

## SPEECH ETIQUETTE AS A SOCIO-LINGUISTIC PHENOMENON OF THE BEHAVIOR CHARACTERISTICS OF AN ECONOMIC PROFILE SPECIALIST OF UKRAINE

### МОВЛЕННЄВИЙ ЕТИКЕТ ЯК СОЦІАЛЬНО-ЛІНГВІСТИЧНЕ ЯВИЩЕ ХАРАКТЕРИСТИКИ ПОВЕДІНКИ ФАХІВЦЯ ЕКОНОМІЧНОГО ПРОФІЛЮ УКРАЇНИ

**Тymkova V.,**

*orcid.org/0000-0001-5170-5412*

*Candidate of Philology, Associate Professor,*

*Associate Professor at the Department of Foreign Philology and Translation*

*Vinnitsa Institute of Trade and Economics of the State University of Trade and Economics*

**Lebedeva N.,**

*orcid.org/0000-0001-6821-5559*

*Candidate of Pedagogical Sciences,*

*Associate Professor at the Department of English Philology*

*Vinnitsia State Pedagogical University named after Mykhailo Kotsiubynskyi*

The article emphasizes the important role of language culture in the formation of a speech-competent personality of a qualified specialist, substantiates the importance of language etiquette as a component of language culture and the need to observe ethical norms in communication by every speaker, including specialists of an economic profile, and outlines the theoretical foundations of the formation of the correctness of their speech. In the article the speech situations are described, during which future economists simultaneously, step by step, consciously and firmly learn the norms of speech etiquette. The essence of the concept of "speech etiquette" is revealed, attention is focused on the need to distinguish between "speech etiquette" and "speech etiquette" concepts that are close, but not the same in terms of content and scope.

The importance of language etiquette for the formation of a speech-competent personality of the future economist is emphasized. The views of individual scientists on the language etiquette formulas established in the Ukrainian language, which should be used by the speaker in the most diverse situations of polite contact with interlocutors, are considered. Examples of the most used language etiquette formulas for use in the practice of daily communication are given. The important role of educational and training exercises in the formation of practical speaking skills and skills of future economists is emphasized.

The conclusions emphasize that students of higher education should adhere to the norms of speech etiquette, which contains the aesthetic value of information that affects the interlocutor, and at the same time become an internal need of the student - a future specialist in the economic sphere. A good knowledge of the norms of the literary language, mastery of the generally accepted formulas of language etiquette plays an important role in the formation of the language personality of the future specialist of the economic profile.

**Key words:** language etiquette, speech etiquette, speech competent person, language culture, language norms, speech development.

У статті підкреслено важливу роль мовної культури у становленні мовленнєво компетентної особистості дипломованого фахівця, обґрунтовано значущість мовного етикету як складової частини культури мови та необхідність дотримання етичних норм у спілкуванні кожним мовцем, у тому числі фахівцями економічного профілю, викладені теоретичні основи формування правильності їхнього мовлення. Описуються мовленнєві ситуації, під час яких майбутні економісти одночасно, поетапно, свідомо й міцно засвоюють норми мовленнєвого етикету. Розкрито сутність поняття «мовний етикет», зацентровано увагу на необхідності розрізняти близькі, але не однакові за змістом і обсягом поняття, «мовний етикет» і «мовленнєвий етикет».

Наголошено на важливому значенні мовного етикету для становлення мовленнєво компетентної особистості майбутнього економіста. Розглянуто погляди окремих учених на усталені в українській мові формули мовного етикету, якими повинен послуговуватися мовець у найрізноманітніших ситуаціях ввічливого контакту зі співбесідниками. Наведено приклади найбільш уживаних формул мовного етикету для використання у практиці щоденного спілкування. Підкреслено важливу роль навчально-тренувальних вправ у формуванні практичних мовленнєвих умінь і навичок майбутніх економістів.

