

# Politeness as a Moral Regulation Designed to Ensure Successful Interpersonal Communication

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**Abstract:** Politeness is an actual and significant problem of scientific linguistics: it defines the nature and main characteristics; the connection of courtesy and ideology; its characteristics in different linguistics and cultural communities; dynamics of the principle of courtesy in the discourse of diachronics. There is the need to investigate the mechanisms of a polite communication of communicants in terms of age established traditions and innovations generated by the development of a democratic society.

A universal concept of politeness needs to be comprehended not only as the category of philosophy, cultural study, ethnopsychology and psycholinguistics, but also as a category of sociolinguistics. The present article elucidates the categorical characteristics of politeness from the point of view of its verbal expression, stresses the innovative processes generated by the democratic development of Ukrainian society.

**Key words:** politeness, moral, communication, language, attention, manners, polite people, personal interaction.

## 1. Introduction

The relevance of linguistic politeness in today's social space is caused by the contemporary needs of an international communication in multiethnic, multicultural environment and the need to create the conditions of interpersonal mutual tolerance. The courtesy of speech is a term that traditionally is used to describe various means of verbal expression of social relations between speaker, listener and people of that deal. "Nothing we do is so cheap and is not valued so much as politeness" — wrote Miguel de Cervantes Saavedra. A rude, impolite and brutal man by his behaviour certifies his spiritual junk. The politeness is one of the essential components of the communication, providing its smooth, successful and peaceful leakage.

## 2. What do the Laws of the Courtesy Include?

The laws of the courtesy are very simple and they need know everyone, because this trait of character is probably the first thing that distinguishes a man brought up by rude, ignorant of the culture. A polite man is immediately noticeable on his good manners, friendliness, good deeds and good breeding. Usually he can tactfully and respectfully communicate freely with others, is ready to listen respectfully to people's thoughts or problems

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very easy and go to various compromises to solve various life problems. But above all, it is the expression of the human relationship to other people's regardless of their origin, social status, place of work and other factors affecting the modern world on the formation of the opinion of any person. Today ethical question is very important. For the world, unfortunately, there are such things as rudeness, disrespect that are contrary to the notions of politeness, but often people are guided by these qualities in everyday situations. When talking some people tend to waving their arms, take extra or bad language, listening absently to the interlocutor, not apologize, to leave the unfinished story. Of course, it reflects a desire to deal with such people, because they leave an unpleasant feeling in others. In my view, such a moral norm as politeness has its advantages and disadvantages, pros and cons. Because it is a subjective phenomenon, it doesn't always adhere entirely, that acts selectively in various everyday situations. An important element is an education of the politeness, so from early childhood parents brought up in us such an important feature as courtesy. Hello, goodbye, thank or ask something must be friendly and we use these simple but important words at the same time as sorry, please, thank you, have a nice day, sorry, and others. With these words we give to understand another person, which we appreciate and respect that it is important for us.

In any conversation or discussion we should try to listen without interrupting, to choose words carefully, to pay attention to the mood of the interlocutor, not to impose our views and opinions and to smile to a man with whom we speak. This all contributes to setting up friendly relations, and a person will enjoy the fullness of human communication as simple advice, which everyone knows from childhood.

### **3. Politeness as the Most Important Basis in People's Relationship.**

Almost in every profession a person must be polite to interact with others, good cooperate in a friendly and light atmosphere in the working group. Of course, an educated person pays by courtesy and politeness, taking care of someone or other services. I believe that a polite person has a significant advantage in the work that is not directly connected with tables, machines or calculations, but with people. It is impossible without an polite attitude to learn and to work productively. Current conditions put forward the need to introduce in education the teacher's partnership with students, friendship and mutual understanding, democratization of communication. To establish normal relations with students, it is necessary that the attitude to them is based on five components: adoption, warning, respect, approval and warm feelings. Teachers should be able to learn to control their mood, style and tone of communication, intonation, smile, eyes, facial expressions, movements. Returning to the idea that the politeness is an important feature, unexpected conflicts or difficulties in the life of every person actually show who he is. An educated, tactful and kind person will decide them quickly and with dignity, not substituting one and will leave us a nice view of himself. This is the basis on which the most important is the relationship between people and their attitude towards us.

If during the first meeting with the person we show courtesy and respect, the next time she wants to meet us even closer, to know us better. Politeness, it seems as a magnet — attracts many people to us. A human behaviour shows very well whether a man is polite. The courtesy reflects our respect for people regardless of whether you like them or not. Absolutely everyone deserves a polite and respectful attitude to himself. When we show our not very good attitude, we demonstrate thereby our contempt for a man.

Today, the courtesy includes also a man's education, a developed the intelligence and the ability to master by his emotions, regardless of various factors such as temperament, structure of the nervous system, external

circumstances, with help of which people often like to justify their behaviour. After all, it should not affect the man's inner world. It is important to learn to control himself. And I am sure that for the rudeness and politeness people should respond gently to be a worthy man.

