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SPEECH CULTURE IN ITS PRACTICAL ASPECT

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Культура мови в її практичному аспекті. Дана стаття розкриває поняття практичного аспекту культури мовлення, та роль, яку відіграє вербальна та невербальна комунікація. Також, у статті розглядається вплив культури мовлення на етикет, що являє собою міжкультурне надбання.

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Культура речи в её практическом аспекте. Данная статья рассматривает проблему практического аспекта культуры речи, и роль, которую играет вербальная и невербальная коммуникация. Также, в статье рассматривается влияние культуры речи на этикет как интернациональное понятие.

Language studies traditionally emphasized verbal and written communication. Since about the 1960's, however, researchers seriously began to consider what takes place without words in conversations. In some instances, more nonverbal than verbal communication occurs. For example, if you ask an obviously depressed person, "What's wrong?" and he answers "Nothing, I'm fine." you probably won't believe him. Or when an angry person says "Let's forget this subject. I don't want to talk about it anymore!" she hasn't stopped communicating. Her silence and withdrawal continue to convey emotional meaning.

Nonverbal communication represents two-thirds of all communication. Nonverbal communication can portray a message both verbally and with the correct body signals. Body signals comprise physical features, conscious and unconscious gestures and signals, and the mediation of personal space. The wrong message can be established if the body language conveyed does not match a verbal message. Nonverbal communication strengthens a first impression in common situations like attracting a partner or in a business interview: impressions are on average formed within the first four seconds of contact. First encounters or interactions with another person strongly affect a person's perception. When the other person or group is absorbing the message they are focused on the entire environment around them, meaning the other person uses all five senses in the interaction: 83 % sight, 11 % hearing, 3 % smell, 2 % touch and 1 % taste [2, p. 87].

Nonverbal communication can have different meanings according to different cultures. Foreigners may even be confused about universal emotions. "In many cultures, such as the Arab and Iranian cultures, people express grief openly. They mourn out loud, while in Asian cultures, the general belief is that it is unacceptable to show emotion openly." Gestures, postures, haptics, clothing, eye contact and proxemics all can be understood differently across the world.

One common example in the United States, is the gesture of a finger or hand to indicate "come here please". This is the gesture used to beckon dogs in some cultures. Pointing with one finger is also considered to be rude in some cultures and Asians typically use their entire hand to point to something.

In mainstream Western culture, eye contact is interpreted as attentiveness and honesty. In many cultures, however, including Hispanic, Asian, Middle Eastern, and Native American, eye contact is thought to be disrespectful or rude, and lack of eye contact does not mean that a person is not paying attention. Women may especially avoid eye contact with men because it can be taken as a sign of sexual interest [2, p. 53].

The acceptable physical distance is another major difference in the nonverbal communication between cultures. In Latin America and the Middle East the acceptable distance is much shorter than what most Europeans and Americans feel comfortable with. This is why an American or a European might wonder why the other person is invading his or her personal space by standing so close, while the other person might wonder why the American/European is standing so far from him or her.

The basis of communication is the interaction between people. Verbal communication is one way for people to communicate face-to-face. Some of the key components of verbal communication are sound, words, speaking, and language.

At birth, most people have vocal cords, which produce sounds. As a child grows it learns how to form these sounds into words. Some words may be imitative of natural sounds, but others may come from expressions of emotion, such as laughter or crying. Words alone have no meaning. Only people can put meaning into words. As meaning is assigned to words, language develops, which leads to the development of speaking.

The actual origin of language is subject to considerable speculation. Some theorists believe it is an outgrowth of group activities such as working together or dancing. Others believe that language developed from basic sounds and gestures.

Over 3,000 languages and major dialects are spoken in the world today. The development of languages reflects class, gender, profession, age group, and other social factors. The huge variety of languages usually creates difficulties between different languages, but even within a single language there can be many problems in understanding.

Through speaking we try to eliminate this misunderstanding, but sometimes this is a very hard thing to do. Just as we assume that our messages are clearly received, so we assume that because something is important to us, it is important to others. As time has proven this is not at all true. Many problems can arise in speaking and the only way to solve these problems is through experience.

Speaking can be looked at in two major areas: interpersonal and public speaking. Since the majority of speaking is an interpersonal process, to communicate effectively we must not simply clean up our language, but learn to relate to people [3, p. 23].