У висновках наголошено, що здобувачі вищої освіти мають дотримуватись норм мовленнєвого етикету, який в собі містить естетичну цінність інформації, що впливає на співрозмовника, водночас стати внутрішньою потребою здобувача – майбутнього фахівця економічної сфери діяльності. Добре знання норм літературної мови, володіння загальноприйнятими формулами мовного етикету відіграє важливу роль у становленні мовної особистості майбутнього фахівця економічного профілю.

**Ключові слова:** мовний етикет, мовленнєвий етикет, мовленнєво компетентна особистість, культура мови, норми мови, мовленнєвий розвиток.

**Formulation of the problem.** Language is one of the most precious possessions of every nation. That is why we call this asset the native language. Native, like a mother, like the Motherland, like everything dearest to the heart. Language is the greatest spiritual treasure, in which a nation reveals itself as a creator, passes on its experience and wisdom, victories and glory, culture and traditions, ideas and hopes to its descendants. The word is our full-blooded life, an immortal source of progress [5, p. 212].

The word is one of the most powerful communication tools of man. In any field of practical activity, people must be able to use the word purposefully and skillfully, making, of course, a positive impact on the listener. Living life is characteristic of the word - such speech, which is not only based on learned language norms, but also constantly develops, is enriched due to the variants of norms that can be mastered only if there is a sense of language: such a level of communication, at which everything that is heard or read, is evaluated according to the laws of not only practical activity (communicative effectiveness), but also the speech ethics of the act of communication [2, p. 37].

One of the tasks of the institution of higher education of an economic profile is the training of highly qualified specialists who must perfectly possess the skills and abilities of professional communication in order to effectively apply the acquired knowledge in the professional field. During business communication, it is easier to establish contact between people if they speak "the same language" and strive for productive cooperation. At the same time, the foundations of the culture of their communication are ethical norms and rules of business relationships, knowledge and skills related to the exchange of information, the use of methods and means of mutual influence, mutual understanding. Effective business communication is based on knowledge of the basics of communication psychology and communication theory; compliance with ethics, norms and rules of business communication in the process of their production activities.

Language culture is primarily related to the ability to speak and write correctly, to choose language and expressive means in accordance with the purpose and circumstances of communication. Language culture establishes the following norms: lexical, grammatical, stylistic, orthographic, orthographic. In addition, the culture of the language is also generally accepted language etiquette: typical formulas of greetings, farewells, wishes, invitations, etc. Language etiquette is considered a central part of the entire linguistic and behavioral sphere of a person, it includes means of politeness aimed at expressing respect for interlocutors and maintaining one's dignity. And it also acts as

an integral part of the culture of communicative relations, the general culture of each person in particular and society in general.

**Analysis of recent research and publications.** Since issues of language culture never lose their relevance, the interest of scientists in these issues becomes clear. Deep knowledge of the norms of the literary language, skillful use of them in everyday speech practice helps the speaker to reach the heights of speech skill. Language etiquette is of considerable importance in the development of a speech-competent personality. Therefore, many researchers of the Ukrainian language (I. Vyhovanets, O. Ponomariv, N. Babich, S. Yermolenko, E. Chak, R. Zorivchak, Ya. Radevich-Vynnytskyi, etc.) devote numerous works to issues of linguistic culture.

The relevance of the problem outlined in the publication is indisputable and consists in determining the principles of mastering the norms of speech etiquette by modern students of higher education. At the same time, the problem of learning the norms of speech etiquette was of interest to many modern scientists, in particular: M. Bilous, O. Bobir, S. Bohdan, I. Danylyuk, S. Doroshenko, A. Zagnitko, A. Koval, O. Korniyaka, Z. Matsyuk, O. Myronyuk, T. Panko, M. Pentylyuk, N. Stankevich, M. Stelmakhovich, G. Chaika, T. Chmut, and others. Researchers identify a number of qualities of speech that characterize it from a normative point of view and ensure the formation of speech competence of a linguistic individual. At the same time, it should be noted that the problem of learning the norms of speech etiquette by future specialists of the economic profile is not sufficiently studied in modern linguistic didactics of higher education. Unfortunately, there are almost no works that would highlight the peculiarities of mastering the norms of speech etiquette by students of higher education.

