

## “THE IMPORTANCE OF COMPLIMENTS IN SPEECH ETIQUETTE AND SPEECH BEHAVIOR”

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### **Abstract:**

The current article is intended to explicate how the importance of compliments in speech etiquette and speech behavior by displaying the place of compliments in the conversation making process. The article identifies the following research which is executed by Austin and Searle. Another achievement of the article is the analysis of various studies of speech acts by various scientists, both European and Russian, which provide an accurate analysis of all types of speech acts, identify theories that coincide with the views of the author, and those that contradict them, complement by describes the concept of a compliment through the speech act paradigm. Analysis shows some doubts about the true disposition of compliment in the speech act.

### **Key words:**

speech act, compliments, speech etiquette, speech behavior, communication, scholar

### **Introduction**

Complimenting is form of speech act which stands for uttering pleasant words to a person in order to assure him or her that she or her is gorgeous in any other way, so complimenting in other words is stating a person's positive features. The present research work is focused on complimenting as a form of speech act and its cross-cultural importance amongst other cultures. Compliments help us communicate that appreciation we feel toward one another. Appreciation is also foundational in relationships, both those with our partners and spouses and with our friends. It is part of what makes us want to cooperate and collaborate with those around us. And if you come to a challenge, knowing that you're appreciated helps you want to work through and overcome that challenge.

### **Main part**

The very phenomenon of compliment is explained differently by every scholar. According to France, who states that the word 'compliment' has its roots in the Italian 'complimento'. 'Complimento' refers to an action done on one hand by obligation and, on the other hand to "a sentiment of gratitude which comes from the heart and reflects the truth and sincerity of the soul. Le Robert in turn asserts that 'complimento' is borrowed from the Spanish 'complimiento' which actually itself is derived from the Latin 'Comolere.' France assures that there was even the date at which 'compliment' was borrowed from the Italian as 1604.

For the scholars named Cohen and Holmes, the use of the very phenomenon named 'compliment' seemed as a function to socialize. What they asserted is that the compliment was a perfect tool for the people to have something in common.

However, Kasper and Schmidt give the following definition for the very phenomenon of compliment. The scholars focus the relationship between the hearer and the speaker, what they imply is that compliment plays a role of an explicit or implicit connection between two participants of the dialogue.

Another definition that can be very much adopted in the very research is definition noted by Searle and Vanderveken. They denote compliments are used in the intentions of the hearer, so in a nutshell compliments express approval of the hearer for something that he possesses and it is mainly positive. To put it differently, hearer seeks for the appraisal whether of his actions or traits of his character and the speaker takes this mission on himself.

Personally, I consider this definition as the most appropriate since it is directly related to the pragmatic and linguistic analysis of the speech acts and in the formulation of felicity conditions in particular.

In this research work the thoughts of Russian scholars on the compliment as a speech act should be considered as well, as the Russian scholars have made a great contribution to the development of pragmatics and linguistics. In scientific research by Formanovskaya, a compliment is defined as a kind of speech act, she considers a compliment as an approval and sympathy towards the hearer. According to N.I. Formanovskaya, in most cases the speaker sincerely wants to cheer up his interlocutor with a compliment. In fact, in almost any person, in any situation, you can notice, highlight something good, favorable, worthy of encouragement. To my opinion the scholar who has given the full and understandable definition of a notion of compliment is V.V. Bogdanov, who views compliment as a broader concept than approval. In the words of Bogdanov compliment is by notion or origin is supposed to be positive one, logically it is very much correct, as one cannot praise the negative sides of a particular person, that does not make any sense.

The definition of compliment by very notable linguist H. Germanova emphasizes: along with the main function of a compliment - the speaker's desire to please the interlocutor - there may be additional functions, for example, expression of admiration.

I believe that H. Germanova was the first one that linked the position of compliment as one of the speech acts proposed by Austin and Searle. Along with Germanova, E.V. Zvereva, who defines a compliment from a pragmatic standpoint, accordingly focusing on the interaction of the speaking subject with the addressee and the communication situation.

Although, much research has been done to ease or detect the true origin, nature and purpose of the phenomenon as 'compliment' still there are some aspects that need clarification and some questions to be answered.

The complex nature of a compliment as a speech act is manifested in its interactive chain, according to A.A. Romanov, which is formed as a multi-step speech episode, consisting of the initiator's initiatory compliment-forming step and the reciprocal reactive step of the addressee or recipient. In other words, Romanov explains that a complementary speech act consists of several stages and thus is rather complicate by nature, as it has firstly the aim, then the speaker utters a sentence in our case it is appraisal and finally the hearer accept the appraisal.

