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MAIN THEMATIC GROUPS OF THE CONTEMPORARY AUSTRALIAN SLANG

ОСНОВНІ ТЕМАТИЧНІ ГРУПИ СУЧАСНОГО АВСТРАЛІЙСЬКОГО СЛЕНГУ

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The article focuses on the study of Australian slang (*Ausie slang, strine, also Ozspeak*) as a social-cultural phenomenon in the Ukrainian and foreign scholarly works, exploration of definitions and meanings of words in authentic dictionaries of Australian slang, finding out its major thematic groups. By means of lexical semantic analysis of descriptions of slang nominations in the contemporary lexicographical works and in the open Internet resource, the authors differentiated sixteen main thematic groups which are organised on the basis of the general notions: 'people', 'territory', 'money', 'politics', 'military matters', 'sports and games', 'profession', 'clothes', 'food', 'alcohol', 'drugs', 'sex', 'disease', 'vehicle', 'animal', 'period of time'. Among the above mentioned thematic groups six of them have been considered in the article as the most frequently used and socially oriented. They are marked by the following slang names: *Aussie, Australian toponymics, money, political and social life, military matters, sports and games* and illustrated by corresponding lexical units. The illustration material is represented by slang names in the form of nouns of different types and noun phrases. The methodological background of the research is based on the latest lexicological studies of Australian variant of English, regional and local peculiarities of Australian slang, and theoretical works in lexical semantics and semasiology. The method of entry definitions, comparative, componential and lexical-semantic analyses have been applied in the study. The conducted research has permitted to make a well-founded conclusion about Australian slang as a lexical system which originated

on the basis of general notions whose lexical units form certain thematic groups. The perspective of the research lays in the study of lexical-semantic group 'Aussie' represented by the most numerous nominations (215 lexical units) in the analyzed lexicographical sources.

Key words: Aussie slang, strine, notion, thematic group, substandard language.

Стаття присвячена вивченню австралійського сленгу (англ. Ausie slang, strine, Ozspeak) як соціокультурного феномена у працях українських і зарубіжних учених, опрацюванню дефініцій і значень слів в автентичних словниках австралійського сленгу, дослідженню його основних тематичних груп. За допомогою лексико-семантичного аналізу описів сленгових номінацій у сучасних лексикографічних джерелах та у відкритому інтернет-ресурсі австралійського сленгу автори виокремили шістнадцять основних тематичних груп, організованих на основі узагальнених понять: «people», «territory», «money», «politics», «military matters», «sports and games», «profession», «clothes», «food», «alcohol», «drugs», «sex», «disease», «vehicle», «animal», «period of time». Із зазначених тематичних груп у роботі розглянуто шість найуживаніших і суспільно орієнтованих груп, позначених назвами Aussie, Australian toponyms, money, political and social life, military matters, sports and games і проілюстрованих відповідними лексичними одиницями. Ілюстративним матеріалом слугували сленгові назви у формі іменників різного типу та номінативні вирази. Методологічне підґрунтя становили новітні лінгвістичні студії з вивчення австралійського варіанта англійської мови, регіональних і локальних особливостей австралійського сленгу, а також теоретичні праці з лексичної семантики та семасіології. В роботі застосовувався метод словникових дефініцій, порівняльний, компонентний і лексико-семантичний аналізи. Проведене дослідження дало змогу зробити обґрунтований висновок про австралійський сленг як лексичну систему, утворену на базі узагальнених понять, одиниці на позначення яких утворюють певні тематичні групи. Перспективою дослідження є вивчення лексико-семантичної групи «Aussie», яку представляє найбільша кількість номінацій (215 лексичних одиниць) у розглянутих лексикографічних джерелах.

Ключові слова: австралійський сленг, strine, поняття, тематична група, ненормативна мова.

