VERBAL AND NONVERBAL POLITENESS: A COMPARATIVE ANALYSIS

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Annotatsiya: Xushmuomalalik muloqotning muhim elementlaridan biri bo'lib, odamlarga ijtimoiy totuvlikni saqlashga va muloqot jarayonida turli xil nizolarni oldini olishga yordam beradi. Uni verbal va noverbal vositalar orqali yetkazish mumkin va har bir uslubning samaradorligi madaniy va ijtimoiy omillarga bog'liq. Ushbu maqolada muloqotda verbal va noverbal xushmuomalalikdan foydalanish turli xil madaniyatlarda, xususan ingliz va o'zbek madaniyati muloqotida taqqoslanadi va ularning madaniyatlararo muloqotdagi ta'siri muhokama qilinadi.

Kalit so'zlar: ijobiy xushmuomalalik, salbiy xushmuomalalik, verbal va noverbal muloqot, madaniyatlararo muloqot.

Аннотация: Вежливость – важнейший элемент общения, помогающий людям сохранять социальную гармонию и избегать конфликтов. Его можно передать как вербальными, так и невербальными средствами, и эффективность каждого способа зависит от культурных и социальных факторов. В этой статье сравнивается использование вербальной и невербальной вежливости в разных культурах и обсуждается их влияние на социальное взаимодействие.

Ключевые слова: позитивное лицо, негативное лицо, вербальная и невербальная коммуникация, концепт, межкультурная коммуникация.

Abstract: Politeness is an essential element of communication that helps people to maintain social harmony and avoid conflict. It can be conveyed through both verbal and nonverbal means, and the effectiveness of each mode depends on cultural and social factors. In this article, it is compared the use of verbal and nonverbal politeness across cultures and discussed their impact on social interaction.

Keywords: positive face, negative face, verbal and nonverbal communication, concept, intercultural communication.

The use of politeness in communication is vital to creating and maintaining relationships between individuals and groups. The theoretical framework of politeness employed for the current article is mostly based on Brown and Levinson's (1987), Ide (1989), Gu (1990), Blum-Kulka (1992), and Watts' (2003) theories. Brown and Levinson's theory is based on two fundamental concepts: negative face and positive face. Negative face refers to the freedom to act without interference from others, whereas positive face refers to the desire that others approve of or appreciate one's desires [1]. The goal of politeness in social interactions is to preserve harmonious and seamless social interaction and to prevent the use of potentially threatening, even detrimental, facial expressions. According to Ide (1989), politeness is the foundation for preserving and developing communication, which is dependent on position and social level, power and familial structures, and circumstance (formal or informal). Furthermore, according to Lakoff (1990), cultural variances will place a distinct emphasis on each rule [2]. Politeness is related with the usage of a suitable word or phrase in the proper situation, which is established by societal conventions. Maintaining civility in social contact is maintaining harmonious and seamless social interaction and avoiding the use of potentially threatening or destructive facial expressions. Politeness is determined by intimacy, proximity, connections, the social distance between the speaker and the hearer, and the current circumstance in social interaction [3]. (Senowarsito, 2013, p.85). Politeness is a multi-faceted concept that can be conveyed through verbal and nonverbal communication. The verbal mode includes the use of language, words, and tone of voice, whereas nonverbal communication includes facial expressions, body language, and other nonverbal cues.

Verbal Politeness refers to the use of language and tone of voice to convey politeness.[4] In many cultures, the use of indirect language is considered polite. In Uzbek, like in many other languages, the pronoun *siz/you* is primarily employed to express respect for the listener. Children are taught from an early age to use this pronoun for elders and elder siblings in households, with the exception of small siblings, who use *sen/you* (singular).[5] However, in English, there is no such pronoun to convey respect to individuals because *"you"* is used in all contexts in both single and plural. Nonetheless, there are several phrases and grammatical constructs in English that make their speech appear more polite. For example, if they want to ask anything, they begin their speech with *"Could you please...?", "Would you like", and "I would be very grateful if you could help me or show your favor"* which makes the language more politely received.[6]

Nonverbal Politeness refers to the use of nonverbal cues such as facial expressions, body language, and eye contact to convey politeness. In some cultures, such as in west culture, physical contact such as a handshake or hug is considered an essential element of politeness. In other cultures, like Uzbek, bowing while greeting and thanking to someone is considered polite. In the context of face to face communication, nonverbal expressions usually go along with verbal language. It can be interpreted to mean that the effect on the nonverbal aspects of politeness is very large. The criteria of politeness can not only be measured by verbal aspects, but also nonverbal aspects. In communication, that verbal and nonverbal behaviors effect politeness norms. Verbal behavior of a student to a teacher, for example, *'I'm sorry sir, I forgot to return your notebook* is considered in polite manner if supported by nonverbal behaviors such as *head bowed* and *facial expressions* that show regret[7].

It should not be forgotten that cultural differences play a significant role in the use of verbal and nonverbal politeness. For example, in Western cultures, direct communication is often considered acceptable and even

preferred, whereas indirect communication is considered polite in many Eastern cultures. Similarly, while physical contact is considered an essential element of politeness in some cultures, it may be viewed as inappropriate or impolite in other cultures like asking women's age is normal in western cultures while is considered impolite in eastern cultures[8]. The use of verbal and nonverbal politeness has significant implications for social interaction and it helps to create a positive social atmosphere and maintain relationships. There are, however, cultural norms and values in different contexts that may be a source of politeness. In some cultures, interrupting in conversation is common, but not in other cultures. As with nonverbal communication, what is considered usual or polite behavior in one culture may be seen as unusual or impolite in another. Gestures and facial expressions carry meaning that is determined by situations, relationships and cultures. Eye contacts have various meaning. Insufficient or excessive eye contact can create communication barriers. In relationships, gestures, facial expressions, eye contacts, and other nonverbal signals can serve to show intimacy, attention, and influence.

Conclusion

Politeness is a crucial element of social interaction that can be conveyed through both verbal and nonverbal means. Verbal politeness includes the use of indirect language, while nonverbal politeness includes facial expressions, body language, and other nonverbal cues. Cultural differences play a significant role in the use of verbal and nonverbal politeness. The effectiveness of politeness depends on cultural and social factors, and it is essential to be aware of cultural norms and customs when communicating with individuals from different cultures.

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