In the proposed studio, we **aim** to study the scientific, educational and methodical literature on the raised problem; analyze the concepts of *language etiquette*, *speech etiquette*; to determine the most important ways of clarifying the theoretical prerequisites for the development of a system of exercises aimed at mastering the norms of speech etiquette by future economists, to emphasize the need for future economists to master speech culture in general and speech etiquette in particular.

**Presenting main material.** The formation of the language personality of the future specialist in the economic sphere is a complex and multifaceted process that involves the participation of the student of higher education in active communication. The language personality of a student of higher education

develops during communicative professional activity, which requires not only knowledge of the language, but also the ability to use it.

The ethics of professional communication is based on such rules and norms of behavior of all partners that contribute to the development of cooperation. First of all, it is about strengthening mutual trust, constantly informing the partner about one's intentions and actions, preventing deception and non-fulfillment of commitments. Normativeness is also characteristic of professional communication. It determines how people should communicate in a specific situation. Learning the language of professional communication occurs in parallel with mastering the norms of speech behavior. Every time we repeat the stereotypes of behavior, following the limits set by society. Etiquette is such a framework.

Academician M. Stelmakhovich comes closer to the essence of the issue in his author's definition of speech etiquette, calling it speech etiquette: "Ukrainian speech etiquette is a national code of verbal propriety, rules of politeness. It was formed historically in the cultural layers of our people and is passed down from generation to generation as a standard of decent speech behavior of a Ukrainian, an expression of human dignity and honor, Ukrainian nobility and aristocracy of spirit" [16, p. 20].

It is common knowledge that etiquette as a set of rules established in society regulates our external behavior in accordance with social requirements; at the same time, speech etiquette is defined as the rules regulating the speech behavior of an individual. As S. Yermolenko points out, speech etiquette is a system of communication formulas accepted in a certain society, a set of language tools that regulate behavior in the speech process [8, p.107]. Speech etiquette is one of the important aspects of human communication, where a set of standardized expressions, ready-made formulas with a certain syntactic structure and lexical content are used in high-frequency situations. The nature of the speech situation in which language etiquette formulas are used is peculiar. Communication is possible in the presence of a speaker and an addressee (speech necessarily takes place in space and time). The concept of "etiquette" is narrower than the concept of "communication": the etiquette situation is always dialogic, because it involves communication, even if its participants (speakers) are separated by time or space [3, p. 212].

Speech etiquette imposes certain requirements on future specialists of the economic profile who communicate. Their conversation should be polite, friendly, and the communicators themselves should show each other politeness and friendliness. The

main purpose of etiquette, including speech etiquette, is to establish favorable contact between people. In order for the contact to be deep, the future economist, in addition to knowledge about communication, certain skills and abilities, must also have an appropriate communicative attitude to communication. Moreover, the attitude is not just about establishing contact, but about the individual as a universal human value. Only then will communication take place at a high level.

Speech etiquette is an indispensable component of the professionalism of an economic specialist. As noted by T. Chmut and G. Chaika, knowledge and skills in speech ethics are based on the unity of three components in the educational process: content of recommended norms of speech behavior in various speech situations; speech and motor means of expressiveness of the content of speech behavior; practical expression of the content of speech behavior [18, p. 87].

The study of speech etiquette phenomena is carried out in two main aspects: sociolinguistic and stylistic. Sociolinguistics is interested in the social side of speech etiquette. With the help of speech etiquette, there is a social influence of communicators on each other. From the point of view of stylistics, speech etiquette is a hyperstylistic phenomenon, not attached to any style. We can only talk about a greater or lesser extent of its manifestation in one or another style. Speech etiquette as a socio-linguistic phenomenon has specialized functions: contact (phatic) function – establishment, preservation or consolidation of maintained connections and relationships, individual or social-mass; the function of politeness (connotative) is related to the manifestations of politeness between team members; regulatory function - refers to all manifestations of speech etiquette, because the choice of a certain form when establishing contact regulates the nature of the relationship between the addressee and the addressee; influence function (imperative, voluntary) – involves the interlocutor's reaction – verbal, gestural, action; the appealing (appeal) function is closely related to the imperative, because attracting attention means influencing the interlocutor; emotional-expressive (emotional) function is characteristic of not all units of speech etiquette [14, p. 73]. All functions of speech etiquette exist on the basis of the communicative function of language.