#### **4. The Research of the Category of the Courtesy in Linguistics.**

At this stage of the development of arts, scientists agree unanimously that the politeness belongs to the category of social phenomena, so it is not only the study of linguistics, but also a social psychology and anthropology. In foreign linguistics a particular importance is attached to the research of the category of the courtesy, as it is believed that this category has an important role in the communication process. There are various definitions of the politeness, which can be divided into four groups:

- (1) as the politeness behaviour aimed at avoiding of a conflict and ensuring of a successful communication;
- (2) the courtesy as the behaviour that meets certain social settings;
- (3) a polite attention to the feelings of others;
- (4) the courtesy as rating of a polite behaviour of a speaker by a listener (Mills, S. Gender & Politeness S. Mills, 2003).

The most common theory is a linguistic definition of the politeness as behaviour aimed at preventing of conflicts and ensuring a successful communication between the interlocutors (Triandis, Harry, 1994, p. 89). An alternative definition of the politeness is understanding how to appropriate and adequate social norms of the behaviour. The politeness is a form of socially acceptable behaviour, that it fits into the established "contract of conversation". Some rules are imposed by society, while others are defined in the interaction. The concept of the politeness involves its understanding as attention to the feelings of others. According to some scientists, the interaction must take into account the social status of the interlocutor and social relationships, to establish suitable for all distance, to remember about social norms (Mills, S. Gender & Politeness S. Mills, 2003, p. 89).

Considering how a polite speech acts, G. Lakoff calls three rules of politeness:

- (1) don't impose yourself and your desires (don't impose).
- (2) provide the possibility of choice (give options).
- (3) be friendly (make A feel good — be friendly).

The first rule is associated with a distance and formality and characteristic "formal politeness" (formal politeness). The second is applied in the case of "informal courtesy" (informal politeness). Third for the "intimate politeness" (intimate politeness), when the speaker is trying to use various means to make the listener feel that he is sympathetic and they like him. R. Lakoff notes that in general, all the rules are aimed at achieving the goal "is a feel good", only the difference is that they accomplish this one in different ways (Lakoff R., 1973, p. 303).

In the communication process, the participants are interested in preserving both his face and the face of a partner. This saving face — is not the purpose of communication, as a condition without which it is impossible to respect the successful and normal communication. Every member of society should take this condition. E. Hoffman notes figuratively that to learn to save face — is the same as to study traffic regulations in the area of social communication ( "To study face-saving is to study the traffic rules of social interaction") (Goffman, Erving, 1972, p. 323).

Following R. Lakoff, George Leach is based on the fact that there is a set of rules that people are guided in the process of communication. He also does not give a clear definition of politeness, but stresses that politeness is

an important pragmatic factor that regulates communication. Absolute politeness, according to John Lich is related to the degree of politeness, which is peculiar to certain speech acts. Yes, he believes the order as impolite speech act, while the offer-polite. Therefore, a negative politeness is to minimize impolite speech acts, and positive — in the strengthening of polite speech acts.

### **5. Politeness as an Actual and Significant Problem of Scientific Linguistics.**

In the realities of the modern world the category of the courtesy, of course, is one of the most important. Ways and means of implementing of an active display of the courtesy are studied and analyzed by scientists, involving a number of disciplines such as: linguistics, sociology, psycholinguistics, anthropology, cognitive and social psychology, cognitive linguistics and so on. Thus, politeness is an actual and significant problem of scientific linguistics: it defines the nature and main characteristics; the connection of the courtesy and ideology; its characteristics in different linguistics and cultural communities; dynamics of the principle of courtesy in the discourse of diachronics; the first step in the study of communication strategies of politeness in the tender aspect is made.

### **6. You can Make a List of Conditions, without the Implementation of Which the Courtesy is Impossible:**

- (1) a polite behavior — some deliberated course of conduct, for linguistic the politeness is a definite line of verbal behaviour, which is used to implement a corresponding set of linguistic tools;
- (2) a polite behaviour is labeled positively and encouraging socially;
- (3) considered course of conduct is carried out within the framework of social norms;
- (4) a courteous treatment pursues the achievement of these ultimate goals: the compliance with social norms; the maintaining of effective communication by enabling, comfortable and confidential atmosphere of interpersonal interaction and the prevention of conflicts.

### **7. Conclusion**

So, there are important problems of conflict, intolerance and rejection of views of an opponent, aggressiveness and negativity, especially during a crisis of present-day processes. The rejection of another's opinion, the nomination on the first plan of his own "I" another humiliation — these negative trends are often at the level of interpersonal relations and an international communication in a multicultural environment. At present there are two trends of everyday: the leveling of speech and strengthening of a certain vulgarization.

In this connection, there is the need to investigate the mechanisms of a polite communication of communicants in terms of ancient established traditions and innovations generated by the development of a democratic society.

Therefore, we must learn to be polite, always and everywhere. Be courteous is to be able to be comfortable in communication with others. And always to remember that we are close to people. Because without this quality in relation to each other in the modern world it is impossible to exist fully. There is the benefits of the politeness, because it can help to keep the feeling of the comfort after talking to the man. And all people may be courteous — adults and children, people with any type of temperament.

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