Introduction. For a long time English has been studied in its only form – BBC / RP. When contacts became more personal at the end of the 20th – the beginning of the 21st centuries due to Internet, mobile telephones, satellite communication and other electronic resources, social varieties of English have attracted attention both of common people and scholars. The above mentioned contacts in many cases are stipulated, on the one hand, by the general tendency towards globalization of the world, and, on the other hand, by genuine interest to the local peculiarities of the regional talk.

Previous research. Among the scholars who have focused on Australian English (AusE) one can think of the works by A. A. Anakhleva (2011), J. R. L. Bernard (1969), D. Blair and P. Collins (2000), K. Burridge and J. G. Mulder (1999), S. Butler, P. Collins (2012), F. Cox and J. Fletcher (2006; 2017), L. Donlan (2016), E. M. Grigorieva (2014), B. Horvath (2008) [1–11], etc. Among the Ukrainian scholars it is worth mentioning the contributions by L. Bilas (2012; 2013; 2017) [12–14] and V. Parashchuk (2014; 2015) [15; 16]. Nevertheless the authors consider the Australian English from many points of view – phonological, stylistic, social linguistic, derivational, etc., our primary attention is devoted to those works which study its non-standard everyday, colloquial, or slangy representation of this variant.

The aim of the article is to determine main thematic groups of words that are formed in the Australian substandard layer, slang in particular.

The objectives of the article is to study the latest scholarly research of the Australian slang, to explore its representation in lexicographical works, and to

determine major thematic groups of slang words which are used in everyday non-official communication.

Methodology of the research is grounded on the works of the Australian lexicologist J. R. L. Bernard [2] and phonetician Felicity Cox [7] who work in the domain of regional and local varieties of AusE, i.e. its pronunciation variants and lexical semantic differentiation. The research is based on the study of Australian English as a social-linguistic phenomenon. The methodology applied in the research includes method of entry definitions and their comparison in different dictionaries, componential and lexical-semantic analyses of particular slang units. The theoretical background of the research is supported by the generally accepted idea of the systemic conceptual organisation of the language or the sublanguage, Australian slang as well. The presumption of such point of view is based, on the one hand, on the Ferdinand de Saussure' theory of the language as a hierarchical system of relations: identity, equivalence, similarity, complementary, contrast, inclusion / exclusion, cause-result, hyponym-hyperonym, etc. and, on the other hand, on the systemic-structural organization of the language vocabulary in lexical semantic fields (LSF), lexical semantic groups (LSG), synonymous rows (SR), thematic groups (TG), etc.

Thematic group is understood as a “set of material and ideal denotata or referents nominated by language signs” [17, p. 279]. The major characteristic feature is extralinguistic determination of relationship between its members. The other characteristic feature of the TG is the type of relations between its members. As V. V. Levitsky states, the form of arrangement of the denotata which compose the group is enumer-

ation, which does not object the existence of other different links – inclusion, exclusion, intersection, etc. [17, p. 280]. Though many scholars traditionally believe that the name of a TG is a word, in our research we also use word combinations of different type for nomination of main social spheres of people's life, e.g.: *Australian people, sports & games*, etc.

Material. The main sources of the research include authentic Australian slang dictionaries, i.e.: *Aussie Slang Dictionary* (2004) [18], *Aussie Slang Dictionary. Koala.net* (2018) [19], *Dictionary of Australian Slang* [20], *The True Blue Guide to Australian Slang* by J. Hunter (2004) [21], *The Ultimate Aussie Slang Dictionary* (2011) [22] and online platform for clarifying the meaning of particular slang words *Browse the Aussie Slang Dictionary* (2020) [23].