Thus, O. Fedyk, M. Kiyanovska, M. Stelmakhovich, H. Tatarevich have speech etiquette, and N. Plyusch, S. Bohdan, O. Matsko, O. Myronyuk have speech etiquette. So how is it right? It is appropriate to distinguish concepts that are close, but not the same in

scope and content: language etiquette, speech etiquette. Language etiquette is a system of standard verbal formulas used in situations that are repeated many times in everyday life. The speaker does not need to create new formulas every time, he uses ready-made verbal stamps, reproducing them in the process of speech, which greatly facilitates communication. "Speech etiquette is the application of language etiquette in specific acts of communication. If language etiquette is a set of means of expression, then speech etiquette is a choice of these means, means in implementation" [14, p. 77].

Despite the formulaic nature of etiquette phrases and the partly ritual nature of their use, language etiquette is of great importance for the life of society and for the functioning of language. Here, the state of language culture, spiritual values, ethical orientations of society, and the nature of relations between people are most clearly and vividly revealed here. This is the sphere of language and culture in which members of society belonging to the most diverse categories are involved.

The rules of language etiquette constitute a special group of stereotyped, stable communication formulas, which are implemented mostly in units of lexical (*Добридень! Вибачте, Прощавайте*), phraseological (*Ні пуху, ні пера*), morphological levels (*Ви схвилювані, професор повідомили*). It is worth saying that speech etiquette, preserving the traditional structure of etiquette expressions, is not a closed system, because it is characterized by dynamics and flexibility. Part of the speech etiquette formulas is gradually becoming archaic (for example, the greeting formulas *Бог на поміч! З неділею Вас!*). New formations may arise, created according to the models typical of the Ukrainian language. The use of the rules of language etiquette largely depends on the specific situation of communication, the place and circumstances of the conversation, the target instruction (inform, influence, impress, surprise, etc.). But interpersonal relationships, the choice of tonalities of communication acquire the greatest importance.

S. Bohdan singles out five tonalities of communication. The tonality of communication is a social quality of the communication situation, which can be defined as the degree of compliance with the ethical norms of interaction of communicators, as an indicator of the culture and intelligence of the interlocutors. The tonality of communication is high, neutral, ordinary, familiar, vulgar [3, p. 111]. High tonality corresponds to communication in the sphere of purely formal social structures (ceremonial events, diplomatic receptions, etc.). Neutral functions in the sphere of official institutions. Normal tonality is typi-

cal for communication at the household level (shop, transport, etc.). Familiar provides communication in the family circle, friendly society. Vulgar is observed in socially uncontrolled situations. When addressing strangers, neutral structures of etiquette are used. To relatives – familiar.

Speech etiquette is a mandatory component of the professional ethics of a specialist in any field, including economic, and a means of establishing contact with colleagues, managers and maintaining communication. This is a set or spectrum of phrases that are used in everyday situations: introductions, addresses, greetings, farewells, thanks, condolences, refusals, compliments, etc. The system of speech etiquette consists of means of expressing politeness, special etiquette language formulas. Among them, those that are used in clarifying the contact between speakers stand out – formulas of appeals and greetings; when maintaining contact – formulas of apology, request, thanks, etc., when terminating contact – formulas of farewell, wishes, i.e. proper etiquette language formulas.

