and differences in national worldviews but also provide information about people's ethnic identities. The latter manifests as an awareness of the nation as a whole unit with distinct traditions, language, and culture. Since the English concept of "privacy" is observed, the study takes a comparative approach. They are regarded as crucial in the given English linguoculture. They are also reflected in the forms of actualization of speech genres of greetings and farewells, as illustrated by examples taken from fiction.

Keywords: English Linguistics; Speech Genres; Greetings.

1. Introduction

Due to the anthropocentric orientation of the scientific paradigm observed in communicative linguistics, the theory of intercultural communication, linguoculturology, linguoconceptology, and other disciplines in recent decades, researchers have frequently focused on speech genres. Speech genres are broadly defined as stable thematic, compositional, and stylistic types of utterances or texts, ranging from utterances to replicas of communicants in everyday conversation, newspaper announcements, military orders, scientific reports, interviews, business documents, and all literary genres. As a result, the study of speech genres can provide researchers with a sort of "key" to the description, structurization, and systematization of discourse because, according to Bakhtin, the founder of the theory of speech genres, it is the main unit of speech communication (discourse), as opposed to the sentence, which occupies its own tier in the language system called a syntactic one (along with phonetic, morphological and lexical tiers).

The topic of this article is greetings and farewell speech genres. Their presence is universal across all linguistic cultures, with speech etiquette serving as a set of rules governing polite social communication. Each linguistic culture has its own way of expressing these etiquette rituals, which is due to differences not only in the structure and units of the language but also in the people's national and cultural worldviews. The linguoconceptological issues of these etiquette speech genres are the focus of this research. The purpose of this article is to establish a link between the forms of expression of these genres and key concepts of English linguoculture as significant notions, images, and values in the minds of representatives of an ethnic group that comprise its national worldview. In order to achieve this goal, the following issues have been identified: -General description of speech genres; -Specification of greetings and farewells, with emphasis on their etiquette sphere, the latter being governed by the rules of behavior as acceptable in interpersonal

interaction; -Disclosure of linguoconceptology and description in "concept"; -Review of the key concepts depicting the linguistic cultures under consideration, with examples of actualization of greetings and farewells.

2. Literature Review

Laver (1981) confirmed that linguistic etiquette norms, such as 'greetings,' are "extremely important strategies for the negotiation and control of social identity and social relationships between participants in a conversation." To clarify, it is considered significant as a linguistic etiquette act because it functions as an access ritual consisting of two types, passing greetings and engaging greetings, which function as a switch that opens or closes relations. When performed between strangers, greeting exchanges, according to Goffman (1972), serve to reestablish social relations, acknowledge status, and ensure safe passage. Similarly, Firth (1973) defined greeting as a rite or ritual that includes both verbal and nonverbal forms. Verbal forms can occur in any of the three linguistic unit forms listed below: 1) question forms ('How do you do?', 'How are you?', and so on); 2) interjection forms ('Hello,' 'Hi,' and so on); and 3) affirmation forms ('Good morning,' 'Good evening,' and so on).

According to Akindel (2007), linguistic etiquette can be defined as the exchange of pleasantries between interlocutors who interact for the purpose of fulfilling social obligations and establishing interpersonal relationships. According to Twerefou (2010), linguistic etiquette is the accepted set of requirements for the forms, contents, orders, characters, and situational relevance of an utterance or expression. Agyekum (2005) asserts that linguistic etiquette is part of linguistic routines, which represent "the sequential organizations beyond a sentence, either as one person's activities or as the interaction of two or more people." Many of these routines are employed in everyday interactions. Per Stroysam-Karpinski (2020), linguistic etiquette formulas are typical of both literary and colloquial and a rather reduced (slang) style. The selection of a specific formula of speech etiquette is primarily determined by the communication situation, i.e., speech situation. According to Kudooski (2019), the social context of interaction is the speech situation. Different situational factors - the elements of a speech situation - determine it. Kudooski (2019) states that linguistic etiquette is defined as a system of linguistic signs and rules for their use that has been adopted in this society at this time with the goal of establishing verbal contact between interlocutors and maintaining communication in an emotionally positive tonality in accordance with the speech situation.

