The Role of Regulations and Laws in the Type of Greetings and Goodbyes According To Linguistic and Cultural Contexts

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Abstract

The style of writing is sometimes subject to the legal policies of a country or a specific culture, and it consists of rules that, in addition to making the work of the reader and the writer easier to communicate with, also bring beauty to the writing. These rules include two parts: wording and marking. Combining words with each other is the beginning of any writing; Sentences are made from the combination of words, and a clause or paragraph is formed from the combination of several sentences. Each paragraph can be part of a letter or other writing. These rules are more or less true in conversational relationships. The article makes an attempt to consider greetings and farewells as simultaneously linguistic and speech phenomena present in any language within the framework of the theory of speech genres and linguocultural context. Greetings and farewells as part of speech etiquette bear its properties: mandatory usage in a society in relevant situations, functioning for maintaining contact of the communicants, marker of social, interpersonal relationship features and ethno-cultural peculiarities. The paper has both theoretical and practical value presenting the description and analysis of speech genres of greetings and farewells as such, their significance for the discursive and linguoculturological studies. The research is based on the provisions of the theory of speech genres established by M.M. Bakhtin as well as on A. Wierzbicka's semantic approach for description of various phenomena using Natural Semantic Metalanguage. The models of speech genres of greetings and farewells provided in this paper in the form of a chain of mental acts may give the researchers a tool for revealing ethno-specific features in linguoculturological studies.

Keywords: legal policies, regulations, speech genres, greetings and farewells, Natural Semantic Metalanguage, linguocultorological studies.

Introduction

The object of the research is greetings and farewells as the most important part of speech etiquette, expressing a polite, courteous attitude towards communication partners. The topic chosen for the research proves its relevance in regards to the fact that in recent decades, there has been an active study of speech genres (hereinafter – SG) and a growing interest for different linguoculturological issues in the context of intercommunication.

The SG theory, developing as a separate area - genre studies, uses the conceptual apparatus of such linguistic fields as system-structural, cognitive linguistics, psycholinguistics, linguoculturology, pragmalinguistics, sociolinguistics. The outstanding philosopher, philologist, cultural theorist M.M. Bakhtin is the SG theory founder who defined its key concepts and provisions and established that "each individual utterance is, of no doubt, individual, but each area of language usage develops its own relatively stable types of such utterances, which we call speech genres" [Bakhtin, M.M., 1996].

A lot of researches in the SG field belong to V.V. Dementyev, K.F. Sedov, V.A. Salimovsky, T.V. Shmeleva, L.A. Kapanadze, M. Yu. Fedosyuk, N.D. Arutyunova, A. Wierzbicka, S. Gajda, S. Blum-Kulka, etc.

According to such followers of this theory as V.V. Dementyev, SG can be called units of discourse functioning therein along with speech acts, speech strategies, speech events, etc. [Dementyev, V.V., 2020].

The SG theory has a great significance for the communicative directions in linguistics covering dialogical linguistics [Shpil'naya, N.N., 2021]; [Paducheva, Ye.V., 1981], theory of communication behavior [Sternin, I.A., 1999]; [Larina, T.V., 2009], the theory of speech acts [Austin, J., 1999]; [Serle, 1986], theory of intercultural communication [Hall, E., 1980]; [Ter-Minasova, S.G., 2000], linguoculturology [Maslova, V.A., 2014]. This significance is manifested in the fact that aspects of the SG theory represent the important components of communication between individuals: the situation

of communication, its tonality, social registers and the intentions of the subjects of communication, manifested in utterances, as well as forms of formulation of statements, strategies and tactics, ethno-specific characteristics of communicative behavior.

Methodology

The methodology of the research is based on the main provisions of the SG theory established by M.M. Bakhtin and his followers V.V. Dementyev, K.F. Sedov, T.V. Shmeleva, A. Wierzbicka and others. One and the same language and speech units may be studied from different points of view and within different theories. Greetings and farewells, considered here in the scope of SG theory, are considered through several description and classification techniques offered by the researches of this field. The main method of revealing the characteristic features of SG of greetings and farewells in this paper is elaborating the models or formulae for their description through Natural Semantic Metalanguage (NSM), created by A. Wierzbicka. A great value of this approach to studying SG for linguocultorological investigations is emphasized and revealed through the analysis of a number of Russian, Tatar and English greetings and farewells in terms of their semantics, etymology, discursive aspects.

