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**FORMATION OF SPEECH ETIQUETTE ON THE BUSINESS ENGLISH
LESSONS**

**ФОРМУВАННЯ МОВНОГО ЕТИКЕТУ НА ЗАНЯТТЯХ З БІЗНЕС-КУРСУ
АНГЛІЙСЬКОЇ МОВИ**

Skrebkova M.A. / Скребкова М.А.

as.prof. / доц.

*Academician Stepan Demianchuk International University of Economics and Humanities,
Rivne, Demianchuka, 4, 33027*

*Міжнародний економіко-гуманітарний університет імені акад. Степана Дем'янчука,
Рівне, Дем'янчука, 4, 33027*

Finchuk H.V. / Фінчук Г.В.

PhD, as.prof. / к.п.н., доц.

*Municipal Institution of Higher Education "Rivne
Medical Academy" of Rivne region council, Rivne,
Karناuchova, 53, 33029*

*Комунальний заклад вищої освіти «Рівненська
медична академія» Рівненської обласної ради, Рівне,
Карнаухова, 53, 33029*

Анотація. В роботі розглядається вирішення проблеми формування навичок володіння мовним етикетом на заняттях з бізнес-курсу англійської мови у вищих навчальних закладах. Автори визначають поняття мовного етикету та важливість володіння ним. Також у статті розглядаються особливості мовного етикету в різних країнах.

Ключові слова: мовний етикет, мовна діяльність, особливості мовного етикету.

Abstract. This article devotes to the solution of the problem of speech etiquette skills formation at Business English lessons in higher educational establishments. The authors determine the term of speech etiquette and importance of mastering by it. Also the peculiarities of speech etiquette in different countries are considered in the work.

Key words: speech etiquette, speech activity, peculiarities of speech etiquette.

Introduction. Integration of Ukraine into the international economic and political space determines involvement of a growing number of specialists in various fields of science and technology in the direct implementation of international scientific and technical relations, accompanied by significant growth and expansion of cultural and business contacts. All this requires new approaches to character of knowledge of a foreign language and speech etiquette; in addition, it determines some principles and parameters of new teaching methods, in particular, foreign languages.

The terms of foreign language communication in the modern world, when a foreign language is a means of cognition, acquisition and accumulation of information, caused necessity of mastering different types of speech activities: listening to a foreign language, reading and writing business correspondence, and rules of speech etiquette. Thus, the relevance of the article is determined with necessity of adequate mastering English speech etiquette during the training process in higher educational establishments.

The purpose of this article: analysis of English speech etiquette as a type of language activity; analysis of difficulties in training language etiquette; formulation of goals and disclosure of the content of language etiquette training; disclosure of requirements to the structure and content of a set of exercises for learning speech etiquette.

The subject of the article is the process (teaching students English speech etiquette) and educating students' politeness.

The object of the article is the peculiarities of formation of knowledge, skills and abilities for learning English language etiquette.

From our own experience we can testify that native speakers as a rule excuse pronunciation, grammatical or lexical errors of a communicator-foreigner, but they rather painfully respond to violation of the communicative and behaviour etiquette, which was adopted by the certain linguistic group. That's why; studying of English language must foresee mastering of the national communicative etiquette and behaviour.

For example, peculiarity of the Americans' communicative behaviour is that the main place among typical samples of English communicative etiquette is expression of gratitude, which automatically are learned and used by the Americans and English from their childhood.

Most of the Ukrainians say the words of gratitude by the expression "***Thank you***"; but native speakers are led by the certain system of rules. For example, a guest (invited on a dinner-party) says to a host: "***Thank you for inviting me. I had a great time.***" When he thanks for a given present he says: "***Oh, you really shouldn't have.***"

Taking into account culture peculiarities of the country is the possibility to choose a corresponding form of an idea expression. For instance, when a man pays to other one a compliment according to the thing (has been bought by other man), it is necessary to take into consideration that one should not be interested in its price, if this man is not his friend or relative. Receiving money into debt the American says: ***“I can’t tell you how much I appreciated this.”*** In such situations on an answer of his generosity, emotional sensitiveness and goodness the American waits for frank and adequate gratitude by their form of expression, as a rule he will be disappointed listening inappropriate ***“Thank you”*** [3, p.178].