In the rich linguistic arsenal of the Ukrainian people, a whole system of units of speech etiquette has developed and been established: formulas with the meaning of farewell: *прощайте, до зустрічі*; etiquette units used to express greetings: good morning, good afternoon, be healthy; models of apology: *пробачте, даруйте, перепрошую*; speech units accompanying requests: *будьте ласкаві, прошу Вас, дозвольте*; thank you formulas: *спасибі, дякую, дуже вдячний*; constructions of aspirational modality: *будь (-те) щасливий; успіхів тобі (Вам), хай щастить*; greeting formulas for a certain occasion: *вітаю (Вас, тебе) з..., прийми (-ть) поздоровлення (привітання) з...*; phrases of the ritual of getting to know each other: *знайомтесь, я хочу представити тобі (Вам)...*, *дозвольте відрекомендуватися* [19, p. 123].

The famous Ukrainian linguist Oleksandr Ponomariv notes that the forms of greeting and farewell "have long been established in the Ukrainian language, and they should not be modernized unnecessarily. Quite often we hear forms of greetings and farewells that are incorrect from the point of view of Ukrainian grammar in colloquial speech, on radio and television "*Добрий ранок! Доброго дня, шановна редакція!* (there is also ignoring the vocative case – *редакціє!*); *Доброго вечора, шановні телеглядачі; Доброї (спокійної, навіть гарної) ночі, дорогі діти!*"

The following forms have become established in the Ukrainian literary language: *Доброго ранку! Добрий день! (Добридень!); Добрий вечір!*

(Добровечір!); На добраніч! Добраніч!» [1, p. 67]. Forms of apology are also important and necessary for every person. "Since offenses are different in their size and consequences, the speaker should choose from the considerable paradigm of standard phrases of Ukrainian language etiquette such a formula that would be commensurate with the offense and at the same time give the opportunity to achieve the desired result: *Вибач(те) (мені); Пробач(те) (мені); Даруй(те)!; Пробач(те), якщо можеш(ете)!; Прошу вибачення (пробачення) ... "....»* [13, p. 164].

When using apology formulas, you need to remember that the verbs *вибачати, пробачати* require the dative (and not the accusative, as in Russian) case of dependent words, for example: *вибачте мені (а не мене), пробачте йому (а не його)*, etc.

Thus, in the Ukrainian language, the most commonly used expressions of gratitude are *дякую* and *thanks* (*thanks* is more common in the east of Ukraine), which can be accompanied by words that strengthen the expression of gratitude: *дуже, щиро, сердечно*, etc. "*Дуже Вам дякую за Ваш любенький лист*" (О. Kobylanska). It should be noted that folk etiquette includes responses to *thanks*. Their choice depends on what they are thanking for: when for something edible, then they answer *на здоров'я* or *їжте на здоров'я*, when for some item of clothing – *то носи(ть) здоров(-а, -і)*, but for the most part a common response to *thanks* is *прошу і будь ласка* [2, p. 37].

The defining ethnopsychological features of Ukrainian etiquette are primarily kindness, cordiality, simplicity, sincerity and tenderness. At the linguistic level, this is manifested in the fact that: 1) the core word of many expressions of Ukrainian speech etiquette are words with the root *добр-, здоров-*: *добридень, добрий вечір, на все добре, добродію; здоров був, доброго здоров'я*, etc.; 2) there is a large number of address words with affectionate suffixes: *голубонько, соколику, матінко, таточку, сестричко*, etc.; in many etiquette expressions there is a word with the root *ласк-*: *будь ласка (будьте ласкаві), ласкаво прошу, з вашої ласки*, etc.; 3) there are many sayings that express benevolence in their primary semantics: *будьте щасливі, Боже помози, дай Боже щастя*, etc.; 4) no invectives (obscene, rude insults).

However, as the author of the article "Magic Words" Maria Bilous notes, "... certain changes have taken place in the language consciousness and morals of our people in this regard over several decades. Having mindlessly adopted the brutal language creations brought by foreign "culture", Ukrainians, without thinking, defile their language and soul with

the world's most indecent invectives... It is time to weed out the weeds in our language field and cultivate the selected grain that was stored in the national treasuries to germinate it is a beautiful flower of high spirituality [2, p. 37].

The author of the national monograph "Language etiquette of Ukrainians: traditions and modernity" Svitlana Bohdan believes "that the reproduction of the national-linguistic worldview is unique at all levels of the language system, but it is most noticeable at the lexical level, in particular, in the linguistic expression of the most diverse etiquette situations [3, p. 357].

