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# LANGUAGE AND CULTURE

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### III. ПРОБЛЕМЫ СОЦИОЛОГИИ И КУЛЬТУРОЛОГИИ



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#### Cross-cultural variation and distribution of politeness strategies

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**Abstract.** This research aims to obtain a deep understanding about politeness strategies and they vary across cultures and are shaped by a nation's history, traditions, religions, and values. Understanding and respecting cultural differences can help avoid misunderstandings and build positive relationships between people from different cultures.

**Keywords:** politeness strategies, indirect communication, direct communication, cross-cultural variation, criticism, deference signals.

#### Межкультурное разнообразие и распространение стратегий вежливости

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**Аннотация.** Это исследование направлено на получение глубокого понимания стратегий вежливости, которые различаются в зависимости от культуры и формируются национальной историей, традициями, религиями и ценностями. Понимание и уважение культурных различий может помочь избежать недоразумений и построить позитивные отношения между людьми из разных культур.

**Ключевые слова:** стратегии вежливости, непрямая коммуникация, прямая коммуникация, межкультурная вариативность, критика, сигналы почтения.

Politeness is an essential aspect of communication, and its expression varies across cultures. Different societies have different norms and values that shape their communication practices, leading to the development of diverse politeness strategies.

For instance, in some cultures like Japan, indirect communication and non-verbal cues often replace explicit communication of views, criticism or disagreement in order to avoid confrontation, loss of face, or embarrassment. This phenomenon is known as «tatemae» versus «honne,» which refers to the public and private face, respectively. Meanwhile, in Western cultures like the United States, direct communication and explicit language are generally preferred.

Another example of cross-cultural variation in politeness strategies is the use of honorifics or titles. For instance, in Korean culture, a person's title is used instead of their name as a sign of respect. In contrast, Western cultures may use first names without titles or honorifics, as a way to foster informal and friendly communication.

Apart from direct and indirect communication styles, politeness strategies vary across cultures in relation to the use of gratitude, apologies, and deference signals. In some African societies, for example, linguistic politeness is closely tied to the idea of social harmony and the relevance of the community over the individual, leading to the high use of gratitude and deference in communication.

Politeness strategies can be seen as a way of liberating people from social constraints, as they allow individuals to express their needs and desires while maintaining a sense of respect and consideration for the feelings and expectations of others. This flexibility can offer personal freedom, social mobility and a sense of community coherence.

On the other hand, politeness strategies can also lead to social conformity and the suppression of individuality. This may lead to the perception of restrictions on social behavior, preventing people from expressing their true selves, and a fear of being ostracized by the broader social group.

Cultural norms and context play a significant role in the liberation or suppression of politeness strategies. Some cultures prioritize diplomacy, indirect language and nonverbal communication to maintain harmony and avoid confrontation, while others value directness and frankness in communication.

The use of politeness strategies is a culturally and contextually dependent phenomenon that can offer individuals the freedom to express themselves while maintaining social harmony. However, their use can also lead to social conformity and the suppression of individuality if used excessively or inappropriately.

Here are some examples of politeness strategies:

1. Using polite language: This includes saying please, thank you, excuse me, and I'm sorry.
2. Addressing people with respect: Using titles like Mr., Mrs., Ms., or simply asking someone how they prefer to be addressed.
3. Expressing gratitude: Expressing gratitude for someone's help or kindness.
4. Making requests politely: Making requests in a respectful way, such as «could you please do this for me?» rather than «do this for me now.»
5. Avoiding offensive language: Avoiding language that may offend others or make them uncomfortable.
6. Giving reasons: Providing reasons for your actions, decisions, or requests.
7. Acknowledging others' contributions: Acknowledging the contributions and efforts of others.
8. Apologizing appropriately: Apologizing when necessary and taking responsibility for your actions.
9. Offering help: Offering assistance or support to others when needed.
10. Showing interest: Showing interest in others' lives and opinions, and actively listening to what they have to say.

Politeness strategies are an important part of communication in the English language. They help to establish positive relationships and create a comfortable atmosphere for conversation. Some common examples of politeness strategies used in the English language include:

1. Expressing gratitude: This is a way of showing appreciation for someone's help or kindness. For example, saying «thank you» when someone does something for you.
2. Using positive language: Using words like «please,» «excuse me,» and «sorry» can help to soften requests and show respect.
3. Using indirect language: Sometimes it can be polite to use indirect language when making requests or asking for information. For example, saying «I was wondering if...» instead of «Can you tell me...»
4. Offering help: Offering to help someone is a polite way to show that you care about their well-being.
5. Giving reasons: When denying a request or saying no to something, giving a reason can help to soften the blow and show that you respect the other person's needs.
6. Acknowledging others' contributions: This is a way of showing respect for someone's work or accomplishments. For example,

saying «great job» or «well done» can be a way of acknowledging someone's hard work.

Overall, using polite language and strategies in the English language is a way of showing respect for others and creating positive relationships in both personal and professional contexts.

Politeness strategies vary greatly across different cultures. Some of the common differences in politeness strategies are listed below:

1. Direct vs. Indirect Communication: In some cultures, people are very direct in their communication style while in others, people use indirect communication. In cultures that use direct communication, people often speak their mind and express their opinions openly without any hesitation. However, in cultures that use indirect communication, people avoid using direct language and often use euphemisms, metaphors or other indirect ways to convey their message. For example, in Japan, people often use indirect language to avoid giving direct answers.

2. Expressions of Gratitude: In some cultures, people express gratitude and appreciation openly, while in others, they may find it rude or embarrassing to do so. For example, in many western cultures, people say «thank you» or «please» to show gratitude or request for something. However, in some Asian cultures, expressing gratitude can be seen as unnecessary since it is expected that people will help each other.

3. Etiquette: Etiquette rules also vary across cultures. For example, in some cultures, it's considered polite to arrive on time for a meeting or event, while in others, being a few minutes late is acceptable. In some cultures, it's common to remove shoes before entering someone's house while it may be seen as strange or rude in other cultures.

4. Body Language: The use of body language also varies across cultures. For example, in some cultures, direct eye contact is seen as a sign of respect and honesty, while in others, it may be seen as rude or aggressive. In some cultures, people stand close to each other while talking, while in others, personal space is important and people tend to stand further apart.

5. Apologies: Apologies are also expressed differently in different cultures. In some cultures, an apology is a straightforward admission of fault, while in others, it may be seen as a sign of weakness. People in some cultures may apologize even when they were not at fault, just to maintain harmonious relations.

Politeness strategies vary across cultures and are shaped by a nation's history, traditions, religions, and values. Understanding and respecting cultural differences can help avoid misunderstandings and build positive relationships between people from different cultures.

In summary, cross-cultural variation and distribution of politeness strategies are influenced by cultural norms, values, and beliefs. Understanding these variations is essential in fostering intercultural communication and avoiding cultural misunderstandings.

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## The functional-motivational essence of magical objects in fairy tales

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**Abstract.** The article examines theoretical view points on functional-motivational essence of magical objects in fairy tales and other literary genres, the idea of motif and plot in fairy tales, the role of the magical objects in the plot-motif composition of fairy tales, their impact on climax and the ending of wonder tales, types of motives connected with extraordinary objects and functions of magic objects, their connection with different rituals and people's beliefs, their assistance in realization of people's dreams, ways of getting magical objects by the hero in fairy tales, how they add mystery to the details of events in fairy tales and enhance their artistic effectiveness.

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