



## ESSENTIAL FEATURES OF SPEECH ETIQUETTE IN PROVERBS AND SAYINGS

<https://doi.org/10.5281/zenodo.18037747>

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**Annotation:** *This study analyzes the main features of speech etiquette in proverbs and sayings from a linguistic, cultural and ethical perspective. The work sheds light on the essence of the concept of speech etiquette, its forms of expression in folk oral literature, in particular, through proverbs and sayings. During the study, the criteria inherent in speech etiquette, such as the value of the word, responsibility in speech, respect and thought, honesty, sincerity and appropriate silence, are analyzed on the basis of folk wisdom. The results obtained show that proverbs and sayings have not only artistic and aesthetic, but also educational and communicative significance. The results of the study are of practical importance in developing modern speech culture, forming a culture of communication in the younger generation, and strengthening the harmony of language and culture.*

**Keywords:** *speech etiquette, proverbs and sayings, speech culture, folk oral literature, responsibility in speech, respect and thought, linguistic culture, culture of communication.*

## MAQOL VA MATALLARDA NUTQ ODOBINING ASOSIY XUSUSIYATLARI

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**Annotatsiya:** *Mazkur tadqiqotda maqol va matallarda nutq odobining asosiy xususiyatlari lingvistik, madaniy va axloqiy jihatdan tahlil qilinadi. Ishda nutq odobi tushunchasining mohiyati, uning xalq og'zaki ijodida, xususan, maqol va matallar orqali ifodalanish shakllari yoritiladi. Tadqiqot davomida so'zning qadri, nutqdagi mas'uliyat, hurmat va andisha, rostgo'ylik, samimiyat hamda o'rinli sukut kabi nutq odobiga xos mezonlar xalq donishmandligi asosida tahlil etiladi. Olingan natijalar maqol va matallarning nafaqat badiiy-estetik, balki tarbiyaviy va kommunikativ ahamiyatga ega ekanini ko'rsatadi. Tadqiqot natijalari zamonaviy nutq madaniyatini rivojlantirish, yosh avlodda muloqot madaniyatini shakllantirish hamda til va madaniyat uyg'unligini mustahkamlashda amaliy ahamiyat kasb etadi.*



**Kalit so`zlar:** *nutq odobi, maqol va matallar, nutq madaniyati, xalq og`zaki ijodi, so`z mas`uliyati, hurmat va andisha, lingvomadaniyat, muloqot madaniyati.*

## ОСНОВНЫЕ ОСОБЕННОСТИ РЕЧЕВОГО ЭТИКЕТА В ПОСЛОВИЦАХ И ПОСЛОВИЯХ

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**Аннотация:** *В данном исследовании анализируются основные особенности речевого этикета в пословицах и поговорках с лингвистической, культурной и этической точек зрения. Работа освещает сущность понятия речевого этикета, его формы выражения в народной устной литературе, в частности, через пословицы и поговорки. В ходе исследования на основе народной мудрости анализируются критерии, присущие речевому этикету, такие как ценность слова, ответственность в речи, уважение и мысль, честность, искренность и уместное молчание. Полученные результаты показывают, что пословицы и поговорки имеют не только художественно-эстетическое, но и образовательное и коммуникативное значение. Результаты исследования имеют практическое значение для развития современной речевой культуры, формирования культуры общения у молодого поколения и укрепления гармонии языка и культуры.*

**Ключевые слова:** *этикет речи, пословицы и изречения, культура речи, народная устная литература, ответственность в речи, уважение и мышление, языковая культура, культура общения.*

The spiritual and cultural development of each nation is manifested, first of all, in its linguistic richness and speech culture. Language is not only a means of communication, but also an important social phenomenon that embodies the moral norms, worldview, social relations and aesthetic views of society. From this perspective, proverbs and sayings, which are examples of folk oral art, are of particular importance as a high artistic expression of national thinking, life experience and rules of speech etiquette. Speech etiquette ensures

that communication between people is carried out in a civilized, purposeful and ethical manner. The upbringing, spiritual level and social activity of a person in society are reflected, first of all, in his speech, choice of words, and manners in the process of communication. These norms of speech culture have been formed over the centuries on the basis of folk experience and are transmitted from generation to generation through proverbs and sayings. Proverbs and sayings have a short, concise and deep content, through which the moral views of the people, their attitude to social relations, human



qualities and shortcomings are assessed. In particular, proverbs and sayings related to speech etiquette vividly express the power of the word, the responsibility of the language, gentleness, respect, thoughtfulness, humility, truthfulness and the negative consequences of inappropriate speech. Proverbs such as “A good word is the food of the soul”, “The language is the key to trouble”, “He who knows the word knows the people” show that speech is an important factor determining the place of speech in human life and its position in society. In the conditions of modern globalization, the issues of communication culture and speech etiquette are becoming more relevant. In the current era of information technologies, not only the content of speech is important, but also its form, tone and compliance with ethical standards. From this perspective, the study of the principles of speech etiquette embodied in proverbs and sayings is of great importance in educating the younger generation as spiritually mature, cultured and responsible individuals. The aim is to identify the main features of speech etiquette reflected in proverbs and sayings, analyze their spiritual and moral content and highlight their significance in modern speech culture. During the study, proverbs and sayings related to speech etiquette are analyzed linguistically, semantically and culturally, and their role in social life and educational significance are substantiated.