Preliminary observations. Australian English (AusE, AuE, AusEng, en-AU) is a relatively new version of the language (over 200 years old) that originated from now-vanished English, Scottish and Irish dialects, Cockney slang, aboriginal and other languages brought to the continent by its dwellers [24]. Australian English began as *koine* of the second generation of white settlers. J. Bernard refers to it as 'proto-broad' which diverged from a large-scale immigration influx from Britain in 1850–80's into three identifiable accents: *Broad, General* and *Cultivated* [2]. The contemporary researcher of the Australian variant of English (further *AVE*) Felicity Cox believes that at the beginning of the 21st century the Mitchell-Delbridge's classification has lost its topicality and at present AusE embraces three groups according to the manner of pronouncing words. English is considered here as a means either of primary or secondary nomination and identification of its bearers: *Standard AusE, varieties of Aboriginal English, ethnocultural AusE dialects* [7, p. 10]. The position of Australian English is used to be further divided into three categories: regional Australian dialect, variant of the Standard English, independent national language of the Australian continent [25].

At present, the Australians operate by their own bulk of the vocabulary which differentiates into certain sublanguages or language layers. AusE vocabulary borrowed many words spoken by British and Irish convicts that at present have variations in meanings: *bush* – "rural territory", *mate* – "friend" (BrE "spouse"), *paddock* – "field" (BrE "small enclosure for livestock"), *station* – "cattle or sheep farm", *to tie up* – "to stick to the pole", etc. Some other borrowed words are considered unique: *jackaroo* – "agricultural worker", *dinkum* – "true, authentic", *brumby* – "wild horse", *sheila* – "woman". Some more words

are incorporated from aboriginal languages as names of flora and fauna: *dingo, kangaroo, kaola, ostrich, wallaby*; arms: *boomerang*, actions: *cooee* – "high-pitched call", *yakka* – "hard work", *boots 'n'all* – "to do something with gusto".

Besides, the Australians have their own colourful vernacular called *strine* (or *Oz speak*) that originated from Cockney and Irish slang of early convicts. It is an informal, humorous, and metaphoric language of rebellious subculture that reflects originality of the country. It is Australia's greatest creative product which can be ironic and self-deprecating, but also rude, crude, and cruel [26]. It is full of abbreviations, profanities, and vulgarisms, e.g.: *arvo* (for *afternoon*), *Aussie* (Australia, Australian), *ABC* (Australian born Chinese), *barbie* (for *barbecue*), *doco* (for *document*), *footy, footie* (for *football*), *smoko* (for *smoking*), *telly* (for *television*), *G'Day, giddy* (for *good day*), *BYO* (for *bring your own*) meaning "people should bring their own drinks, food or dessert", etc.

As J. Hunter, the editor of *The True Blue Guide to Australian Slang*, remarks, "Australians are known for their informality and laid-back nature, and this is reflected in their liberal use of colourful and amusing slang" [21]. Aussie are rather liberal in their language behavior, use jokes and metaphors, rhymes, curses, dysphemisms, sexual innuendo, words expressing ideosyncrasis. Aussie bush slang has become casual, informal, common everyday talk for the country that values irrelevant wit, humor, irony, and self-deprecation. Such phrases as: *budgie smugglers* (man's swimming costume), *dingo's breakfast* ('no breakfast at all'), *white maggot* (Australian football player, *derog.*), *Ducks on the pond* ('women are coming') [ASD] are typical for non-standard talk of native Australians.

The main body. One of the main objects of study of *strine* (the Australian slang) is to find out and systematize substandard, usually stylistically marked words; some of them also belong to so-called *ethnically marked words* including *equivalent-lacking lexis* that reflects peculiarities of culture, history, mode of life, traditions and customs of this country. Equivalent-lacking words (from Lat. *realis* – "real") are "lexical units that denote realities of a particular country and are fully absent in other languages" [27, p. VI]. They include: proper, mythological and folk names, names of territories, nationalities or ethnic groups, social status, measure of mass, length, distance, weight, currencies, national holidays, customs and traditions, legends and epoch poems, fairy tales, festivals, dances, songs and folk music, arms, sports and games, transport means, dwellings and household utilities, clothes and shoes, drinks and dishes, etc.