In interpersonal speaking, etiquette is very important. To be an effective communicator one must speak in a manner that is not offending to the receiver. Etiquette also plays an important role in an area that has developed in most all business settings: hierarchical communication. In business today, hierarchical communication is of utmost importance to all members involved.

The other major area of speaking is public speaking. From the origin of time, it has been obvious that some people are just better public speakers than others. Because of this, today a good speaker can earn a living by speaking to people in a public setting. Some of the major areas of public speaking are speaking to persuade, speaking to inform, and speaking to inspire or motivate.

Communication is far more than an exchange of words. Facial expressions, hand gestures, posture, eye contact, even silence... all these are constantly sending messages about our attitudes, our emotions, our status, our relationships.

Nonverbal communication expresses meaning or feeling without words. Universal emotions, such as happiness, fear, sadness, are expressed in a similar nonverbal way throughout the world. There are, however, nonverbal differences across cultures that may be a source of confusion for foreigners. Let's look at the way people express sadness. In many cultures, such as the Arab and Iranian cultures, people express grief openly. They mourn out loud, while people from other cultures (e.g., China and Japan) are more subdued. In Asian cultures, the general belief is that it is unacceptable to show emotion openly (whether sadness, happiness, or pain).

When we meet a person who speaks only Swahili, we know we need an interpreter to translate our words in order to communicate. But what happens when you meet, say, a German woman who happens to speak very good English? No problem, right?

But her words only tell half the story. Body language and other nonverbal cues vary as widely as spoken language among different cultures. If you smile at the German woman, and she doesn't smile back, what does that mean? Is she angry? Bored? Lost in thought? To really understand what the German woman is saying, you'll need to understand German body language.

Nonverbal cues are critical in the workplace. These cues can tell you whether your staff understands your instructions, whether your customer is interested in buying, and much more.

The nonverbal language we learned while growing up seems natural. Normal. And while some facial expressions, such as fear or disgust, are universal biological reactions, most other nonverbal cues are learned behavior with no universal interpretation [2, p. 34].

You'll never learn the meaning of every sign in every culture. Even in our own country, typical nonverbal "language" can vary by region, race, or generation. And individuals within a culture also vary—every group has people who are shyer, louder, bolder, or more smiley than the norm. But learning a few of the basics can open your mind to the differences that are possible and alert you to miscommunications.

Non-verbal communication involves those nonverbal stimuli in a communication setting that are generated by both the source [speaker] and his or her use of the environment and that have potential message value for the source or receiver [listener] (Samovar et al). Basically it is sending and receiving messages in a variety of ways without the use of verbal codes (words). It is both intentional and unintentional. Most speakers / listeners are not conscious of this. It includes – but is not limited to:

- Touch; glance; eye contact (gaze); volume; vocal nuance; proximity; gestures; facial expression; pause (silence); intonation; dress; posture; smell; word choice and syntax; sounds (paralanguage).

Broadly speaking, there are two basic categories of non-verbal language:

- nonverbal messages produced by the body;
- nonverbal messages produced by the broad setting (time, space, silence).

Non-verbal communication is important because basically, it is one of the key aspects of communication (and especially important in a high-context culture). It has multiple functions. It is used to repeat the verbal message (e.g. point in a direction while stating directions). It is often used to accent a verbal message. (e.g. verbal tone indicates the actual meaning of the specific words) or complement the verbal message but also may contradict. E.g.: a nod reinforces a positive message (among Americans); a “wink” may contradict a stated positive message. It regulates interactions (non-verbal cues convey when the other person should speak or not speak). It may substitute for the verbal message (especially if it is blocked by noise, interruption, etc) – i.e. gestures (finger to lips to indicate need for quiet), facial expressions (i.e. a nod instead of a yes).

There is a proverb: “Actions speak louder than words.” In essence, this underscores the importance of non-verbal communication. Non-verbal communication is especially significant in intercultural situations. Probably non-verbal differences account for typical difficulties in communicating.

This is where etiquette starts playing a crucial role. Etiquette is a code of behavior that delineates expectations for social behavior according to contemporary conventional norms within a society, social class, or group. The French word *étiquette*, literally signifying a tag or label first appeared in English around 1750.

Etiquette is a topic that has occupied writers and thinkers in all sophisticated societies for millennia, beginning with a behavior code by Ptahhotep, a vizier in ancient Egypt's Old Kingdom during the reign of the Fifth Dynasty king Djedkare Isesi (ca. 2414–2375 BC). All known literate civilizations, including ancient Greece and Rome, developed rules for proper social conduct. Confucius included rules for eating and speaking along with his more philosophical sayings.

