The Principle Of Politeness In The Speech Act Is The Term "Reproach"

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Abstract: Politeness plays a vital role in human communication, serving as a cornerstone for displaying consideration and respect towards others through our words and behaviors. It holds immense significance in all forms of communication, even in situations involving accusations. Accusations, being sensitive and potentially confrontational, require the application of politeness principles to uphold social harmony and prevent unnecessary conflicts. This article aims to delve into the concept of politeness within the context of accusing others, exploring the utilization of politeness strategies to soften accusations and minimize the potential negative impact on the accused. Additionally, it will discuss the significance of face-threatening acts and the management of face in accusatory speech acts.

Keywords: comprehend, accusations, positive face, negative faces, politeness strategies, confrontational manner, business contexts, interests, opinions, desires, autonomy.

Introduction. The seminal work "Politeness: Some Universals in Language Usage" by sociolinguists Penelope Brown and Stephen C. Levinson introduced the concept of politeness in communication. According to Brown and Levinson, politeness serves as a social lubricant that minimizes the potential for conflict and fosters positive social relationships. Politeness becomes particularly crucial in speech acts involving accusations, as they have the potential to threaten the face of the interlocutors. The notion of face, introduced by sociologist Erving Goffman, plays a significant role in the context of accusations. Face refers to the public image individuals strive to present to others. It encompasses two types: positive face, which relates to the desire to be liked and approved of by others, and negative face, which pertains to the desire for autonomy and freedom from imposition. Accusations can pose a threat to both positive and negative faces, as they challenge the accused's public image and encroach upon their autonomy.

Hence, when leveling allegations, it is crucial to take into account politeness tactics to minimize the potential harm to the reputation of the accused. One of the primary politeness strategies is the utilization of indirectness. By employing indirectness, the accuser can convey their accusation in a less confrontational manner, thereby reducing the likelihood of offending. Instead of directly accusing someone of wrongdoing, for instance, one may opt to employ hedging or mitigating expressions to soften the accusation. An example of this would be stating, "I'm not entirely certain if I have comprehended the situation correctly, but it appears that there may have been an error in the report." Another politeness strategy employed in accusatory speech acts is the utilization of positive politeness. Positive politeness involves expressing friendliness and solidarity towards the accused, thereby acknowledging their positive self-image. Compliments, expressions of empathy, and offers of assistance can all contribute to mitigating the impact of the accusation and maintaining a positive social relationship. For instance, the accuser may initiate the accusation with a positive statement, such as "I am aware of your consistent dedication to accuracy in your work, but I have observed a discrepancy in the figures."

Literature review. The concept of politeness has been extensively explored in modern pragmatics, specifically within the framework of the theory of speech communication. As the interest in human issues and language acquisition continues to grow, researchers have dedicated a significant amount of effort to investigating various aspects of politeness. Scholars such as E.N.Belyaeva,

L.B.Volchenko, E.A.Zemskaya, L.P.Krysin, I.G. Piirainen, L.V.Umanets, N.I.Formanovskaya, T.A.Shishkina, P.Brown, P.Cap, S.Levinson, R.Lakoff, and G.Leech have contributed to this body of research.

The Principle of Cooperation, formulated by P.Grice, serves as the fundamental principle of speech communication. It requires speakers to contribute to the conversation in a manner that aligns with the jointly accepted purpose and direction of the discourse[1]. Adherence to this principle is ensured through the following postulates, also known as maxims, of communication: 1) the postulate of quantity, which necessitates providing the appropriate amount of information; 2) the postulate of quality, which prohibits stating falsehoods or making claims without sufficient evidence; 3) the postulate of relevance, which demands staying on topic; and 4) the postulate of manner, which entails expressing oneself clearly, concisely, and consistently. While compliance with these rules is more prevalent in scientific or business contexts, everyday communication often deviates from them, sometimes even violating them entirely. This deviation is evident in phenomena such as irony, metaphor, and jokes. Furthermore, individuals may intentionally violate these rules to conceal their true intentions. Another equally significant principle that governs the dynamics between communicants and influences the formulation and selection of speech options is the principle of politeness.

Politeness is a fundamental concept in the field of speech communication, regarded as a universal principle that plays a crucial role in the dynamics of speech interaction. It holds a more prominent regulatory function than the principle of cooperation. Politeness can be broadly defined as a principle of social interaction that is rooted in the fundamental value of respecting the individuality of the communication partner. It encompasses sensitivity towards the emotions of others and adherence to appropriate social behavior. This overarching principle applies to all forms of human interaction, whether verbal or non-verbal. Adhering to the principle of politeness entails certain behavioral constraints for members of society, which involve considering the interests, opinions, desires, and feelings of the communication partner. Ultimately, the observance of politeness aims to foster effective and harmonious interaction by maintaining a balance and cultivating amicable relations between the individuals involved.