Results and Discussion

Essential Issues of Speech Genres

As mentioned above, in every culture there are greetings and farewells that are part of the so-called speech etiquette (hereinafter – SE) which is "a system of stable communication formulas prescribed by society to establish a verbal contact between interlocutors, maintain communication in a chosen tonality according to their social roles and role positions relative to each other, mutual relations in an official and informal setting" [Yartseva, V.N., 2002].

N.I. Formanovskaya, an outstanding linguist, researcher of SE problems, emphasizes the presence of a national-specific component in the structure of SE. Functioning in one or another linguistic community, the SE, therefore, reflects its ethnocultural characteristics [Formanovskaya, N.I., 1987].

SE expressions of greetings and farewells play an important role in communication with the reflection of such constant components of communication as:
- contact maintenance (greetings);
- Dialogue start-end marking;
- Obligatory rituals.
The variable components of greetings and farewells are as follows:
- Sphere of communication;
- Certain social roles;
- Peculiarities of interpersonal relations;
- Personal characteristics;
- Intentions, strategies and tactics.

It is necessary, first of all, to determine what gives us grounds to consider the group of SE expressions of greetings and farewells as SG.

Currently, there is no unified methodology for the SE description with different researchers using different types of SG classification, grouping and description according to constitutive characteristics.

MM. Bakhtin maintained the division of SG into two large varieties according to formal and constructive characteristics. He distinguished: primary (simple) and secondary SG (complex ones). He referred to the primary ones as described above as to situationally conditioned SG being implemented in direct communication (request, apology, gratitude, greeting, etc.) and the secondary ones as functioning, as a rule, in the field of literature: "novels, dramas, scientific research of all kinds, large journalistic genres, etc. - arise in conditions of a more complex and relatively highly developed and organized cultural communication " [Bakhtin, M.M., 1986].

M.Yu. Fedosyuk associates SG with types of texts and distinguishes between the elementary and complex SG. According to him, elementary are such SG (i.e., stylistic, compositional and thematic types of texts), in which there are no components that can be qualified as texts of certain speech genres. This includes SG of greetings, praises, messages, etc. Complex SG are types of texts, the components of which, in turn, have genre completeness [Fedosyuk, M.Yu., 1997].

L.A. Kapanadze suggests calling the SG of everyday microsituations of communication characteristic of colloquial speech, such as request, gratitude, greeting, farewell, apology and others - "small" SG that "flicker" in our speech, one replaced by another like a quick change of frames in a film [Kapanadze, L.A., 2005]. Obviously, such a name of small SG coincides with the definition of "primary" (simple) SG proposed by M.M. Bakhtin.

S. Gajda relies in his classification to formal-constructive criteria calling them simple SG, "samples of text organization" identical to speech acts that constitute complex ones, consistently entering into their composition [Gajda, S., 1986].

The same views are shared by S. Blum-Kulka classifying SG on their structural properties with the genre classification into simple and complex, or primary and secondary ones [Blum-Kulka, S., 2005].

T.V. Shmeleva offers a SG description within the discursive approach which assumes the classification of SG models according to the purpose of the statements and their implementation in different speech situations. She states that SG of

greetings and farewells belong to the group of performative or etiquette SG (with the other groups of this classification being informative, evaluative and imperative SG) Etiquette SG appear in situations of regulated social interaction (wishes, gratitude, congratulations). She also offers a "questionnaire" for composing a "portrait" of SG that includes such genre-forming features as 1) communicative purpose, 2) author's image, 3) addressee's image, 4) dictum (objective content of statement), 5) past factors, 6) future factors, 7) formal organizations of statements [Shmeleva,T.V., 2012].

Thus, it is possible to describe the SG of greetings and farewells in detail according to the Shmeleva's approach:

1) used in a dialogue, these SG have the author and the addressee who are free to choose such ways and means for realizing these rituals, which coincide with their intentions, as well as show aspects of gender, age, education, social status and relation quality.