We also agree with the opinion of the Kyiv researcher Oksana Matsko that stable communication formulas are also implemented in phraseological level units (*ні пуху ні пера*) [10, p. 15]. But for some reason, few domestic researchers talk about the syntactic level. After all, such units as, say, "*подзвонить згодом, з Вами приємно розмовляти, мене звати Ольга*" and many other examples are integral units from the communicative, modal, stylistic, and informative points of view and are sentences.

Language etiquette, skillful and appropriate use of established formulas of greetings, farewells, wishes, etc. play an important role in the formation of a speech-competent personality of an economic specialist, who with his behavior in general and language in particular affirms the greatest values of culture, benevolence, and respect for the interlocutor. Part of the economist's culture is his emotionality, good command of intonation richness during conversation. Even the best etiquette phrases, such as *дякую, спасибі, будь ласка*, spoken in an indifferent tone, will not bring satisfaction to the person to whom they are addressed. If the etiquette formulas used by the specialist are filled with positive emotions, express understanding and complicity, they find a response in the hearts of the interlocutors. With this mastery of language etiquette, an economist can be sure that his interlocutors are happy to communicate with him.

"The level of observance of language etiquette and culture of communication sometimes affects the behavior of interlocutors to a greater extent than the substantive content of speech," writes Yaroslav Radevich-Vynnytskyi in the book "Etiquette and Culture of Communication". "Etiquette of communication consists not only in the normative application of language etiquette formulas in standard etiquette situations. It has a much wider scope, covers the communicative behavior of a person in general. After all, even beyond the boundaries of etiquette situations, verbal (and non-verbal) speech can have signs that testify to the speaker's politeness, tact,

benevolence in relation to the communicative partner (partners, audience), or, on the contrary, can create an impression of the speaker as an ill-mannered, tactless person, rough. On the other hand, formal observance of the rules of language etiquette does not always inspire trust and respect for the speaker [14, p. 184].

Language etiquette is the cultural face of a nation. As for the language etiquette of Ukrainians, it, having absorbed ancient customs and traditions, has become a universal model of our linguistic activity, which is manifested in a system of stable expressions and peculiar formulas. Knowledge of this system, good mastery of it testifies to the spiritual maturity of a nation, and, on the contrary, neglecting the norms and rules of language etiquette is a sign of its deep corrosive processes, which, unfortunately, we have been observing in recent years in our society.

As already mentioned, language etiquette is important for the formation of a speech-competent personality of a specialist in the economic sphere. The formation of speech competence is the basis of speech development. "Speech development should ensure perfect, full-fledged cultural communication of people with the help of language. It should be based on respect for the interlocutor. Speech etiquette is a defining element of showing respect for the interlocutor, an indicator of the level of the speaker's culture, his speech development [7, p. 4].

Therefore, the speaker who speaks truthfully and sincerely, clearly, without any ambiguous hints, expresses his thoughts clearly, calmly and restrainedly, in a moderate tone, clearly pronouncing each word, adheres to language etiquette. This is about those who are in a hurry in conversation, speak indistinctly, the people say: "*Заторохтіла сорока, наче діжка з горохом, Гавкає, як собака на прив'язі, Говорить, наче три дні не їв*". In conversation, one should be modest, avoiding coquetry and mannerism, juggling with fashionable words. It is impolite to express one's attitude towards something with exclamations of *угу, ага, ого, ізі*, or use the words *біс, дідько, чорт*, etc. Surzhykov's bad language, sprinkled with parasitic words, stamps and clericalisms. The tone of the conversation should not come across as self-confident, arrogant, or haughty. There is no need to expose your emotions through continuous repetition of the words *боже, жах*, etc.