The research comprises the lexical-semantic analysis of entries of the above mentioned monolingual dictionaries of the Australian contemporary slang [18–22]. At first, it has been considered all the words in the dictionary entries from the point of view of their grammatical form. Only those of nominative nature (noun and nominative phrases) have been short-listed for further study. Next, the selected slang words have been studied from the point of view of their meanings in order to detect the major notions or referents corresponding to particular spheres of social life. Polysemantic words which comprise two or more different meanings have been attributed to different referential spheres, e.g.: *Oz* – 1) Australia (‘territory’); 2) an Australian (‘people’) [18]. The similar is true with words whose definitions comprise two notions, e.g.: *sook* – “a person or animal who is soft, tame, inoffensive” [19], which is correspondingly attributed to thematic groups ‘people’ and ‘animals’.

Upon studying the meanings and definitions of the selected slang units, the whole bulk of words has been grouped according to sixteen themes: ‘people’, ‘territory’, ‘money’, ‘politics’, ‘military matters’, ‘sports and games’, ‘profession’, ‘clothes’, ‘food’, ‘alcohol’, ‘drugs’, ‘sex’, ‘disease’, ‘vehicle’, ‘animal’, ‘period of time’. Obscene, sexist and vulgar words have been excluded from moral-ethical considerations, so the topic ‘sex’ has been declined. Concerning the rest of topics the first six have been further studied as the most numerous and socially oriented. The names of groups have been chosen either from the list of synonymous slang words (if there is such a general name) or supplied by hyperonyms denoting the key notion. Thus, the names of six TG’s are the following: *Aussie*, *Australian toponymics*, *money*, *political and social life*, *military matters*, *sports and games*.

The first TG of Australian slang words – *Aussie* is based on the notion ‘people’ which is present in a variety of slang names. Some of them are: *Aussie* – Australian people [21, p. 10]; *banana bender / cane toad* – a person from Queensland [22, p. 16]; *bloke* – an Australian man [21, p. 17]; *battler* – a decent and fair person who struggles persistently against the odds, a doer [18]; *blokette* – an Australian woman [21, p. 17]; *bogan* – an uncouth and uneducated person [21, p. 18]; *bronzed Aussie* – an archetypal Australian male [21, p. 21]; *busshi* – a person who lives in the country (in the bush) [21, p. 27]; *cockroach* – a person from New South Wales [19]; *crow eater* – a person from South Australia [19]; *Dinky Di*, *dinks*, *dinkum* – a genuine Aussie [21, p. 36]; *inbreeder* – a person from a small town or remote place [18]; *Joe Bloggs*, *Joe Blow* – an ordinary Aussie [21, p. 60]; *Mexican* – a person from south

of Queensland or New South Wales boarder [19]; *ocker*, *ockerdom* – an archetypal Australian working man [18]; *Oz* – an Australian [18]; *Pitt Street farmer*, *Collins Street farmer*, *Queen Street farmer* – a wealthy city person with minor farming interests [21, p. 81]; *pommy*, *pommie*, *pom* – an Englishman [19]; *squatocracy* – the early landed gentry in the white settlement of Australia [21, p. 101]; *Sydneysider* – a Sydney citizen; *Taswegian* – a person from Tasmania, *derog.* [19]; *true blue*, *true blue Aussie* – a genuinely loyal, authentic Australian [21, p. 112]; *westie* – a person from the western suburbs of Sydney (often viewed as uncultured) [21, p. 118]; *whitefella* – a non-aboriginal person of European descent [21, p. 119]; *wog* – a person of Mediterranean or Middle Eastern descent (less derogatory now but still offensive) [21, p. 120]; *Zorba* – a person of Greek ancestry [21, p. 125] (The total number is 215 lexical units).