2) SG of greeting and farewell are focused on dictum, which is an objective content of utterances (as opposed to modus which is implemented in personal attitude, subjective utterance features in connotative manifestation). It can be noted that the meeting itself and interaction are a dictum – possible emergence of speech actions of greeting and farewell.

3) They are both initial and reactive SG since they initiate and end communication.

4) SG of greetings and farewells are both single-word stereotypical formulations, performative verb forms, (for example, expressing the act of greeting in "Приветствую!", "Greetings!") and expanded constructs.

V.Ye. Goldin proposes to correlate the names of SG with speech events, actions, considering it logical "to link the category of the genre with the category of the situation as a form, structure of the event." Thus, the names of events such as response, conversation, apology, explanation, quarrel, and many others, including greetings and farewells, are also the names of SG, which arrange these events in speech [Goldin, V.Ye., 1997].

A. Wierzbicka, sharing M.M. Bakhtin's views on SG, made a great contribution to the SG theory. She stated that the lack of a unified methodology for describing and classifying SG is the main problem in the SG theory and offered her own methodology for SG description from the point of view of their semantics using the language of semantic primes or the Natural Semantic Metalanguage (NSM). Developed in the 1970s it initially consisted of 14 elements. These primes translate the meanings of any phenomena, including SG, into any language by modeling it in the form of a chain of simple sentences, reflecting the intention, feeling and goal of the author. This language was subsequently expanded by A. Wierzbicka and her colleague C. Goddard (Grifith University, Australia) to 65 units. [Goddard, C., Wierzbicka, A., 2014].

In this way, A. Wierzbicka formulated such SG as questions, requests, orders, threats, warnings, permissions, thanks, congratulations, apologies, compliments, praises, complaints, etc. For instance, the gratitude formula in her research looks like this:
"I know you did something good for me,
I say: I feel something good for you for this reason,
I say this because I want you to be pleased" [Wierzbicka, A., 2014].
Unfortunately, the creator of NSM did not offer ready-made formulas for SG of greetings and farewells. Guided by the list of semantic primes and the principles of their combination we tried to model the following formula, which represent "an integrated bundle of mental acts", featuring the SG of greetings:
I see you,
I know that you and I haven't seen each other for a while,
I say it the way people always do in this moment.
In this formula of the SG of greeting, we tried to convey the following information about this SG:
1) Greetings as expressions of SE bound to the situation are reflected in the words "I see you; I know that you and I haven't seen each other for a while, I say it the way people always do in this moment";
2) The genre characteristic of the greeting (which means the model of speech behavior that has developed in society in this situation) is reflected in the words "I say it the way people always do in this moment";
The SG of farewell:
I know that I will not talk to you and see you for a while,
I want to say what people always say in this moment,
I say this.
In this description of SG of farewell, the following points are revealed:
1) The upcoming parting is shown by the words: "I know that I will not talk to you and see you for a while";
2) The genre, i.e., its relevance to the situation of parting and the need to mark this with the obligatory ritual, developed in society, is reflected in the words: "I want to say what people always say in this moment";
3) The fact of the farewell as an action is conveyed by the words "I say this".

Linguoculturological Issues of Speech Genres of Greeting and Farewell

According to V.A. Maslova, the objects of linguoculturology are "culture-bearing" entities, i.e., phraseological, mythologized, paroemiological units of language, SE phenomena, peculiarities of communicative behavior, cultural values [Maslova, V.A., 2014]. The term "concept" is among the key notions of linguocultural studies correlating with mental representations of objects and phenomena surrounding people in their everyday lives" [Kajumova, D.F.,

Vildanova E.M., Mullagayanova, G.S., 2017]. The culture-bearing entities can be called concepts including mental concepts of objects of reality or abstract phenomena as well as communicative values, i.e., speech-behavior and verbal and non-verbal communication tactics, as well as SGs of a particular culture.

Linguoculturological analysis of SG or any other language phenomena should be fulfilled with the help of some metalanguage which does not have any national-specific influence. It is also important to choose the material for analysis. It is noteworthy, that in many instances, set expressions, phraseological units are often subject to analysis for various studies in the field of linguoculturology. As stated by A.A. Gimadeeva and R.R. Nurmiyeva, "semantics of phraseological units reflects the long process of cultural development of the nation, they fix and transmit cultural attitudes and stereotypes from generation to generation" [Gimadeeva, A.A., Nurmiyeva, R.R., 2015].