Separately, it is worth mentioning such important attributes of language etiquette as addressing *ви* and *ти*. Both of these forms are characteristic of the modern Ukrainian literary language. An attempt to apply here another form of politeness through the third person (like: "*Чи не бажає гість відпочити?*"), as is common in Polish or Swedish,

failed. In the practice of live communication, it is customary to resort to the honorific plural *ви* when addressing one interlocutor, if he is not familiar, older in age, position. This emphasizes respect for the interlocutor. *Tu* express close relationships between people. It conveys respect born of friendship, camaraderie, or love. Colleagues, employees, friends, brothers and sisters, spouses communicate with each other with *ти*.

Here, as a rule, the question arises: how should children address their parents? Language etiquette legalized both forms of address – to *ти* and to *ви*. It is not a matter of the form of appeal, but of human relations. In addition, one should not forget that addressing a child to his parents with the words mom and dad (father) is already polite in itself. Therefore, in our opinion, the dispute about how it is better for children to address their parents as *ти* or *ви* is groundless. Something else sounds ugly, in particular, the fact that sometimes children call their parents ancestors or allow themselves to address them by the name of Grishka, Sanka, etc. We also consider it dissimilar that parents call their children boys, slob, etc. Such disdain for language etiquette in the family leads to sad consequences. Does language etiquette allow you to switch from *ти* to *ви*? Yes, it allows. Suppose a new employee came to work in the team. He is with everyone with *ви*, and with him too. But over time, he will get closer to his colleagues. With whom he has a particularly friendly relationship, he will want to switch to *ти*. However, it should be borne in mind that the initiative to transfer to *ти* should belong to a senior colleague (by age or position), and not to a junior or subordinate. In a relationship between a woman and a man or a young man and a girl, this right belongs only to the woman or girl. Adults communicate to other people's children up with *ти* to the age of sixteen. And after receiving the passport, we will contact *ви*. True, a young man or a girl can ask that close elders call them with *ти*, but they themselves continue to address their elders through the honorific *ви*. The one who turns to *ти*, trying to humiliate another, humiliates himself first of all, showing his low culture level.

It sounds rude when a specific person is called *він* (*вона*). It is completely tactless when a man calls his wife my old woman, and the husband's wife my old man. There are no small things in language etiquette. Everything is important here - from the setting of the voice and the manner of speaking to the content of the conversation and the nature of its flow. Excessive gesticulation, tugging the interlocutor's sleeve or clapping on the shoulder, familiar nudging with the elbow harms the conversation.

Conversations at a long distance – across the street, across the corridor, across the floors of buildings – have an unattractive look. It is impolite to distract a very busy person with long conversations or to whisper some secrets to someone in the group present. The one who talks about death at the bedside of a sick person, and on a bus or plane – about car or air accidents, asks a woman about her age, talks about old age in the presence of an elderly person does not behave well. It should not be forgotten that any, even the slightest deviation from language etiquette spoils the mood, introduces misunderstandings into human relations, and even cripples the soul and wounds the heart of a person. And therefore strict adherence to language etiquette should become the norm of everyone's behavior [16, p. 20].

Therefore, education of speech etiquette is an indispensable component of speech development. The ability to adhere to ethical standards has always been highly valued in society. Knowledge of ethical norms, their application in behavior and speech belongs to good manners. In speech communication, this means mastery of etiquette culture, the ability to control feelings, emotions, etc. Observance of etiquette norms implies the manifestation of such qualities as politeness, politeness, tact, benevolence. Developing speaking skills is a long process [15, p. 145]. The formation of speech culture is a component of the process of formation of a communicatively competent personality in a professional atmosphere.

In business relations, the following components are used: position, profession, title, name and patronymic, because it is important for the performance of functional duties; address: *приятелю, колего, вельможний пане*; objection: *ні, нас це не влаштовує*; invitation: *приходьте, ласкаво просимо*; compliment: can refer to the appearance of approving actions, work done. The use of such words helps to establish the first contact with the interlocutor, to set yourself and him up for the continuation of the relationship. Each of the proposed situational and thematic groups is a synonymous series of label units that differ in semantic and stylistic features. The dominant of each synonymous series can be used in any speech situation.

