

## THE ANALYSIS OF POLITENESS STRATEGIES IN DIRECTIVE SPEECH ACTS

**Majidova Zulaykho Abdumuminovna.**

*Faculty of Humanities, Sharda University Uzbekistan,*

*Andijan, Uzbekistan*

**Abstract:** The relevance of the article is due to the growing interest of linguists in the theory of speech acts, as well as in a detailed study of individual types of speech acts. At present, science does not have comprehensive data on the pragmatic properties of directive speech acts, neither in synchrony nor in diachrony. The desire to create a holistic view of the status of the directive speech acts in the English language necessitates a systematic study of pragmatic invariants in pragma-linguistics.

**Key words:** directive speech acts, strategy, principle, language, interests, component, politeness, linguistic factors, comprehension, communicative.

In real speech interaction, directives form an incentive discourse, which, during its development, undergoes significant changes associated with changes in the principles of interpersonal communication. The most important of them are summarized by J. Leech as the principle of cooperation, courtesy, interest, facilitation [2], and the priority of their significance depends on cultural, social, including historical, linguistic factors. For directive speech acts, the principle of politeness is of paramount importance: on the one hand, cases of indirect implementation of speech acts that violate the principle of quantity can be explained by politeness, since the implication is more polite than the directly expressed meaning. On the other hand, the urge inevitably causes damage to the addressee, 'invading' his world and prompting him to change it, therefore it especially needs to observe the principle of politeness as a factor of 'compensation' for this damage. The analysis of politeness strategies in directives

speech acts (and, more broadly, incentive discourse) as diachronically constant and variable elements requires clarification of the basic concepts of the communicative principle of politeness and methods for studying it.

Communicative principles are implemented at the level of discourse. In modern linguistics, the concept of discourse has not received an unambiguous interpretation and is defined as a text, statement, oral speech, all forms of speech communication [2].

Achieving the impact planned by the addressee of the speech acts requires compliance with the rules of pragmatic competence. They are formulated by R. Lakoff as the rule of clarity of expression and the rule of politeness [3], and she details the second rule: do not interfere, give the interlocutor the right to choose, be friendly.

The development of the theory of politeness by J. Leech made it possible to formulate the principle of politeness in its negative and positive form: minimize impolite statements and maximize polite statements [2]. J. Leech sees the role of the principle of politeness in maintaining social balance, friendly relations between communication partners in order to achieve mutual understanding. Considering that some illocutionary acts are inherently associated with positive politeness (offers to perform an action), and others with negative politeness (orders), negative politeness consists in minimizing impolite illocution, and positive politeness in strengthening polite illocution. J. Leech identifies six maxims of the principle of politeness: maxims of tact and generosity (in commissions); maxims of praise and modesty; maxims of agreement and sympathy [2].

The category of politeness is an axiological category: the very concept of “politeness” is an abstract social value and in this sense is universal, although the ways of its verbal and non-verbal implementation are culturally specific [5]. When studying the historical changes in the principle of politeness in incentive discourse, we use methods for analyzing communication strategies based on the concept of “face” - a positive social value claimed by an individual [5]. Proceeding from the

main strategy of communication - “diplomatic efforts” of communicants to ensure the safety and protection of this value [5], communication is based on the principle of striving to avoid conflicts, except in cases of intentionally conflicting interaction, which are subject to the action of “inherent or imaginary impoliteness” (the strategy of “impoliteness” are distinguished by J. Culpeper by analogy with politeness strategies [5]).

The concept of a person is understood by P. Brown and S. Levinson as the desire to ensure that, on the one hand, the actions of the individual are not interfered with (negative “face”), and on the other hand, that other participants in communication approve his goals and aspirations (positive “face”) [1]. In addition to the concept of “face”, a person also has a rational potential (rationality), that is, the ability to choose methods for achieving his goals, based on the goals themselves. Taken together, this makes it possible to model a kind of “ideal personality” (model person), consistently fulfilling its goals in communication. The value of the proposed method for this study is that it makes it possible to trace the logic of choosing a specific strategy of politeness in the incentive discourse.

The choice of communication strategies is influenced by social factors (the social distance of the speaker and the listener, the hierarchical ratio of their statuses), as well as the predominant value of a particular strategy for a certain linguacultural community (speech etiquette, etc.): for example, the degree of politeness increases with an increase in social distances between communicants and with an increase in the status of the listener over the status of the speaker. It also increases with the degree of risk of threat to the person (intervention) [1].

The directive speech acts is modeled as an aspect-block model consisting of three blocks with their aspects:

The anthropocentric directive block includes aspects of the addresser, the addressee of the speech acts and their intentions. The sender determines the choice of the content of the message and its illocutionary purpose. According to the number of speech acts addressers, directives are mono- and multi-personal,

according to their direction they are inter- and intra-communicative (auto-address), corresponding to communication with other communicants or auto-communication of the addresser.

Directives are divided into mass-oriented, collectively-oriented and individually oriented directives according to their orientation towards the addressee of the speech acts.

In accordance with the communicative status of the addressee, the addresser chooses ways to achieve the illocutionary goal of speech acts - direct or indirect. Aspects of addresser and addressee also shape communication strategies and tactics, in particular, politeness strategies.

The intention of speech acts is interconnected with extralinguistic factors - the psychological state of the addresser, his interests, social status, his ideas about the situation and motives for communication. In the directive intention, we distinguish between actor-speech and post-actor-speech intentions. The concept of intention is closely related to the motive of speech acts. By motive we mean that which, in the reality reflected by a person, induces him to perform actions and deeds and directs his speech activity.

The block of conditions and methods for implementing the directive speech acts gives an idea of its contextual, situational, metacommunicative aspects. The situational parameters of motivation include logical-semantic and anthropocentric ones, which identify the directive speech acts and its pragmatic subtypes of injunctive.

The metacommunicative aspect of speech acts contains information about the communication channel and the phatic elements that ensure its operation, about the change of roles, about the strategies and tactics of discourse. Reflecting the discursive properties of speech acts and its place in speech interaction, this aspect links speech acts with politeness strategies in incentive discourse.

The central speech block directive defines its denotation, locution, illocutionary force. The denotative aspect is the core of the content of the message. The complete semantic structure of imperative sentences includes:

- a. semantic element with the meaning of motivation;
- b. predicate semantic-syntactic element that nominates the causal action;
- c. a non-predicative semantic-syntactic element that nominates the object of the causal action or the property of the intended state.

In this study, we single out directives with explicit denotation that contain all the named components of the semantic structure the second and / or third component; and directives with implicit denotation, in which all the components of the semantic structure of the motivation, completed by the addressee based on a comparison of other aspects of the speech acts.

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