Subject matter: Expressive Means of Speech Etiquette and the Problems of their Translation from English into Russian
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Research relevance: It is vitally important to study the peculiarities of English expressive means of introducing speech etiquette formulae as they represent both linguistic and cultural phenomena.
Purpose: to define and describe significant features of the usage of the speech etiquette formulae; to determine the way they function as a norm in speech communication; to study the typology of the problem of their translation from English into Russian.
Tasks: to analyze the theoretical aspects of communication and to define the place of speech etiquette in the linguistic vision of the world through studying its general characteristics and notions of speech communication theory; to examine the peculiarities of etiquette functioning as a norm in speech situations; to list the main characteristic types and models of speech etiquette in English and Russian; to research into the problem of adequate translation of speech etiquette units relating to the intercultural communication theory.
Theoretical and practical significance: is in complex approach towards the study of English speech etiquette and the peculiarities of translating its formulae into Russian; as well as - in the possibility to use the results of this study while teaching different linguistic courses.
Results of the research: English etiquette formulae can be divided into groups based on the principle of their usage. Speech etiquette formulae are widely used in the communication process and can correspond to one of three levels: official, neutral; or familiar, which one should follow while translating them into Russian.