3. Methodology

The methodology of this study is derived from scientific areas of linguistic direction that are reasonable to refer to as being relevant to the subject of the article. The topic of this article is greetings and farewells, as speech genres are expressed verbally in a variety of ways. Schiffrin (1994), a culturologist and literary critic, laid the groundwork for this theory. Bakhtin is the owner of the assertion that language functions in constructions designed in a specific way. Speech genres, according to the author, are "relatively stable thematic, compositional, and stylistic types of utterances" (Dementyev, 2010). Presently, the theory of speech genres is a current trend that includes a large number of works by researchers such as Swales (2001).

Turgenev (1988) differentiated primary and secondary speech genres. According to the study, primary genes rea situationally determined speech genres realized in direct contact between communicants, such as greetings, requests, gratitudes, orders, and apologies. Secondary genres include literary speech genres such as "novels, dramas, scientific research of all kinds, large journalistic genres," i.e., those arising from a more complex and cultural exchange of information.

Dementiev also distinguishes hypergenres, the structural unit of which is the primary genre, using the formal-constructive criterion. Fedosyuk (1997) differentiates between simple and complex speech genres. Halliday (2006) offers a similar interpretation of the distinction between simple and complex speech genres. Several researchers, including Gajda (1986), link speech genres to the topics and communication cases in which they are used. Swales (2001) defines speech genres as "classes of communicative events with signs of stability recognition by a given community." Linguocultural conceptology, also known as linguoconceptology, is the next scientific field that studies "the ethnic mentality of speakers of certain natural languages as a set of group behavioral and cognitive stereotypes." Representatives of the semantic-cognitive approach proposed the term "linguoconceptology" for the study of the concept as the most important unit of cognitive linguistics (Vorkachev, 2005; Zimbuli, 2018).

4. Results

Greeting is a universal speech genre that occurs in everyday contact between communicants and serves the following functions: 1-Compliance with etiquette requirements; 2-Beginning of a communicative act; 3-Establishment of a specific tone of communication; 4-Expression of participants' social roles and relationships with one another; 5-Demonstration of affiliation with a specific linguistic culture.

We develop a definition of the greeting speech genre, classifying it as a primary or elementary speech genre with an elevated level of social involvement. Furthermore, silence and the lack of a verbalized response to the addressee's remark or corresponding gesture is a reaction that establishes a negative tone of communication. Consider the scheme for actualizing the greetings speech genre (Scheme 1).

Scheme 1. *Greeting Speech Genre Actualization Scheme*

> Addresser's greeting speech formula (stimulus cue – speech interaction initiator) → addressee's response cue (stimulus-response cue)

The greeting-farewell etiquette frame, according to Turgenev (1988), groups any text within the accepted and permitted norms. We also highlight the functions of the farewell speech genre effected during the actualization in speech: 1-Compliance with etiquette requirements implying the obligation to say goodbye to communication partners; 2-Completion of the act of communication; 3-Determination of a future vector of relations; 4-Expression of the indicator of participants' social roles and interpersonal relationships therebetween; 5-Demonstration of affiliation to a specific linguistic culture. Furthermore, the farewell speech genre's dialogical nature requires an addressee's response to an addressee's remark to be plotted as follows:

Scheme 2. *Farewell Speech Genre Actualization Scheme*

> Addressee's farewell speech formula (stimulus cue that completes the speech interaction) → addressee's response (stimulus-response cue)

. According to Sternin et al. (2003), "the cultural value known as "privacy" is revealed in the psychology of the British, who have an advanced sense of personal freedom and independence." Wierzbicka (1991) defines privacy as "a state of a person in which he would like to do his own business without extraneous observation of him" as one of the keywords that make the concept of values significant for English culture.