Research methodology. The concept of politeness is applied in the practice of verbal communication through the utilization of various strategic techniques, which are expressed as postulates or maxims. R.Lakoff, for instance, formulated a set of maxims that embody politeness: 1) refraining from imposing one's own opinion, 2) granting the interlocutor the freedom to choose, and 3) exhibiting friendliness[2]. On the other hand, J.Leach identified six maxims of politeness: tact, generosity, approval, modesty, consent, and sympathy[3]. It is important to note that the principle of politeness extends beyond linguistic meaning and encompasses social and psychological aspects of communication. The variations in these maxims pertain to either the quantity and quality of information or how it is presented. Adhering to these rules necessitates additional actions beyond those aimed at complying with the principles of cooperation.

The principle of politeness and its postulates dictate that individuals should exhibit cooperative behavior when engaging in social communication. Adhering to the principle of politeness in a social communication setting also involves using polite language. J.Leech explores the connection between social goals and illocutionary functions, categorizing them based on their contribution to establishing and maintaining politeness. These illocutionary functions can be further classified into various subgroups, depending on their alignment with the social objective.

1) The illocutionary functions of competing nature involve speech acts such as ordering, questioning, demanding, and requesting. In these cases, the speaker's intention to have the listener perform a certain action conflicts with the principle of politeness, which emphasizes minimizing the listener's efforts.

2) Solidary illocutionary functions, on the other hand, exhibit a harmonious alignment between the illocutionary purpose and the social purpose. Speech acts like offering, inviting,

congratulating, expressing gratitude, and greeting serve both the intended illocutionary goal and the social goal.

3) Collaborative illocutionary functions encompass speech acts such as communication, affirmation, announcement, and informing. Unlike the previous categories, these acts are indifferent to the social purpose, neither contradicting nor coinciding with it.

4) Conflicting illocutionary functions involve speech acts like threatening, accusing, cursing, and reprimanding. In this subgroup, the illocutionary goals clash with the social goal, creating a conflict between the speaker's intentions and the desired social outcome.

However, it should be emphasized that it is necessary to distinguish between politeness in social terms and politeness in linguistic terms.

Politeness as a social category is incompatible with a group of conflicting illusions. Generosity as a linguistic category includes conflicting illocutions in its sphere: linguistic forms in the form of indirect or implicit illocutionary meanings. Linguistic politeness, which is a means of expressing social politeness, is a system of strategies for speech behavior that aims to prevent and avoid conflicts in communication.

By now, the theory of linguistic politeness has developed into an independent branch of pragma linguistics. Within the framework of this theory, politeness is understood as a global strategy of speech behavior aimed at maintaining harmony in interpersonal interaction using verbal means.

In addition to the aforementioned points, Professor Sh.S.Safarov provides further insights on the subject of pragmalinguistics. The advancement of this field in various directions has led to the emergence of distinct subfields within pragmalinguistics, such as the theory of Speech Act, Deixis theory, discourse theory, pragmasemantics, and pragmastilistics. These subfields differ primarily in their division of the broader subject of pragmalinguistics into separate components and their thorough examination and analysis of each component[4]. Consequently, the progress made in pragmalinguistics helps to bridge the gap between theoretical linguistics and practical communication by reducing the existing disparities.

According to the assertions made by P.Brown S.Levinson[5], and J.Leech[6], speech acts can be categorized into two main types: polite acts (such as offering, praising, and expressing gratitude) and impolite acts (including threatening, ordering, bragging, rebuking, and accusing). The theory proposed by P.Brown and S.Levinson suggests that polite acts are carried out to maintain the positive or negative face of the speaker, while impolite acts are performed to undermine the positive or negative face of the speaker[7].

Results and discussion. In addition to positive politeness, negative politeness plays a crucial role in accusatory speech acts. Negative politeness entails demonstrating respect for the accused's negative face by minimizing the burden of the accusation. This can be accomplished by utilizing politeness markers like "if you don't mind" or "I don't mean to offend you". By acknowledging the accused's autonomy and reducing the imposition of the accusation, negative politeness aids in mitigating the potential threat to the accused's face. Another strategy commonly employed in accusatory speech acts is the utilization of indirect speech acts. Indirect speech acts enable the accuser to indirectly convey their accusation, thereby lessening the potential face-threatening nature of the accusation. For instance, instead of directly accusing someone of dishonesty, the accuser might employ an indirect speech act, such as posing a leading question that implies the accusation, such as "Is there any reason why the numbers don't seem to add up?".

It should be emphasized that the effectiveness of politeness strategies in accusatory speech acts is contingent upon the cultural and situational context. Politeness norms and expectations vary across different cultures, and what may be considered polite in one culture may not be perceived in the same manner in another. Furthermore, the power dynamics between the accuser and the accused, as well as the gravity of the accusation, can also impact the selection of politeness strategies.

Conclusion and recommendations. To summarize, the concept of politeness plays a pivotal role in accusatory speech acts. Employing strategies such as indirectness, positive and negative politeness, and indirect speech acts is crucial in softening accusations and minimizing potential harm

to the accused's reputation. By incorporating politeness principles into accusatory speech acts, individuals can foster social harmony, diminish the likelihood of conflicts, and uphold positive social relationships.

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