The choice of etiquette units by communicators primarily depends on such extralinguistic factors as: social role, age, place of residence, gender, cultural and educational level of the addressee and addressee, communicative conditions (place, time, duration of communication), social distance between them, and also – the melody of the speech, timbre and tone of the speaker's voice, the nature of the communication

situation, the specifics of the relationship between the communicators [18, p. 113].

Thus, the use of etiquette formulas takes place taking into account the speech situation, which involves determining the purpose, place, addressee of communication and a specific communicative task. Of course, it is difficult to list all forms of speech etiquette in all life situations. However, using them, future specialists of the economic profile learn to behave correctly during the educational process, to realize themselves in communication with the environment.

Skills and habits play an important role in speech ethics. In order for them to keep up with the knowledge of the relevant rules, teachers need to conduct speech ethics exercises with students of higher education. The rules of speech etiquette are explained to applicants at lectures, colloquiums, conversations, some of them can be acted out. It is important to create situations in classes that would be as close as possible to the future profession.

Therefore, during the learning of the norms of speech etiquette, we offer future economists various speech situations, the content of which determines the general tone of speech, helps to master one's voice: knowingly, deliberately speak quietly or loudly depending on the professional situation, adjust the pitch of the voice; understand and operate with pauses; create appropriate posture, facial expressions, gestures. Depending on the conditions of expression, the same units of speech etiquette can acquire different meanings, and its reproduction will depend on which word we emphasize and highlight.

In professional Ukrainian language classes, it is also advisable to use the task: to draw up a speech etiquette memo for a future economist based on the given beginning: "When greeting, you must look into the face of the person you are greeting. One must be polite in words, tone, gestures, and actions. Polite words (*будь ласка, дякую*) said in a rude voice cease to be polite. A polite person does not respond to rudeness with rudeness. She is friendly and attentive to others..."; develop a code of honor for professionals. Relationships that have a moral basis are more profitable and productive; task in microgroups: to answer the question, illustrating the answer with examples from professional situations: "What do you think? Is it worth greeting a person at a long distance? When is a woman greeted first? Should you shout to a friend standing on the opposite side of the street: "Hello!""? write a business letter using etiquette formulas, following the details; prepare a business meeting, public speech, telephone conversation, etc. Sometimes applicants use speech etiquette formulas (polite words, forms of address, etc.), follow the rules of

communication in their own speech, but make mistakes in the proposed speech situation. By performing such exercises, future specialists in the economic profile learn to choose expressions that would be suitable in a certain situation.

According to Stakhiv M., a well-thought-out system of educational and training exercises plays a decisive role in the formation of practical speaking skills. Constructive exercises at the level of coherent statements are considered to be the most productive at the stage of formation of abilities and skills in the use of etiquette speech formulas. The nature of the tasks can be as follows: Replacement of: etiquette formulas according to the change in the tonality of the text; verbal expressions of etiquette with synonyms with a neutral meaning; tag phrases with corresponding antonyms. Among the proposed tasks may be the construction of a text: from the given expressions of speech etiquette, build a dialogue: with the given verbal etiquette expressions, compose a letter of request, a letter of thanks, a letter of invitation [15, p. 192].

**Conclusions.** Summarizing what has been said, we note that the ability to use or apply speech etiquette is a universal skill, as it requires

appropriate linguistic, communicative and logical training. A person realizes this skill throughout his conscious life, since language is constantly updated. The professional speech etiquette of a specialist consists of a large number of etiquette formulas, and its structure is determined by such basic elements of communicative situations as greetings, introductions, farewells, wishes, requests, invitations, offers, advice, consent, refusal, etc. The components of professional speech etiquette are conditional stereotypes of communication, the basis of which is the desire to reach an understanding. The professional speech of future economists should be distinguished by friendliness, courtesy, benevolence, and politeness.

On the basis of scientific research on the problems of language culture in general and language etiquette as a component of the culture of communicative relations in particular, on the basis of our own observations of the speech process, we come to the conclusion that a good knowledge of the norms of the literary language, mastery of the generally accepted formulas of language etiquette plays an important role in the formation of the language personality of the future specialist economic profile.

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