The second TG of Australian slang words – *Australian toponymics* is based on the notion “territory” which is present in the following periphrases of geographical, territory, and local names: *Apple isle* – Tasmania [21, p. 14]; *Bourke* – any remote, unsettled outback area [18]; *Brisvegas / Brizzie* – Brisbane, the capital of Queensland [22, p. 14]; *Bush capital* – Canberra [21, p. 23]; *Centralia* – central Australia [20]; *Coathanger* – Sydney Harbour Bridge [21, p. 29]; *Double Pay* – an alternative name for the posh Sydney suburb of Double Bay [21, p.38]; *Down Under* – Australia and New Zealand [19]; *Freo* – abbreviation of Fremantle in Western Australia [21, p. 47]; *Never Never* – the Outback, centre of Australia [19]; *Old Dart* – Britain, especially England [21, p. 75]; *Outback* – the interior Australia [19]; *Oz* – Australia [18–20]; *RARA* – rural and regional Australia [21, p. 86]; *Straya* – Australia [18]; *Tassie* – the island state of Tasmania [21, p. 108]; *The Bush* – the Australian country [22, p. 20]; *The Land of the Long Weekend* – Australia [21, p. 65]; *The Lucky Country* – a term synonymous with Australia [19]; *Top End* – the far north of Australia [19]; *Yankeeland* – the USA [21, p. 122]. (The total number is 40 lexical units).

The third TG of Australian slang words – *money* is based on the notion “money” which is present in the following names of money, coins or banknotes: *axle grease* – money [22, p. 49]; *bickies*, *bikkies* – money (usu. refers to someone who earns a lot of money) [18]; *big bickies* – lots of money [18; 22, p.17]; *cached-up* – have money in your pocket [21, p. 26]; *fiver* – a \$5 note; *dough* – money [18]; *Grey nurse* – a \$100 note [21, p. 53]; *lobster* – a \$20 note [20]; *moola*, *moolah* – cash money [22, p. 43]; *motza / motser* – a large amount of money

[21, p. 71]; *redback* – a \$20 note [21, p. 88]; *rhodes scholar* – dollar [22, p. 49]; *stony-broke* – totally without money [21, p. 103]; *zack* – sixpence (5 cents) [19]. (The total number is 20 lexical units).

The fourth TG of Australian slang words – ***political and social life*** is based on two notions “politics” and “society” which are present in the following nominations of political and social realities of the country: *bear pit* – the Lower House in the NSW Parliament where fierce political debates take place [18]; *comrade* – ironic term of affection between members of the Labor Party [21, p. 31]; *coward's castle* – parliamentary chambers where things are said without fear of legal action, which can't be said outside [21, p. 32]; *demo* – political demonstration [21, p. 36]; *Dorothy dixer* – a question asked in parliament to allow a propagandist reply by a minister (after the agony aunt, Dorothy Dix) [21, p. 38]; *femocrat* – a feminist bureaucrat [21, p. 44]; *femonazi*, derog. – an extreme feminist [21, p. 46]; *feral* – a person with strong environmentalist views who lives commodity-free, low-technology lifestyle and usually shows little adherence to normal social notions of sartorial or personal hygiene [18]; *hoon* – someone who displaces anti-social behavior [21, p. 59]; *Lib* – a member or supporter of the Liberal Party, which is conservative rather than liberal [21, p. 67]; *mob* – politician-speak for the electorate [21, p. 70]; *nats* – members of the National Party [21, p. 72]; *Nazi* – anyone with dogmatic prejudice or dictatorship manners [18]; *pollie, polly* – a politician (a job usually held in low esteem in Australia) [22, p. 47]; *razor gang* – a government budget committee which reviews all expenditure with the aim of cutting back whenever possible [21, p. 87]; *red-ragger* – a person who holds a Communist or socialist political point of view [18]; *reps* – the House of Representatives in parliament [21, p. 88]; *stat dec* – a statutory declaration [21, p. 102]; *ticker* – ‘heart’ (used in politics to describe whether leaders have courage, determination or commitment) [21, p. 109] (The total number is 24 lexical units).