Let’s try to consider forms of apology: ***“I’m sorry”*** and ***“Excuse me”***. Expression ***“Excuse me”*** expresses attitude to a man who speaks to certain social rules accepted in society. The phrase ***“I’m sorry”*** expresses attitude to other men.

Thus, simplicity of the speaking another language communicative behaviour depends on mastering of communicative etiquette norms, which exist in certain society.

Expressions of the communicative etiquette play the main role and give an ability to establish and support friendly relations with other people, to be a pleasant communicator.

Social behaviour and manners are important factors in communication. The etiquette for communicating is more effective (sometimes) when conducting international business. Pay attention the following: never give a gift of liquor in Arab countries; in Arab countries never turn down food or drink; it’s an insult to refuse hospitality. But don’t be too quick to accept either, a ritual refusal (“I don’t want to put you to any trouble”) is expected before you finally accept; in Pakistan, remember the Moslems pray 5 times a day, so don’t be surprised when, in the midst of negotiations, your partners excuse themselves and conduct prayers; in Africa and in India, people may distrust you and avoid doing business with you if you get strictly to business. Africans need plenty of time to get to know their future partners and are suspicious of those who are in a hurry; in Spain, let a handshake last 5 to 7 strokes; pulling away too soon may be interpreted as a sign of rejection; in France, however,

the preferred handshake is a single stroke; in Ukraine, the length of the strokes depends on the feeling you want to express: a short casual stroke is good for business and the longer the handshake, the warmer the welcome; in Canada, a weak, “fishy” handshake is disliked. A strong firm handshake is most desirable; in England, never stick pens or pencils or other subjects in your front suit pocket. Doing so is considered gauche (socially awkward, tactless); stress the longevity of your company when dealing with Germans, Dutch, and Swiss. If possible, print the founding date on your business card. You see how important it is to know other cultures, use their experience in your own country [2, p.115-117].

The communicative etiquette is accompanied by the nonverbal means of communication, which are not the same for the representatives of different cultures. Their misunderstanding breaks communication between representatives. For instance, passing from business dinner to a directly discussing of a certain project or agreement business partners take off their jackets, hang out them on the chair backs and turn up their shirts sleeves. For Americans such behaviour is the signal to beginning of productive work, but for Germans it means impossibility to conclude any agreement. Business partners squeeze each other hand (regardless of sex) only in case when they meet at the first time or very seldom. Smoking during negotiations is forbidden. A man asks “*So you mind if I smoke?*” and goes in to a special room.

So, the ability correctly and to the point use expressions of the communicative etiquette promotes not only improvement of foreign culture students’ communication but it will make more effective the process of mastering by foreign languages [6, p.79].

In the USA, the concept of individuality is connected with the rights to privacy and personal space. Personal space is an empty space between an individual and other people in which the individual is free to move and which others cannot violate. People in the USA tend to guard their personal space and often feel that those who do not respect it are being offensive, invasive or too intimate.

Generally, people in the USA stand two feet (about 60 cm) apart from one another, whenever possible. This is true when people are conversing, waiting in line (especially in banks), or on public transportation [5, p.22].

Standing closer is usually allowed for those with whom one is more intimate. Thus, when two people are introduced, the only appropriate form of physical contact is a handshake. The handshake, with the right arm extended forward horizontally, allows personal space to be maintained. Other forms of physical contact (touching the elbow, kissing the hand) are considered too intimate. People in the USA shake hands when they are first introduced to someone, and when they haven't seen an acquaintance for a long time.

People in the USA shake hands more often than Europeans. Mind that Americans rarely shake hands to say goodbye, except on business occasions.

Travelling to all comers of the world gets easier and easier. We live in a global village, but how well do we know and understand each other? Here is a simple test.

Imagine you have arranged a meeting at four o'clock. What time should you expect your foreign business colleagues to arrive? If they're German, they will be bang on time. If they are American, they will probably be 15 minutes early. If they are British, they will be 15 minutes late, and you should allow up to an hour for the Italians.

