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THE ROLE OF PRAGMATICS IN INTERCULTURAL COMMUNICATION WITH AN EMPHASIS ON POLITENESS

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РОЛЬ ПРАГМАТИКИ В МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ С АКЦЕНТОМ НА ВЕЖЛИВОСТЬ

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MADANIYATLARARO MULOQOTDA PRAGMATIKANING ODOB-AXLOQQA URG'U BERISHDAGI ROLI

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Abstract: In this article, the influence of pragmatic mechanisms on culturally determined communication is analyzed, with a priority focus on the phenomenon of politeness. Special attention is given to the discord between positive and negative politeness within English-speaking and Russian-speaking communication. The article emphasizes the importance of developing intercultural pragmatic competence in order to prevent speech misunderstandings and improve the effectiveness of interaction in the context of linguistic diversity.

Keywords: pragmatics, politeness, cross-cultural communication, negative politeness, communicative acts, pragmatic awareness, variability of cultural norms.

Аннотация: В данной статье анализируется влияние прагматических механизмов на культурно обусловленное общение с приоритетным рассмотрением на феномен вежливости. В особенности акцентируется внимание на диссонанс в рамках позитивной и негативной вежливости в англоязычной и русскоязычной коммуникации. Статья подчеркивает внимание на важности развития межкультурной прагматической квалификации с целью речевых недоразумений и улучшения эффективности взаимосвязи в контексте языкового многообразия.



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Ключевые слова: прагматика, уважительность, кросскультурная коммуникация, негативная вежливость, акты коммуникации, прагматическая осведомлённость, вариативность культурных установок..

Annotatsiya: Ushbu maqolada pragmatik mexanizmlarning madaniy jihatdan belgilangan muloqotga ta'siri tahlil qilinadi, ayniqsa, odob fenomeniga e'tibor qaratiladi. Maxsus e'tibor ijobiy va salbiy odob o'rtasidagi tafovutga qaratilgan, ingliz tilida va rus tilida muloqotdagi farqlar ko'rib chiqiladi. Maqola madaniyatlararo pragmatik kompetensiyani rivojlantirishning muhimligini ta'kidlaydi, bu esa so'zlashuvdagi noaniqliklarni oldini olish va lingvistik xilma-xillik kontekstida o'zaro aloqaning samaradorligini oshirishga yordam beradi.

Kalit so'zlar: pragmatika, odob, madaniyaro muloqot, salbiy odob, muloqot aktlari, pragmatik xabardorlik, madaniy me'yorlarning o'zgaruvchanligi.

INTRODUCTION

One of the most priority aspects of pragmatics in the framework of this study is politeness, as it influences how information is transmitted, analyzed, and evaluated. As Larina.T.V¹ asserts, "politeness is a vital element of communicative competence that ensures the success of intercultural interaction." This highlights the importance of considering how politeness manifests in different forms depending on cultural contexts and how its misinterpretation can lead to ineffective communication. Moreover, as Romanovna.P.N.² points out, "politeness is not universal; it is shaped by cultural norms and expectations, and its influence on people's behavior."

LINGUOPRAGMATIC FEATURES:

Linguopragmatics, a branch of pragmatics, explores the interrelation between language use and the social context of communication.³ It examines how lexicogrammatical units are employed to convey meaning in social interactions and how they embody cultural values and principles. One of the significant linguopragmatic features that influences intercultural communication is **politeness**, which manifests itself in both **positive** and **negative** forms.

Positive politeness is classified as one of the strategies aimed at developing interpersonal connection, unity in the communication process, and social harmony. Expressing thankfulness, showing emotional sensitivity, and using casual language are

often central to these strategies for reducing interpersonal distance.

Negative politeness, from another perspective, is part of strategies that reflect respect for autonomy and the desire not to interfere with others' choices. These strategies typically involve the use of indirect expressions, avoidance of direct acknowledgment of fault, and apologies to reduce the risk of conflict or the demonstration of disrespect.

Two types of politeness can differ radically across cultures, which influences the process of message formation and interpretation. For example, in English-speaking societies, negative politeness plays a more important role, which is associated with a highly valued individualism and the need to maintain personal boundaries. On the other hand, positive politeness may be more prevalent in cultures that emphasize collectivism and social harmony, such as in various regions of Asia and Latin America.

MATERIALS AND METHODOLOGY

To study the role of pragmatics in intercultural communication, the main focus is on politeness, and for this, a comparative method was used, aimed at examining the differences in the manifestation of positive and negative politeness across different cultures. The study was based on the cultural contexts of English-speaking and Russian-speaking societies. Attention was given to the

¹ Larina Tatyana Viktorovna(2003).The category of politeness in the aspect of intercultural communication: Based on the material of English and Russian communicative cultures.

² Romanovna, P. N. (2023). *Understanding Politeness Strategies in Intercultural Communication*. Nordic Journal of Intercultural Studies.

³ Najmiddinova M.N., (2024), "Linguocultural and linguopragmatic features of the concept of "hospitality" in English and Uzbek", International conference philology, methodology, translation studies: current issues of modern science. <https://doi.org/10.2024/1xm0b673>.

differences in politeness strategies used in these cultures to maintain social norms and harmony.

The analysis included various sources of literature, such as the works of Larina.T.V, Romanova.P.N, and other scholars studying cultural differences in pragmatics. Additionally, interviews with native speakers were conducted, which facilitated the collection of empirical data to confirm the theoretical conclusions.

RESULTS AND DISCUSSION

The results of the study showed that positive and negative politeness manifest differently depending on the context in English-speaking and Russian-speaking cultures. In English-speaking countries, such as the UK and the USA, the focus is on ensuring personal freedom and independence, which makes negative politeness clearly evident. This is reflected in strategies aimed at avoiding direct contact and intrusion into personal space, confirmed by the use of indirect expressions and apologies.

In Russian-speaking cultures, on the other hand, positive politeness is more pronounced, oriented towards strengthening close and warm relationships between people. Positive politeness includes strategies such as expressing recognition, showing empathy, and using informal language, which contributes to the development and strengthening of social relationships.

DISCUSSION

The collected materials support the hypothesis that the variability of cultural behavior models in manifestations of politeness has a significant impact on communication between representatives of different linguistic cultures. Positive politeness is typically associated with cultures that adhere to collectivist values, while negative politeness is characteristic of individualistic cultures, such as English-speaking societies. This difference also reflects broader social values and norms inherent in each culture.

The main conclusion is that understanding pragmatic differences in politeness enhances successful interaction between cultures.⁴ Inappropriate application of politeness approaches can lead to misunderstandings and potential

conflicts, especially in multilingual and multicultural contexts. This emphasizes the importance of developing intercultural pragmatic competence for successful communication.

CONCLUSION

In conclusion, the main findings of the observation confirm the priority of pragmatics, especially politeness, in communication between different cultures. Cultural contrasts in the manifestations of constructive and destructive politeness modify the perception process among communication participants. Understanding these discrepancies helps prevent communicative misunderstandings and contributes to the establishment of more harmonious relationships in multilingual and multicultural communities.

Thus, new research in the field of intercultural pragmatics should focus on identifying new politeness strategies and developing methods for fostering intercultural pragmatic competence.

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