

**THE INFLUENCE OF LEXEMES OF ETIQUETTE ON THE CULTURE OF NATIONS:
A CASE STUDY OF THE ENGLISH LANGUAGE**

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Abstract

Language serves as a mirror of culture, and lexemes of etiquette, in particular, play a pivotal role in shaping and reflecting societal values and norms. This paper examines the influence of etiquette lexemes in the English language on the culture of English-speaking nations. By exploring cognitive and cultural implications, the study sheds light on how these linguistic elements contribute to societal practices, interpersonal relationships, and collective identity. Detailed examples illustrate the deep interconnection between linguistic politeness and cultural ethos.

Key words: *Lexemes of etiquette, cognitive linguistics, sociolinguistics, politeness, expressions of gratitude, English etiquette lexemes.*

Lexemes of etiquette, such as greetings, expressions of gratitude, apologies, and requests, are fundamental to interpersonal communication. These linguistic elements are more than mere words; they encapsulate cultural values, social hierarchies, and norms of behavior. The English language, spoken across diverse cultures, offers a rich domain for analyzing the interplay between etiquette lexemes and cultural practices. This paper aims to explore the cognitive and cultural foundations of English etiquette lexemes; to analyze their role in shaping the culture of English-speaking nations and to provide examples to demonstrate their practical influence on societal norms.

The study is anchored in the disciplines of cognitive linguistics and sociolinguistics, with particular focus on politeness theory, linguistic relativity and speech act theory.

Brown and Levinson's (1987) made a great research in the field of politeness theory. The results of their scientific research serve as a framework for understanding politeness strategies in the whole. Linguistic relativity includes the hypothesis that language influences thought and cultural practices. Speech act theory deals with the analysis of how utterances perform actions, such as requesting or apologizing.

There are several concepts evaluating the speech acts and their meaning. Face-saving strategies effort to maintain one's dignity and social standing. Shared expectations about language use in specific social contexts are dealt by cultural scripts of the language. A feature prevalent in English politeness strategies often expresses the indirectness in communication.

Greetings are an essential aspect of social interaction, reflecting openness and acknowledgment. Common examples include "Hello," "Hi," "Good morning/afternoon/evening". Usage of these lexemes depends on the context, formality of the situation and social distance of the speaker. Greeting is used as opening a social interaction from point of view of cognitive metaphor. English-speaking cultures value individuality, reflected in personalized greetings (e.g., addressing by name).

Example: *Small Carreen could have cried because, for all Scarlett's encouraging words that morning, Brent had done no more than say "Hello, Sis" and jerk her hair ribbon before turning his full attention to Scarlett!* Margaret Mitchell. *Gone with wind*. P. 202

"Hello!" she shouted, summoning all her strength. "Hello!" Margaret Mitchell. *Gone with wind*. P. 761

She walked back across the yard and took the path down toward the silent row of whitewashed cabins in the quarters, calling "Hello!" as she went. Margaret Mitchell. *Gone with wind*. P. 814

How could a man say "Oh, hello", after being gone without explanation for two days?! Margaret Mitchell. *Gone with wind*. P. 1803

Expressions of gratitude underscore mutual respect and appreciation. Such lexemes as "Thank you", "Thanks", "Much obliged", "Grateful" are considered to be gratitude lexemes. Variations of expressions of gratitude reflect levels of formality of the situation and regional differences in usage. Gratitude is used as an acknowledgment of goodwill from the point of view of cognitive implication.

Cultural influence of expressions of gratitude is defined with their promoting the values of civility and reciprocity.

Example: *I'll thank you to keep a civil tongue in your head. Here. Now lay him down.* Margaret Mitchell. *Gone with wind*. P. 394

She's the soul and the center of everything in Atlanta that's sterling. Thank God for her. She'll help me do something about it. Margaret Mitchell. *Gone with wind*. P. 1727

"Thank you".