The fifth TG of Australian slang words – ***military matters*** is based on the notion “army” which is present in the following nominations: *Anzac* – a member of the Australian and New Zealand Army Corps (ANZAC) [21, p.10]; *blowie / blowffy* – Royal Australian Army medical corps environmental health personnel; *blue orchids* – Air Force personnel; *boozer* – a pub or bar on the army base; *choc-wit* – an army reservist; *cut-lunch commando* – a member of the army reserve [21, p. 34]; *digger* – an Australian soldier [18–20]; *drongor* – a raw recruit in the Royal Australian Air Force [18]; *emu-parade* – a parade

to clean up an area by emu-bobbing [18]; *fuzzy-wuzzy angels* – Papua New Guineans who helped Australian soldiers on the Kokoda Track during World War II [21, p. 47]; *Nasho* – National Service (compulsory military service) [19]; *POM* – prisoner of Motherland [21, p. 93]; *Sallie, Salvo* – Salvation Army worker [19; 22, p. 50]; *The Salvos* – Salvation Army [22, p. 50]; *weekend warrior* – army reservist [19] (The total number is 19 lexical units).

The sixth TG of Australian slang words – ***sports and games*** is based on the notions “sports” and “games” which are present in the following nominations: *aerial ping-pong*, derog. – Australian Rules football [19]; *agricultural shot* – a wild slot of the ball in cricket [18]; *Aussie rules* – Australian Rules football [21, p. 11]; *barmy army* – English supporters of their sporting teams [21, p. 13]; *bench warmer* – a reserve in a sporting team who spends most of the game on the bench [21, p. 15]; *boomer* – the Australian national basketball team [21, p. 19]; *cellar-dwellers* – a team at the bottom of the competition table [18]; *collywobbles* – nervous condition that adversely affects the Collingwood football team, and almost invariably at final time [21, p. 30]; *compo* – a composite ball made from coke and rubber in cricket [18]; *easy wicket* – a pitch of slow pace which favours the batsmen in cricket [18]; *esky lid*, derog. – a body board in surfing [18]; *footie, footy* – football, either rugby league or Aussie Rules [18]; *G / MGC* – Melbourne cricket ground [21, p. 48]; *goat boat* – a surf ski [18]; *Great White Shark* – a nickname for golfer Greg Norman [21, p. 53]; *green and gold* – the Australian national sports colours [18]; *grommet* – a young surfer or snowboarder, usu. in his early teens [18]; *gym junkit* – a person who visits a gym an inordinary amount [18]; *hayburner* – a horse, esp. a racehorse [18]; *hit and giggle* – tennis or cricket played for fun rather than competition [21, p. 56]; *howzat* – an appeal in cricket when the bowler asks the umpire if the batsman is out [18]; *iceberg* (also *bondi iceberg*) – a regular winter swimmer [21, p. 58]; *juffa / pearler / purler* – a very good delivery in cricket [18]; *kick-to-kick* – people kicking a ball to each other [21, p. 63]; *nail-biter* – an exciting game or match with a close finish [18]; *pyjama game* – one-day cricket in which the players wear baggy, brightly coloured uniforms resembling pyjamas [18]; *rugger-bugger* – a rugby union player or supporter [21, p. 92]; *scalper* – someone who buys tickets for sporting event, then sells them for a profit [21, p.94]; *sin-bin* – time-out place for footballers who have broken the rule of a game [21, p. 97]; *skid-lid* – a helmet worn by a cyclist [21, p. 98]; *sky a ball* – hit the ball into the air [21, p. 99]; *stink* – a flight during

a football match [21, p. 103]; *tonk* – a powerful slog of the ball in cricket [18]; *umpie, umpu* – an umpire [18]; *white maggot*, derog. – a player of the Australian Football League [21, p. 119]; *wogball* – soccer [18] (The total number is 50 lexical units).

Results. The study permits to formulate the following statements: a) Australian English is represented by *Standard AusE*, *varieties of Aboriginal English*, and *ethnocultural AusE dialects*; b) *Standard Australian* has certain peculiarities like variations in meaning of English words, unique words, and aboriginal borrowings; c) Australian slang (*strine*, also *Ozspeak*) is informal language of rebellious subculture which is full of specific abbreviations, profanities, and vulgarisms; d) Aussie slang is formed on the basis of particular notions that organise its thematic groups.

