

ANNOTATION: Speech etiquette refers to the system of speech behavior, the rules of live conversation and correspondence, how to use the language and its tools in a specific situation and environment. English speech etiquette is a set of special words and expressions that give a polite form to English speech, as well as the rules according to which these words and expressions are used in practice in various communication situations. Speech etiquette imparts politeness to speech, regardless of its content. You should greet your audience, introduce yourself, and state your topic and purpose. You should maintain eye contact, use gestures, and modulate your voice. You should avoid distractions, such as fidgeting, reading from notes, or checking your phone.

KEY WORDS: Speech etiquette, speech activiti, relationship between speech etiquette and speech activiti, subtleties of communication culture.

Language is closely connected with peoples' relations and procedures of material and non-material products, but at the same time it is independent. One of the peculiar features of a language is that its units can be divided into specific parts like sentences, word combinations, words, morphemes.

Since the relationship between language and culture is a broad concept and a hot topic of discussion among academics, differing opinions on the subject are conceivable. The findings of both historical and contemporary research provide us with an chance to discuss how these two ideas combine to form a single, exceptional thing that is in great demand amongst themselves. Stated differently, one cannot exist without the other; however, they enhance one another. Language is regarded as a component of culture since it can convey the spirit of the culture and is the unique manner in which a culture exists. While investigating the relations between the language and the culture there were discovered new features of the subjects like general linguistics, psychology, philosophy and they served as basis for new trends in linguistics like linguoculturology, sociolinguistics, psycholinguistics etc. In the process of learning the different aspects of the lexicologic features of a specific language, we are to pay attention to the rules of the development of the language which effect the lexicon of a language, the influence of relations between the language and the society to the vocabulary stock of a language, the division of linguistic units from the point of up to datedness, historical, expressiveness and other points of view.

Speech is an independent form of human activity, though it a language expresses specific peculiarities. Speech can also reflect the culture of a specific layer of a society.

The comparison of language and speech shows us the following:

- a) Language is used for communication and is able to express a human's imagination about the world using discrete symbols;
- b) Speech is the language applied in practice; it can be regarded as language in action and is expressed in a chain of communication units in the process of usage.

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At the present day linguistics, it is becoming actual to discuss the following conceptions of speech etiquette: standard, ethic, and communicative. The ethical side of speech etiquette requires a person to have a knowledge of the system of communication formulas, and obey the rules and measures of communication.

It is important to consider the interlocutor's age, sex, social standing, and nationality when utilizing the speech etiquette units. Additionally, certain language and speech units might convey proper speech behavior when we are addressing, welcoming, wishing someone well, expressing regret, being grateful, requesting a favor from someone, thanking someone, offering condolences, etc. Selecting speech etiquette lessons can be thought of as a particular kind of action in a particular occupation, so we have selected these units as the focus of our investigation to examine them in light of two linguistic comparisons.

Speech etiquette serves as a prime illustration for a linguoculturalology course. The topic of the interdependency of language and culture phenomenon is one that is challenging to study in many ways since it is intimately related to the culture that is a concept that is hard to define and thought to have multiple personalities. Language has a tight relationship with interpersonal relationships and the mechanisms of manufacture of both materials and non-materials, although it is autonomous at the moment. Among the unusual A language's ability to break its units into several parts, such as sentences, words, morphemes, and word combinations.

Speech etiquette has two sides from the point of linguistics: the accuracy of speech, which means that a speaker is to follow all the linguistic rules of a language and the capability of speech, which means that the speaker is having the right choice of words, concrete, short, clear and meaningful speech. Because of this, the emergence of a language's literary norms—which are made feasible by standardizing the language under the impact of linguistic and extralinguistic factors—occurs naturally rather than arbitrarily. In this elements that are extralinguistic or intralinguistic typically have the primary function in the process. The ethical side of speech etiquette requires a person to have a knowledge of the system of communication formulas, obey the rules and measures of communication.

Speech etiquette is considered as one of the aspects of culture of speech, also we should mention that having accurate and precise speech includes in itself the measures of speech etiquette. Etiquette, speech etiquette in particular, can be considered as one of the main elements of the culture of speech. The speech etiquette units of the Russian and English languages are characterized by their use both in written and spoken language. Furthermore, the content of the etiquette is actively used in the communication. The linguistic units that people are accustomed to use in the communication and which are termed differently in linguistics are termed as units of speech etiquette. The usage of speech etiquette formulas starts from addressing someone. We can say that addressing someone is a syntactic unit which reflects one feature of the specific nation's culture.

Kind way of addressing someone is the main unit of speech etiquette. Usually we build relations with other people through addressing. The choice of the way of addressing each other can determine the way relations between the interlocutors. According to the rules of speech etiquette there can be used different speech etiquette units in various situations like greeting, saying farewell, apologizing, expressing gratitude, usually in order to create positive atmosphere for the communication.

In addressing a person, it is usually used the units of speech etiquette like apologizing, giving a request, expressing gratitude, etc. Some of equivalent speech etiquette units are different from each

other by their structure, semantics, and the ways of usage, here the semantic differentiation includes linguocultural variation in itself. The choice of speech etiquette units is a very difficult process, because the ways of addressing, as it was mentioned above multifunctional and includes in itself several other functions.

The units of speech etiquette form little syntactic system. The choice of specific speech etiquette unit from this system depends on the condition of the speech, the social status of the people communicating, their age, on how well they know each other, the level of their friendly relationships, on how close relatives they are to each other, the difference of sex, behavior, mood, nationality, the topic of the conversation, the distance between them, on whether the conversation is face to face or on the phone, the place of conversation, and also whether the speaker knows or doesn't know the listener's name.

Thus, the choice and understanding of speech etiquette units require from the people communicating some sort of knowledge. The wrong choice of speech etiquette units can even form some kind of misunderstanding between the people communicating. It is natural, that we can't understand a foreign language without learning the culture of the native speakers. In the process of investigating the linguocultural peculiarities of the speech etiquette units, our main goal was to determine the sense (markers) which show the national and cultural peculiarities of the figurative meanings of lexical units that express the units of etiquette in the comparable languages. The main task of our article was to analyze the linguocultural aspects of specific language units, speech etiquette units in particular. It is natural, because the linguoculturology discusses the national and cultural peculiarities of linguistic facts without considering the factors of time and space and that's why expresses such peculiarities in the results of its investigations.

In conclusion : In our research, we didn't try to give information about all the layers of vocabulary of the Russian and English languages, but made an attempt to determine the semantic peculiarities of the speech etiquette units used in these languages in a synchronic aspect. The speech etiquette units of Russian and English languages are characterized by their usage, both in written and spoken language. Furthermore, the content of the etiquette is actively used in the communication. The linguistic units that people are accustomed to use in the communication and which are termed differently in linguistics are termed as units of speech etiquette. In our research we determined the national and cultural peculiarities of the words and other language units in the compared language like: привет (hello), доброе утро (good morning), до свидания (good bye), пока (bye-bye), до встречи (see you next time), спасибо (thank you), дорогой (my dear), уважаемый (respectful), etc.

To our mind, in the books on practical English there is little attention given to the analysis of the speech etiquette units. We suggest that, in the newly published books these units should be analyzed well, because, in the modern methodology of teaching foreign languages, it is required not only just learning the language itself, but also through this language to study the culture of the native speakers. It is possible because, the speech etiquette units express specific features of the culture of the country, the language of which is being studied.

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