The process of finding differences in a linguocultural context can be difficult due to the presence of SG of greetings and farewells in all linguocultures. We propose an example of linguoculturological analysis of some Russian, Tatar and English greetings and farewells representing phraseological units (or idioms) within the NSM approach, since, as stated below, "differences of ethno-linguistic pictures of the world are manifested in the lexical fund of a language, phraseology and, to a lesser extent, in grammar " [Galiullina, D.Kh., Zamaletdinov, R.R., Bolgarova, R.M., 2016].

We chose a number of greetings that are used in the situation when the communicants are in informal settings and well acquainted with each, but for one reason or another have not seen each other for a long time. Among the idioms of this kind, the most common Russian ones are: «Сколько лет, сколько зим!», «Давно не виделись!», «Сто лет не виделись!», «Давненько мы с тобой (вами) не виделись!». The Tatar symmetrical expressions are: «Сезнең белән күптән күрешкәнебез юк!», «Күрешмәгәнгә йөз ел үтте бугай инде!». In English we find similar expressions: "I have not seen you for ages!", "Long time no see!". See the table below:

Table 1

Russian greetings	«Сколько лет, сколько зим!», «Давно не виделись!», «Сто лет не виделись!», «Давненько мы с тобой (вами) не виделись!»	There are coincidences obvious for all three mental acts of the greeting formula transferred to NSM. However, in the second mental act (I know that you and I have not seen for a while), we observe expressiveness, a tendency to exaggerate the image of time, expressed by the words "сто лет" (a hundred years), "лет" and "зим" (summers and winters), "давно" (long ago). And in the word "давненько" there is the suffix 'еньк', which in this case is an intensifier of a feature of phenomenon [Skachkova, Ye.V., 2019].
Tatar greetings	«Сезнең белән күптән күрешкәнебез юк!», «Күрешмәгәнгә йөз ел үтте бугай инде!»	Similarly to the use of Russian expressions in this situation, we observe the same Tatar semes in "күптән" (long ago), "йөз ел" (a hundred years) also indicating a tendency towards hyperbolization and expressiveness in the second mental act of the SG of greeting model.
English greetings	"I have not seen you for ages!", "Long time no see!"	The first English expression contains the word "ages", meaning more than one century, indicating a significant exaggeration of the fact of a long separation before this meeting. In the expression "Long time no see!" this fact is also mentioned. The first appearance of this phrase in print recorded in Oxford English Dictionary dates to 1901. It was probably used with a wrong grammatical structure by a native American and later became a set expression. These traces reflect the specific characteristic of multinational English-speaking society.

As is seen from the table, the given greetings are quite similar in different linguocultures with some peculiar features of difference. It should also be noted that in dialogue such greetings are usually initial and not requiring the use of the same expression in response. The addressee of the cited greetings usually agrees with what is said or uses another generally accepted greeting formula.

For the analysis of farewells on the basis of the SG formula, written with the help of NSM, we have selected the expressions used in situations when the addressee of these utterances is leaving, setting off on a journey. They are the Russian ones: «Счастливого пути!», «В добрый путь!», «В добрый час!», «Попутного ветра!»; the Tatar SE expressions: «Хәерле юл!», «Юлларыгыз (юлың) уң булсын!», «Ак юл!», «Юлыңа ак җәймә!» and the English idioms: "Fare you well!", "Godspeed!", "Have a good (safe) trip!", "Happy journey!". According to the first and third mental acts, the selected farewell formulas in three languages coincide, the farewell ritual and the departure of the leaving person take place, the rules of the SE, which are mandatory in this situation, are observed. The second mental act undergoes some changes, which in every linguoculture testify to the traditions, values, and beliefs of peoples.

