

COMMUNICATION AND CULTURE: SPEECH ACTS, SOCIAL ROLES OF POLITENESS AND LIES

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Abstract

The article analyzes the relationship between communication and culture, the social functions of linguistic means, especially speech acts, the strategies of politeness and the social roles of lying on the basis of linguistic and socio-pragmatic approaches. The theory of speech acts explains the actions taken in the process of communication, intercultural differences in the norms of politeness, as well as the role of lies in mitigating conflicts and maintaining social balance. formation of modern communicative competence.

Keywords: Dialogue, culture, speech act, politeness, lies, pragmatics, language and society, communication

Introduction

Communication is an integral part of human life not only as a means of transmitting information, but also as a means of forming and strengthening cultural, social and psychological relations. The unique cultural values of each society are reflected in communication styles, language choices, and speech behavior. From this point of view, the directions of pragmatics and sociolinguistics in linguistics are important for the analysis of the social functions of communication. The article examines the social roles of speech acts, politeness and lies in communication in a cultural context.

Communication and culture, social roles of speech acts, politeness and lying are considered important topics in the modern world. Speech acts are important for strengthening communication between people. They play an important role in developing good communication skills, expressing oneself correctly, and establishing fair and respectful relationships with others.

Politeness is one of the most important qualities in human life. People's politeness plays a key role in their relationships with friends or people they see regularly. Lying, on the other hand, causes distrust, ignorance, and a sense of isolation in society. This has a profound impact on the stability of society.

The theory of the speech act by J. L. As Austin (1962) and J. S. Smith argue. Searle (1969), speech is considered not only as a set of linguistic units, but also as a social action. Each speech

act consists of the following components: locutionary act – pronouncing a grammatically and semantically complete sentence; illocutionary act is the speaker's intention: to give an order, advice, suggestion, ask a question, etc.; a perlocutionary act is an impact exerted on the listener: persuasion, interest, surprise, etc.

Politeness is a system of norms that determine social distance, respect and reverence between people in communication. P. Brown and S. Levinson (1987) show that the theory of politeness uses polite, indirect and restrained forms of expression to defend the concept of human dignity ("face"). Politeness strategies vary by culture.

Although lying is perceived negatively in many cultures, there are also forms of lying that are considered "white" in society. "Innocent lies" are usually used to protect someone's feelings, defuse conflict, or maintain social balance.

The problems of linguocognitive learning of culture as a model of language and language as a model of culture include important issues that are mastered in higher educational institutions of these countries, in linguistics, conceptualization, communication technologies, institutional communication, etc. The problems of linguocognitive learning are studied in a wide range of concepts that are important in the process of studying language and culture, linking them with each other.

At a time when such problems arose, it was important not only to understand how language is spoken and how language models are structured, but also to develop an international language that would reveal the secrets of psychology and cognitive sciences, psychological and methodological, and the authors did not deal with its analytical tools, status, and evaluation policies.

The problems of studying this language model, most importantly, occupy a prominent place in conceptual language. Good communication specialists in linguistic libraries support the best speaking skills of others by recommending their training through ratings and statistics.

Although we have recommended the use of language as a complement to language, for cognitive pomposity, and to emphasize the subject of educational influence, rather than as a substitute for or consideration of cultural activities, this is mainly for those who implement and internalize it. For linguistic reasons, it is assumed that the practice of extension, including the environment and psychological context, is a cultural model of an established language.

The principle of politeness, which is an expression of the image of interlocutors, reflects human relations and helps to prevent people from becoming hostile to other people. Relationships between interlocutors are based on speech acts and develop their communication and relationships. Such people are able to create mutually beneficial or supportive dialogues and pay attention to each other, discussing important or unimportant topics in all meetings.

In the principle of politeness, the image of interlocutors was associated with the exchange of thoughts and ideas between people. In the course of such conversations, people reflect on their own views, opinions and goals. Such signs of attention open up great opportunities for creating leading and proactive relationships between people with great understanding and experience. This strengthens a mutually structured relationship in which one respects the other's opinions and values their thoughts.

The image of interlocutors also plays an important role in the social development of people. Communication and relations between them are based on mutual respect, honor, and clear ideas. This type of kindness is a key factor in human unity, maintaining togetherness, and showing passion, kindness, and support toward others in the environment. The characters of the interlocutors develop logical relationships between people and are shown in the political climate of that time.

It is important to analyze the use of lies as a courtesy strategy in oral communication. A liar has the opportunity to take his position in verbal communication, feel strong and back up his opinion with theoretical arguments. The social roles of politeness and lying replace negative emotions in verbal communication and expand people's ability to bond with each other.

The use of lies in verbal communication strengthens relationships between people and makes communication mutually beneficial. This strategy emphasizes the importance of language in performing its important functions and plays an important role in international communication, strengthening ties between people. The use of lies in verbal communication encourages the exchange of ideas, helps to develop and strengthen relationships.

Politeness and deception can increase the productivity of verbal communication, which strengthens mutual agreements. They can create opportunities for self-expression, self-affirmation, and expression through questions. Thus, the use of lies in verbal communication is of great importance in the development of relationships between people, providing the necessary tools to improve the style and effectiveness of communication.

In addition, the use of lies in verbal communication teaches people thoughts, views, and perceptions. This emphasizes the relationship between social education and spirituality. Using lies as a courtesy strategy in verbal communication is important because it strengthens relationships between people, enhances the exchange of ideas, and allows you to learn how people think and what their opinions are.

The use of lies in verbal communication strengthens relationships between people, makes communication more effective, and allows for the exchange of ideas. At the same time, it helps to strengthen verbal communication, master and develop relationships. Courtesy and delicacy can help you increase your strategic role in verbal communication and help people build effective relationships.

Communication as a dynamic expression of culture manifests itself through such aspects as speech acts, politeness, and lying. By means of speech acts, people not only express thoughts, but also act. Politeness is a key tool for maintaining social balance. However, lying is not always morally reprehensible, and in some cases can be useful for maintaining social balance.

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