When the European Community began to increase in size, several guidebooks appeared giving advice on international etiquette. At first many people thought this was a joke, especially the British, who seemed to assume that the widespread understanding of their language meant a corresponding understanding of English customs. Very soon they had to change their ideas, as they realized that they had a lot to learn about how to behave with their foreign business friends.

The British are happy to have a business lunch and discuss business matters with a drink during the meal; the Japanese prefer not to work while eating. Lunch is time to relax and get to know one another, and they rarely drink at lunchtime.

The Germans like to talk business before dinner; the French like to eat first and talk afterwards. They have to be well fed and watered before they discuss anything.

Taking off your jacket and rolling up your sleeves is a sign of getting down working in Britain and Holland, but in Germany people regard it as taking it easy. American executives sometimes signal their feelings of ease and importance in their offices by putting their feet on the desk whilst on the telephone. In Japan, people would be shocked. Showing the soles of your feet is the height of bad manners. It is a social insult only exceeded by blowing your nose in public.

The Japanese have perhaps the strictest rules of social and business behaviour. Seniority is very important, and a younger man should never be sent to complete a business deal with an older Japanese man. The Japanese business card almost needs a rulebook of its own. You must exchange business cards immediately on meeting because it is so essential to establish everyone's status and position [1].

When it is handed to a person in a superior position, it must be given and received with both hands, and you must take time to read it carefully, and not just put it in your pocket! Also the bow is a very important part of greeting someone. You should not expect the Japanese to shake hands. Bowing the head is a mark of respect and the first bow of the day should be lower than when you meet thereafter.

The Americans sometimes find it difficult to accept the more formal Japanese manners. They prefer to be casual and more informal, as illustrated by the universal ***“Have a nice day!”*** American waiters have a one-word imperative ***“Enjoy!”*** The British, of course, are cool and reserved. The great topic of conversation between strangers in Britain is the weather - unemotional and impersonal. In America, the main topic between strangers is the search to find a geographical link. ***“Oh, really? You live in Ohio? I had an uncle who once worked there.”***

Here are some final tips for travellers: in France you should not sit down in a cafe until you've shaken hands with everyone you know; in Afghanistan you should spend at least five minutes saying ***“Hello!”***; in Pakistan you mustn't wink, it is offensive; in the Middle East you must never use the left hand for greeting, eating, drinking, or mocking. Also, you should take care not to admire anything in your hosts' home. They will feel that they have to give it to you; in Thailand you should clap your hands together and lower your head and your eyes when you greet

someone; in America you should eat your hamburger with both hands and as quickly as possible; you shouldn't try to have a conversation until it is eaten [4, p. 97-98].

According to the analysis of the literature, the American style of negotiation is usually distinguished by professionalism and energy. At the same time they have excessive pressure. Showing genuine interest in negotiations, they ask many questions. They prepare carefully for negotiations, appreciate time and punctuality. Americans are confident in their preferences. The French have traditionally focused on logical evidence in debates. They conduct negotiations quite rigidly. The gallant, skeptical and reasonable, sophisticated and smart Frenchmen attach great importance to personal connections in business. The Japanese seek to avoid sharp clashes during negotiations. Much attention is paid to development of personal relationships with the partner. The Japanese are restrained in manifestation of their feelings. A smile or laughter is a sign of sympathy. A direct look is considered tactlessness. Patience in Japan is considered one of the main virtues. Pressure during negotiations does not give the desired result.

Conclusions. Mastering speech etiquette assists to acquisition of authority, raises trust and respect. Knowledge of the rules of language etiquette, their observance allows a person to feel confident and relaxed, not to experience inconveniences and difficulties in communication.

Strict adherence of speech etiquette in business communication leaves customers and partners with a favourable impression of the organization, maintains its positive reputation.

Speech etiquette has national specifics. Each nation has created its own system of rules of language behaviour.

Etiquette is closely related to ethics. Ethics dictates the rules of ethical behaviour (including communication), etiquette implies certain manners of behaviour and requires the usage of external formulas of politeness, expressed in specific linguistic actions.

Familiarity with the speech etiquette of foreign countries, formation of skills and abilities of its application should become a program task of training students I higher educational establishments.

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