Table 2

Russian farewells	«Счастливого пути!», «В добрый путь!», «В добрый час!», «Попутного ветра!»	Here, the author uses towards the addressee such words of the good wish as «счастливый» (happy), «добрый» (kind). The lexeme «час» (hour) reveals the old belief of the Russian people that every action and event have its time, predetermined by fate and the wise providence. «Попутного ветра!» (favourable wind) was originally used as a wish to sailors for a successful voyage with a favorable wind as a decisive factor

		for success.
Tatar farewells	«Хәерле юл!», «Юлларыгыз (юлың) уң булсын!», «Ак юл!», «Юлыңа ак җәймә!»	In the lexemes «хәерле» (kind, good), «уң» (success) similar semantic elements, as in Russian expressions-wishes for a good, successful trip can be traced. The use of phraseological units with the lexeme of the color «ак» (white) indicates that in the Tatar linguistic symbolism this color has extremely high positive semantics. In addition, they wish the addressee an easy and pleasant journey, as it could be if a traveler could pace on a spread sheet (җәймә) [Bayramova, L.K., 2019].
English farewells	"Fare you well!", "Godspeed!", "Have a good (safe) trip!", "Happy journey!"	The expression "Fare you well!" goes back to an obsolete phrase "fare-thee-well" meaning "the utmost degree", "a state of perfection" [Merriam-Webster Dictionary online], which expresses the wish for a successful, perfect trip. A similar meaning of the wish for a safe, happy trip is observed in the expressions "Have a good (safe) trip!", "Happy journey!".

The meaning of the farewell "Godspeed" is revealed in the lexemes "God" and "speed" (goes back to the Old English form of the verb "spedan" (to succeed, prosper), meaning the hopes that God will help to make the trip successful for the leaving party. |

As a response to these farewells in dialogue, the departing person can express a gratitude for the good wishes, use generally accepted or nationally colored farewells, i.e., «Не поминайте лихом!», «Яманлык белән искә алма!», "Remember me kindly!" with the similar meaning expressing hope that a departing person consequently will be remembered only from the good side.

As noted by M.M. Bakhtin, there can be cases of SG mixture and transition according to the situation and expression of the speaker's intentions with the occurrence of "reaccentuation of SG" when "the genre form of greeting from the official sphere can be transferred to the sphere of familiar communication, that is, it can be used with a parody-ironic reaccentuation, with a similar purpose you can deliberately mix genres of different spheres" [Bakhtin M.M., 1996]. For instance, the phrase «Скатертью дорога!» which originally served as a farewell and a good parting wish, turns into the SG of mockery if said with an ironic and arrogant intonation testifying to hostility towards the outgoing and it is most often used in a negative context [Sharko M.I., 2011]. Thus, the proper intonation patterns as well as relevant body gestures, accompanying the utterances are of importance as they are also forms of realization of SG.

Conclusions

The examples of greetings and farewells mentioned in the article, have a positive tonality, which means that the attitude of communicants towards each other is also positive. If these SE expressions are arranged with intonation not typical for warm relationships between the communicants, the other SG are realized, different from SG of greeting and farewell.

The linguocultural analysis of greetings and farewells given in the tables allows us to conclude that in all three linguocultures representing languages from different language groups there are similar systems of ideas and values associated with the concepts of "unexpected meeting after not seeing each other for a long time", "road", "travel", and at the same time these SG bear some peculiar ethno-specific aspects. For example, in Russian and Tatar there is a grammatical category of number in the second person which represents either a plural number of interlocutors-addressees or the respectful attitude towards officials, older people, strangers. The interchange of the formal markers of this category allows us to change the social registers in utterances. This category has not a correspondence in the English language. In Tatar linguoculture we can observe a rich imagery and expressiveness reflected in the metaphor "җәймә" and the lexeme representing the color "ак". In Russian farewell «Попутного ветра!» we can find traces relevant to the sea journeys on which communicants were set off in past times while pronouncing this farewell.

The use of NSM can help a researcher to find algorithms for fulfilling linguoculturological studies in terms of analysing the concepts and finding universal and peculiar features of them in different linguocultures. The greetings and farewells chosen for the research are only a few examples of realization of the corresponding SG in different linguocultures. The rich funds of peoples' believes, values and traditions represented in SE expressions of greeting and farewell can be studied in further research within this approach.

Acknowledgements

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