He was about to go back upstairs when Uncle Vernon actually spoke. J.K. Rowling. Harry Potter. P 69

"The first years, Professor McGonagall," said Hagrid. "Thank you, Hagrid. I will take them from here." J.K. Rowling. Harry Potter. P 91

"If you are going to talk vilely I shall go into the house", she cried, grateful that the shadows hid her crimson face. Margaret Mitchell. Gone with wind. P. 644

Scarlett would have been eternally grateful to Will, had he asked her for Carreen's hand. Margaret Mitchell. Gone with wind. P. 980

Scarlett did not mean to be short tempered and she really wanted to make Frank a good wife, for she was fond of him and grateful for his help in saving Tara. Margaret Mitchell. Gone with wind. P. 1224

Apologies in English serve as mechanisms for conflict resolution and maintaining social harmony. "Sorry", "I apologize", "Pardon me" are expressions of apologies. Cognitive metaphor studies expressions of apologies like an apology as a verbal restoration of balance. Apologies in English encourages accountability and empathy in social interactions.

Example: I'm sorry, daughter. But after all, you are nothing but a child and there's lots of other beaux. Margaret Mitchell. Gone with wind. P. 68

Mist' Gerald, I is sorry to 'sturb you, but I wanted to come here and thank you agin fo' buyin' me and my chile. Margaret Mitchell. Gone with wind. P. 125

"I am sorry I am so late", said Ellen, slipping her plaid shawl from drooping shoulders. Margaret Mitchell. Gone with wind. P. 129

"Oh, sorry", said the other, not sounding sorry at all. "But they were our kind, weren't they?" J.K. Rowling. Harry Potter. P 62

But before Harry could answer, Madam Malkin said, "That's you done, my dear" and Harry, not sorry for an excuse to stop talking to the boy, hopped down from the footstool. J.K. Rowling. Harry Potter. P 61

"I'm sorry to say I sold the wand that did it" he said softly. J.K. Rowling. Harry Potter. P 66

Requests often involve indirectness to soften imposition, aligning with cultural values of politeness. Such words as "Could you...", "Would you mind...", "Please" are the expressions of requests and offers. Sometimes the usage of modal verbs emphasizes the deference in the meaning and respect. These kind of expressions highlight the importance of choice and noncoerciveness in communication.

Example: *You run get my shawl. Please, Mammy, and I'll sit here till Pa comes home.*
Margaret Mitchell. *Gone with wind.* P. 48

"Ma, can't we please go on?" asked Camilla, joining the impatient chorus. Margaret Mitchell. *Gone with wind.* P. 182

"Pa, could you manage to get me a pair of boots?" Margaret Mitchell. *Gone with wind.* P. 485

Would you rather I went away? Pray be frank. Margaret Mitchell. *Gone with wind.* P. 1853

The analysis of the cultural implications of English etiquette lexemes show that they gain promotion of individualism. English-speaking cultures often prioritize individual choice and autonomy. The language reflects this through explicit and direct communication that still adheres to politeness norms.

English etiquette lexemes also assists in fostering exclusivity and conflict resolution. Apologies and gratitude contribute to resolving conflicts and reinforcing interpersonal bonds. Phrases like "How are you?" signal concern and inclusiveness, fostering a sense of belonging. Hierarchy and equality of English etiquette lexemes often downplay hierarchical distinctions, promoting egalitarianism.

Examples of practical influence of workplace communication: "Could you please review this report?" demonstrates politeness and respect, fostering collaborative environments. In customer service politeness lexemes such as "Thank you for your patience" enhance customer satisfaction and loyalty. In educational settings teachers' use of etiquette lexemes are in the following way: "Please complete your assignment" encourages respectful interactions while maintaining authority. Diplomatic language expresses politeness in diplomatic discourse (e.g., "We appreciate your efforts") reinforces international cooperation.

While English emphasizes directness tempered by politeness, other languages (e.g., Japanese) may prioritize indirectness and non-verbal cues. These differences highlight the diversity in how lexemes of etiquette shape cultural interactions.

The lexemes of etiquette in the English language significantly influence the culture of English-speaking nations by promoting values of respect, civility, and inclusivity. Their cognitive and cultural dimensions reflect and shape societal norms, demonstrating the inseparable bond between language and culture. Understanding these lexemes is essential for fostering effective intercultural communication.

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