As existential determinants of a speech act, various kinds of actual or existing, and virtual or attributed, that is, non-existing image-forming signs and properties of both the recipient's personality and his activity in a broad sense. The compliment takes in itself many forms and implies many meaning for example, "beauty", "kindness", "decency", "purposefulness, willingness to help". There are many other usages and feelings that could be implied via compliments. The example can be like so

1) "Lord Caversham (looking at her with a kindly twinkle in his eyes): You are a very charming young lady! (Here one can surely understand that the concept of beauty was used while uttering a sentence. The word, which presupposes the image of beauty is (charming lady).

2) Mabel Chiltern: How sweet of you to say that, Lord Caversham! Do come to us more often. You know we are always at home on Wednesday, and you look so well with your star (Wilde) (In this example the notion of 'decency' was used, as the lady answered according to the rules of that time. She just thanked the speaker for his appraisal for her beauty and in turn complimented him as well in the form of decency. One can surely say that compliment is much more that appraisal and admiration, however something deeper.

Concerning another questionable topic of 'compliment', there are a lot pf unsolved questions as well, so actually 'compliment' can be classified into three categories:

1-Appearance / possessions. It is one of the most common types of 'compliments' not only in the English language, but other countries as well, as naturally people pay first attention to the possessions that you bear and how you look the examples for the very category can be as follow: Your blouse looks beautiful. I really love your car.

2-Performances/ skills/ abilities. This is second most popular type of compliment in the world as when one gets more initiated with a person one starts getting interested in the persons capabilities, talents. The example can be as follow: You did a good job. You are such a wonderful writer. Concise compliments are some of



these types given by male speakers as some may say, because men by nature are less talkative than women, the example goes as follow: Nice Shot! You rule! Get out!

3- Personality traits: This category of 'compliment' occurs less frequently than those on the first and the second categories. One may presume it is because the secrecy of one's personality, what I mean is that one cannot know for sure the true character of a person, so they try to praise on different things but personality traits. The examples are as follow: "Good boy, You're so sweet."

'Complimenting' speech act has been listed under different speech act categories and was denoted by different scholar in diverse places, however the scholars have not still come to the united thought of where to put the very phenomenon of compliment as a speech act.

There are points of view as to which the group must own the given acts of speech J. Searle, in turn, refers it to the group of expressive speech acts. Expressive speech acts or *Expressives* play an important role in its classification, since this group of acts is one of the most numerous. This can be explained by the fact that almost any statements in the process of interpersonal interaction carries psychological component - the speaker either expresses a certain emotion with his statement, or gives a certain emotional assessment of this or that fact, event, statement.

So, the list of objects of speech acts of praise compliment is very diverse. However, numerous studies carried out in this area make it possible to single out the most typical object focus of compliments. Thus, from the analysis of the factual material, it becomes obvious that speech acts of praise and compliment are based on a frame that includes the images of the addressee who is considered to be subject of the compliment. And the second participant, the addressee or a third person who is absent in the communicative space, as well as the subject (object) of the compliment. In general, the list of objects of speech acts of praise and compliment is quite diverse, but the studies carried out in this area allow us to single out the object orientation of compliments that is most typical for Russian and English communicative cultures.

As compliments happen to be an inevitable part of speech behavior and speech etiquette, I believe there should be some illumination on the topic of speech behavior and speech etiquette.

From my perspective speech behavior is the set of sentences or words uttered by the speaker, acquired by the hearer, which are considered to be acceptable in the society. To put it differently the utterances by the speaker should coincide with standards accepted in the society. Thus, there comes another notion as speech etiquette. A French word by its origin, speech etiquette is a set of speaking and behavioral rules and standards in the society.

There are other definitions of the term etiquette as well.

Etiquette (French etiquette - label, label) - a set of rules of conduct concerning the external manifestation of attitudes towards people dealing with others, forms of treatment and greetings, behavior in public places, manners and clothing. However, the external manifestation, as a rule, reflects the inner essence of the relationship. Ideally, this relationship should be mutually benevolent. Etiquette includes etiquette of appearance, speech etiquette, and etiquette of behavior. Appearance etiquette is the socially accepted requirements for the appearance of members of society, recognized as exemplary for certain situations.

