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SPEECH ETIQUETTE, NORMS AND CULTURE OF SPEECH

Наврузова Фарида Назаровна

Учитель русского языка и литературы Академического
лицея Ташкентского государственного экономического
университета «International Business»

Abstract:

The article is devoted to the basic concepts of speech etiquette, its norms and the role of speech culture in modern society. The functions of speech etiquette, the principles of correct speech behavior and the influence of cultural norms on the quality of communication are considered.

Keywords: Speech etiquette, culture of speech, etiquette, ethical norms of communication, linguistic behavior, norms of behavior, manner of communication, politeness, tactfulness, correctness, modesty, obligation, formulas of speech etiquette.

Introduction

The culture of communication is that part of the culture of behavior that is expressed mainly in speech, in the mutual exchange of remarks, in conversation, in emotional exchange. A person's culture is most clearly and directly manifested in his speech. The first idea of a person, as a rule, is formed on the basis of an impression that arises from the speech manner of the interlocutor. High culture of speech is the ability to correctly, accurately and expressively convey one's thoughts by means of language. It also consists in the ability to find the most intelligible and most appropriate means for expressing one's thoughts for each specific case. The culture of speech obliges a person to adhere to some mandatory norms and rules, among which the most important are:

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- a) content – thoughtfulness and maximum informative content of expressions; true eloquence consists in saying everything that is necessary, but no more;
- b) logic – validity, consistency and consistency of presentation, in which all the leading provisions are interrelated and subordinated to a single idea; logic is the foundation of persuasion and proof;
- c) evidence – reliability, clarity and validity of arguments that should clearly show the interlocutor that everything that is said exists in reality and is objective;
- d) persuasiveness – the ability to convince the interlocutor and ensure that this conviction is firmly rooted in his consciousness; for this purpose, it is necessary to take into account the psychological characteristics of the interlocutor, to illustrate your positions with vivid examples;
- e) clarity – each expression should be clear and clear; too fast speech is difficult to perceive, too slow is irritating; dull and inexpressive speech can destroy the deepest thoughts;
- f) comprehensibility – the use of words and terms that are understandable to the interlocutor; foreign and rarely used words and expressions should not be abused; The use of vulgar words and slang expressions is unacceptable.

If etiquette as a set of rules established in society regulates our behavior in accordance with social requirements, then speech etiquette can be defined as regulating the rules of speech behavior.

Speech behavior of a person is a complex phenomenon, it is associated with the peculiarities of his upbringing, place of birth and education, with the environment in which he habitually communicates, with all the features inherent in him as a person and as a representative of a social group, as well as a national community. Speech behavior of people in socially oriented communication has a number of features. First of all, it should be noted that in social interaction the servant nature of speech activity is clearly expressed; Here speech is always subordinated to a non-verbal goal, aimed at organizing the joint activity of people.

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The tactics of verbal communication is understood as a set of methods of conducting a conversation and a line of behavior at a certain stage within the framework of a separate conversation. It includes specific methods of attracting attention, establishing and maintaining contact with a partner and influencing him, persuading or reconvinced the addressee, bringing him to a certain emotional state, etc. The same person under different circumstances strives to realize different goals or strategic lines.

In order to control the course of the conversation, it is necessary to think over in advance the general picture and possible options for the development of the conversation, to learn to recognize the key points at which a change of topic is possible, to strive to isolate the methods of speech influence used by the interlocutor, to evaluate his strategy and tactics, to develop ways of flexible response – playing along or counteracting. It is bad when the speaker has only one version of the conversation in reserve, and his speech is built rigidly.

Speech etiquette is a system of established rules and speech formulas that regulate communication between people. It ensures politeness, respect and harmonious interaction in a variety of communicative situations. These rules are based on traditions, social attitudes, and cultural values that have evolved over the centuries.

The basis of speech etiquette is norms. These include the choice of adequate addresses, greetings, forms of gratitude, apologies, congratulations and other stable expressions. Norms help to correctly construct statements, take into account the social status of the interlocutor, age, degree of acquaintance and the nature of the situation. Compliance with such norms contributes to the creation of a trusting atmosphere and avoids conflicts.

In addition to the basic principles of politeness, tact, modesty, there are also general rules of behavior. These include, for example, the "inequality" of people in the field of etiquette, expressed, in particular, in the form of advantages that have – remember!:

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- women in front of men,
- older before junior,
- the sick in front of the healthy,
- the boss (director, teacher) in front of subordinates.

How can this manifest itself, for example, in relation to a woman? A man, a young man, a young man should be attentive to women and girls (remember: his attitude to a woman is judged by the level of his culture and upbringing).

If he accompanies or accompanies her, he must take care of her in every possible way. In the theater, in a restaurant, at a party, to help undress and dress, give a coat, hand over clothes to the cloakroom. At the doors, let them go ahead (except in the restaurant halls, where men enter first). In transport, elevator, help to get in and out (the man is the first to leave, giving the lady his hand). Take a heavy load from her or at least offer help. Always and all women, regardless of their age, should give up their seats in transport. Going up the stairs, a man lags behind a woman by 1-2 steps, going down, he goes ahead.

The culture of speech covers not only the knowledge of the rules of etiquette, but also the ability to use the richness of the language for accurate and clear expression of thoughts. It includes correctness, purity, logic, expressiveness and appropriateness of speech. The culture of speech reflects the general level of education of a person, his respect for the language and others.

Speech etiquette and speech culture are closely interrelated. Etiquette sets the direction for correct communication, and the culture of speech provides high-quality content and form of utterance. Together, they form the basis of effective communication, promote mutual understanding and develop a favorable social climate.

Modern society requires a person to be able to adapt to various communicative conditions, whether it is a personal conversation, business communication or interaction in the digital environment. Knowledge of speech etiquette and high

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quality of speech help to avoid misunderstandings, increase the authority of the speaker and create conditions for a constructive dialogue.

Speech etiquette is a significant component of any state culture. In the language, speech behavior, stable formulas of communication, a rich folk skill, individuality of customs, way of life, and circumstances of everyday life of any people have been deposited. And this is infinitely valuable.

The national feature of speech etiquette in any state is very vivid, due to the fact that, as we can see, the inimitable features of the language are superimposed on the characteristic features of rituals, habits, everything accepted and unaccepted in behavior, permissible and forbidden in social etiquette. Sometimes the national and cultural characteristics of the speakers' speech behavior are expressed in the most unexpected way.

Each culture has its own speech formulas that are based on the origins of the formation of the nation and the state itself. They reflect the formed folk habits and morals, as well as the attitude of society towards men and women.

There are many examples of the state features of speech and non-speech behavior of different peoples in communicative moments. Anyone who finds himself in a particular republic or country immediately notices such features.

The culture of any nation is unique, and it finds its own manifestation in all spheres of people's lives, speech etiquette is also no exception.

In the broad sense of the word, speech etiquette characterizes almost any successful act of communication. Therefore, speech etiquette is associated with the so-called postulates of speech communication, which make the interaction of participants in communication possible and successful.

Thus, speech etiquette and culture of speech are important elements of everyday communication. Their observance makes interaction more harmonious, promotes respect and mutual understanding, and also emphasizes the cultural level of the individual.

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