Early modern conceptions of what behavior identifies a "gentleman" were codified in the 16th century, in a book by Baldassare Castiglione, *Il Cortegiano* ("The Courtier"); its codification of expectations at the Este court remained in force in its essentials until World War I. Louis XIV established an elaborate and rigid court ceremony, but distinguished himself from the high bourgeoisie by continuing to eat, stylishly and fastidiously, with his fingers. An important book about etiquette is *Il Galateo* by Giovanni della Casa; in fact, in Italian, etiquette is generally called *galateo* (or *etichetta* or *protocollo*).

In the American colonies Benjamin Franklin and George Washington wrote codes of conduct for young gentlemen. The immense popularity of advice columns and books by Letitia Baldrige and Miss Manners shows the currency of this topic. Even more recently, the rise of the Internet has necessitated the adaptation of existing rules of conduct to create Netiquette, which governs the drafting of e-mail, rules for participating in an online forum, and so on.

In Germany, many books dealing with etiquette, especially dining, dressing etc., are called the *Knigge*, named after Adolph Freiherr Knigge who wrote the book *Über den Umgang mit Menschen* (On Human Relations) in the late 18th century. However, this book is about good manner and also about the social states of its time, but not about etiquette.

Etiquette may be wielded as a social weapon. The outward adoption of the superficial mannerisms of an in-group, in the interests of social advancement rather than a concern for others, is considered by many a form of snobbery, lacking in virtue.

Etiquette is dependent on culture; what is excellent etiquette in one society may shock another. Etiquette evolves within culture. Etiquette presupposes following the rules of conduct in a society.

Since communication is a human activity, a process, the communication is primarily tailored to the particular speech etiquette. Under the speech etiquette we understand developed rules of verbal behavior, verbal formulas of communicative system.

The way a person knows the etiquette, and observes it, people judge him, his education, general culture, and business qualities. Possession of speech etiquette enhances acquisition of personal prestige, engenders trust and respect. Knowledge of the rules of speech etiquette, and compliance with them allows a person to feel confident and at ease, do not feel embarrassed because of wrong actions, to avoid mocks from others.

Respect for following the rules speech etiquette by people of so-called lingvo-intensive professions the representatives of which can be found among the officials of all ranks, doctors, lawyers, vendors, employees, employees in the sphere of communication, transportation, law enforcement officers - has, in addition, an educational value, inadvertently contributing to both speech culture and the overall culture of the society. Speech etiquette is country-specific. Each nation has created its own system of rules of verbal behavior [1, p. 109–110].

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OFFICIAL BUSINESS DOCUMENT AND IT'S CHARACTERISTIC

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Офіційний бізнес документ та його характеристика. Ця стаття присвячена опису ділових листів як жанру офіційно-ділового стилю, визначенню мети (інтенції) кожного виду листів ділової практики і виявленню мовних особливостей таких типів листів. З офіційно-діловим стилем ми стикаємося постійно, оскільки саме до цього стилю належать усі ділові документи, тому важливо знати особливості цього стилю, його закономірності.

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Официальный бизнес документ и его характеристика. Эта статья посвящена описанию деловых писем как жанра официально-делового стиля, определению цели (интенции) каждого вида писем деловой практики и выявлению языковых особенностей писем такого типа. С официально деловым стилем мы сталкиваемся постоянно, поскольку именно к этому стилю относятся все деловые документы, поэтому важно знать особенности этого стиля, его закономерности.

In various areas of society: science, and law, in the media and in politics language is used in different ways. For each of these spheres of public life literary language enshrined its subtype, which has a number of distinctive features of the language at all levels - lexical, morphological, syntactical and text. These characteristics make voice consistency, in which each element is associated with the other. This subtype of literary language is called functional style.

Business letter is one of the main channels of communication between enterprises, organizations and institutions and the world. With letters negotiations, the relationships between enterprises, set out in the letters and complaints; requests, gratitude and apologies; issue invitations to take part in various events. Letter was accompanied by tangible assets and important documents.

Official style occupies a special place among book style speech of the legal, administrative and social activities. For such a thing as the culture of speech, the official business style is very important because with the help of formalized documents and business papers relating to state problems, lawsuits and