Behavioral etiquette is a set of actions of people in society, recognized as exemplary for certain situations. Behavioral etiquette determines the behavior of people in public places, etiquette of relations between men and women, boys and girls, children and parents, behavior at a party, at the table, at a dance evening, etc.

Speech etiquette is understood as the rules of speech behavior developed by society, obligatory for members of society, nationally specific, firmly fixed in speech formulas, but at the same time historically changeable. Speech etiquette is subdivided into oral communication etiquette and written communication etiquette. Oral communication etiquette includes formulas of politeness and rules of conversation or communication etiquette, etiquette of written communication - formulas of politeness and rules of correspondence.

Thus, speech etiquette in general is part of the etiquette associated with communication between people. It, of course, is associated with etiquette of behavior, since, in essence, it is a special type of human behavior - communicative behavior. I.A. Sternin identifies the following functions of speech etiquette. Firstly, there should be established a contact between two or more participants, by establishing the contact the scholar presumes a positive background for giving and receiving the compliments. As a speech etiquette allows you

to attract the attention of the interlocutor, encourage him to make contact, make acquaintance with the interlocutor, the very first process is not difficult at all.

Second and very important step is to keep that positive contact between the people, this stage of course is kept via exchanging of compliments. This function of speech etiquette is carried out in the form of secular or in other words phatic communication.

Thus, in speeches with the main goal of pleasing the addressee with praise or compliment. The speaker takes into consideration some positive qualities, good deeds and actions of the addressee. The speaker should think of the results of the hearer's actions, his attitude to something, what is dear to him in life, the system of his values, life goals and achievements in their implementation. To put it differently, everything that causes a positive assessment of others and deserves praise. If you cannot find something to say about a person in himself, Aristotle advises comparing him with others, but only with famous people, since "if he turns out to be better than people worthy of respect, his dignity will only benefit from this".

Based on the available literature on the secular etiquette, we can shed some light on the requirements, for the speech behavior and etiquette patterns practiced in the 19th century:

- primarily etiquette guides advised to avoid complimenting topics people with whom we are only familiar with nodding, or be very careful in this regard- clear and legible;
- a man could compliment a young lady only when he was fully confident in the location to yourself. If he was unsure of her sympathy to him, should never flatter her, so how rude praise leads a girl to persuade that she is dealing with an empty person, whose word cannot be trusted;
- young girls and women were forbidden to give compliments out of fear, as for a woman in that century giving the compliments could have put her in an awkward position;
- compliments between men were not only not accepted, but also considered indecent. I presume that was because men are considered to be masculine and compliment did not coincide with the very masculinity. However, there were some cases of compliment exchange between men, but it only implied irony at that time not true compliment.
- hearing praise to parents, young people had to answer, thanks and humbly confirming this praise, but by no means do not add anything. In books about the good taste of that time, strongly advised not to identify compliment with flattery, clearly differentiating them.

I believe we have already established the distinction between compliment and flattery as the latter is highly disrespected and not relevant to compliment at all. Flattery was severely condemned and should have been outraged in the society of that age, as the nature of the very flattery was fake.

It is worth saying that the role of gender has been very important in speech behavior and speech etiquette, as a compliment was accepted differently both by male and female. Although the standards of the etiquette were the same towards both genders, the approach while using the compliment was completely different.

A study of the gender dimension of verbal communicants' behavior has great importance in linguistics because its accounting allows linguists to penetrate deeper into female or male view, and thus better understand the real-life model of the orienting behavior of men and women, as well as the specifics of the male and female voice strategies and tactics.

#### Conclusion

Summarizing all of the above, we can conclude that we have given the thorough definition to the speech acts, looked and analyzed the very speech acts from various perspectives. We could have formulated the very notion of the compliment and analyzed in which speech act category the compliment falls down. Lastly, we have established the importance of compliment in the speech etiquette and speech behavior by displaying the place of compliment in the conversation making process.

Within the framework of this article, we examined the phenomenon of a speech act in general, resulted in the currently existing classifications of speech acts, highlighted some of the features of these linguistic phenomena. As well as described the speech act of compliment from the standpoint of the theory of speech acts and summarized the experience of domestic and foreign linguists in study of the phenomenon of the speech act of compliment.

It can be concluded that, since the status of speech acts having the attitude to a compliment is not clearly defined, but itself a compliment as a speech act undoubtedly has a linguo-didactic potential, its further study seems expedient and very much practical.

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