Sternin et al. (2003) hold the same opinion about the British propensity for distance and the inviolability of personal space, emphasizing that the invasion of the "privacy" zone for the British caused by attention directed to the addresser is a gross violation of communicative behavior norms. To confirm the statement of the British proclivity for "privacy," referring to data on the characteristics of national communities as obtained by the Dutch sociologist Hofstede (1997) measurement of national cultures according to six criteria of power distance, individualism, attitude towards uncertainty, manliness, and long-term orientation, one finds that they are considered "highly individualist and private people," i.e., inveterate individualists and closed to others. The neutral greeting "hello" (and its variants "hallo," "hullo," and "halloa") is an example of its manifestation in greetings, with its semantics demonstrating the need for attraction to be anything other than the approach to an interlocutor. According to the Oxford Etymological Dictionary, the word "hello" derives from the Old German word "holla," which was used to draw the attention of interlocutors.

"Hello" is used for greetings, phone answers, and expressions of surprise, according to The American Heritage Dictionary of the English Language. "Hello" derives from an Old French lexeme (tenth-fourteenth centuries), "hola" ("stop!"), "ho" (a call to attention) + "la" (there). Such greetings as "Good morning" and "Good afternoon" refer to "small talk," which is a well-known concept in the English language culture as an indication of the start of conversation rather than a remark on a beautiful day. A similar situation can be seen when "How do you do?" no longer indicates business information but rather a starting point for verbal interaction. We examined the instances of "hello" being used as "hallo" and "halloa" in Dickens' novels (2016).

"Hallo, my friend!" he cries and strikes his iron candlestick against the door.

"Halloa!" he growled, "where are you two going?".

Let us also consider the situations of parting actualized in the works of Dickens (2016).

Well, Mr. Weevle, I am afraid I must bid you good night".

Everything having been openly carried on, sir, I will now, with your permission, take my leave". One can discern the application of strategies for applying the principles of positive and negative politeness put forth by Brown and Levinson (1987) in farewells pronounced with caution and indirectly indicating that it is necessary to part through their syntactic structure.

5. Discussion

In linguoconceptology, the linguocultural concept is the subject of investigation. Karasik (2004) defines a concept as a form of cognitive formation that signifies an exit from the "conceptosphere of society" within the human mind. It is "the primary cell of culture in an individual's mental universe," according to Stepanov. Zamaletdinov and Sibgayeva (2013) define a concept as "a linguistically expressed unit of collective consciousness that is distinguished by ethnocultural particulars." Similarities can be found between the terms "linguocultureme" and "concept," which are frequently employed in the research of Sternin et al. (2003) and other scholars across numerous studies. Nurutdinova et al. (2021) introduced the conceptosphere, a significant notion in cognitive linguistics, which they define as a collection of concepts composed of the total potencies of concepts exhibited by native speakers.

For example, Wierzbicka (1991) asserts the presence of keywords in the language, which can aid comprehension of the native culture of this language. Finally, consider some fundamental concepts from discourse theory. A full-fledged linguistic description, according to Turgenev (1988), should go beyond the sentence. Turgenev (1988) observes that discourse does not deal with sentences but with statements, which can be defined as contextualized units of linguistic work. Van Dijk (1989), a text theory and social conditionality of linguistic phenomena researcher, defines discourse as a communicative event that occurs in a specific place and time during the process of interaction between communication partners.

6. Conclusion

English linguoculture representatives place a premium on personal space, demonstrate correctness and courtesy toward their interlocutors, and rely more on speech etiquette formulas than non-verbal means. Likewise, the speech genres of farewells and greetings manifest these attributes of communicative conduct within their operational domain. The study's findings regarding the variations in the manners in which the speech genres of farewells and greetings are implemented enable a theoretical contribution to linguoconceptology and linguoculturology by amassing information regarding the attributes of diverse national cultures. Furthermore, these insights facilitate effective intercultural communication and aid in preventing miscommunication and negativity of interaction between representatives of different nationalities.

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