Conclusions. The Australian vernacular *strine* (*Ozspeak*) originated from Cockney and Irish slang and is an informal, humorous, and metaphoric sublanguage that reflects originality of the country dwellers. Aussie slang names that comprise the notions ‘people’, ‘territory’, ‘money’, ‘politics’, ‘society’, ‘army’, ‘sports’, ‘games’ organize six thematic

groups: “Aussie” (215), “Australian toponymics” (40), “money” (20), “political and social life” (24), “military matters” (19), “sports and games” (50). Number of nominations in the explored dictionaries proves the importance of certain notions for present-day informal interaction in this country.

Application of the results and further studies. The article lays the foundation for further linguistic study of the Australian slang from the conceptual and cognitive perspectives. The selected material of the article that illustrates peculiarities of modern Australian talk may be valuable for developing social linguistic competence for both educators and students. It can also be used by University lecturers and secondary school teachers for creating the courses both in Australian English and Australia studies. It can be beneficial for tracing specific features and making comparative analysis of different regional variants of the English language too. The perspective of the research lays in the study of lexical-semantic group ‘Aussie’ represented by the most numerous nominations (215 lexical units) in the analysed lexicographical sources.

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ПОРІВНЯЛЬНА ХАРАКТЕРИСТИКА ПОНЯТЬ «ВВІЧЛИВІСТЬ» ТА «ЕТИКЕТ»

COMPARATIVE CHARACTERISTICS OF THE NOTIONS “POLITENESS” AND “ETIQUETTE”

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У статті розглянуто поняття, що вважаються невіддільними складниками успішною комунікації в сучасному світі. Це *ввічливість* та *етикет*. Вважаємо, що, з одного боку, *ввічливість* є проявом поваги до партнера з комунікації, з іншого – експлікує соціальну та комунікативну компетенції людини та його морально-етичні цінності в міжособистісних взаємодіях. *Ввічливість* може реалізовуватися як у вербальних, так і у невербальних діях. Як правило, вона охоплює повсякденне спілкування, створюючи найбільш сприятливу атмосферу для комунікативної взаємодії між людьми. На відміну від ввічливості, *етикет* обмежений вживанням лише в певних соціальних групах або за певних обставин. Саме тому лінгвісти виділяють різні види етикету: етикет ділового спілкування, дипломатичний етикет тощо, – коли на перший план виходить актуалізація власного соціального статусу щодо статусу партнера. Ввічливість називають «технічною мовою» (О. Бегагель) або «субмовою» (Дж. Хелд), адже вона передбачає вживання певних *лінгвальних форм*, функцією яких є актуалізація конвенціональної поведінки і реалізація ввічливого спілкування. Етикет являє собою *сукупність правил поведінки*, що стосуються зовнішнього прояву ставлення до людей (форма звертання і вітання, поведінка у громадських місцях, манери тощо), тоді як мовленнєвий етикет являє собою сукупність словесних форм чемності, ввічливості. Порівняння понять «ввічливість» та «етикет» дало змогу дійти такого висновку: ввічливість є універсальною категорією, що притаманна будь-якому народу. Однак вона має власні національно-специфічні риси, що відображається у виборі певних формул етикету. Незважаючи на відмінності між поняттями «ввічливість» та «етикет», які є дуже схожими, слід зазначити, що вони спрямовані на створення сприятливої атмосфери спілкування та гармонійного перебігу комунікації.

Ключові слова: ввічливість, етикет, комунікація, культура, мовленнєвий етикет, норма, спілкування.

The given article presents the analysis of the notions which are considered to be the essential part of felicitous communication in modern world. They are politeness and etiquette. It is thought that, on the one hand, politeness serves as a sign of respect towards the partner of communication, on the other hand, it explicates the social and communicative competences of a person and his ethical and moral values during interpersonal interactions. Politeness can be realized