Speech etiquette is a person's ability to speak in accordance with the moral,

cultural and social norms accepted in society. Speech etiquette includes not only the grammatical and lexical aspects of the language, but also factors such as the choice of words appropriate to the speech situation, respect, politeness and maintaining composure in the process of communication. In linguistics, speech etiquette is studied in close connection with pragmatics, sociolinguistics and linguistic and cultural studies. In examples of folk oral literature, in particular proverbs and sayings, the norms of speech etiquette are summarized, given in short and concise expressions. These units are formed as a result of centuries of life experience and serve to strengthen the moral rules recognized by society. Proverbs and sayings express views on the power, responsibility and consequences of speech.

One of the most important features of speech etiquette is knowledge of the value of words. In folk proverbs, words are interpreted as a mirror of a person's inner world, upbringing, and spiritual level. “Yaxshi so‘z — jon oziqi”, “Shirin so‘z — dilga malham”, “So‘z bilan ko‘ngil ol, kuch bilan emas” Proverbs like these express the positive, unifying, and spiritual impact of words. However, proverbs also strongly warn against the negative consequences of words. “Til — balo kaliti”, “O‘ylamay aytilgan so‘z — o‘qdan o‘tkir”, “Bir og‘iz so‘z — ming balo” Proverbs such as show that incorrect, inappropriate or rude speech causes conflicts, misunderstandings and



moral harm in society. This situation means that responsibility and caution are important criteria in speech etiquette.

One of the central concepts of speech etiquette in proverbs and sayings is respect and consideration. In the national mentality of the Uzbek people, respect for elders, honor for younger people, and respectful addressing of the interlocutor are important values. "Kattaga hurmat — kichikka izzat", "Til odobi — el odobi" proverbs such as "andisha" express the need to maintain moral balance in speech. The concept of thought refers to expressing one's opinion in the process of speech without violating the honor and dignity of others. "Og'izdan chiqqan so'z — egasiga qaytmas", "O'ylab gapir, o'ylamay so'zlama" proverbs such as "take into account the speech situation and speak carefully" show that it is an integral part of etiquette. Truthfulness and sincerity play a special role in speech etiquette. Folk proverbs emphasize that lies, hypocrisy, and deceit lead to distrust and moral decline in society. "Rost so'z — ko'ngilga yoqmas, ammo dardga davu", "Yolg'onning izi kalta" proverbs such as reveal the social and spiritual importance of honesty. At the same time, proverbs and sayings emphasize the need to tell the truth with decency. This means that speech etiquette should be combined with sincerity and caution. An important sign of speech culture is the fact that a person, while expressing his opinion openly, takes into account the feelings of the interlocutor. Speech etiquette is not only

associated with speaking, but also with appropriate silence. In folk proverbs, reticence and silence are interpreted as signs of wisdom. "Sukut — oltin", "Ko'p gap — kulfat", "Kam so'zla — ko'p eshit" Proverbs such as reveal the negative consequences of excessive talking.

These proverbs show that maintaining balance in speech etiquette, not the quantity of words, but the content is important. Knowing when to speak and when to remain silent in each situation determines a person's speech maturity. In today's era of globalization and digital communication, issues of speech etiquette are becoming more relevant. Social networks and the media are full of fast, but often uncontrolled speech patterns. In this context, the principles of speech etiquette embodied in proverbs and sayings serve as a moral criterion. Proverbs and sayings are an important tool in teaching the younger generation a culture of speech, instilling respect, responsibility, and spiritual awareness in them. They not only increase the richness of the language, but also serve the social and moral development of the individual. The study of the issue of speech etiquette in proverbs and sayings is directly related to scientific research conducted in the areas of linguistics, folklore, linguistic and cultural studies, and speech culture. Scientific research on this topic shows that folk oral literature is an important source of expression of the inextricable link between language and culture. A number of scientists have conducted



fruitful scientific work on the linguistic and cultural study of proverbs and sayings in Uzbek linguistics. In particular, the studies of scientists such as A. Madvaliyev, Sh. Rahmatullayev, B. Yuldoshev, N. Mahmudov have comprehensively covered the semantic structure of proverbs and sayings, their figurative features, and their role in speech culture. These studies evaluate proverbs and sayings as a product of folk thought and emphasize that they embody moral, educational, and social values. The scientific works of N. Mahmudov and A. Madvaliyev on the issues of speech etiquette and speech culture deserve special attention. In their studies, speech etiquette is explained by a person's behavior in a social environment and adherence to moral norms in the process of speech. Scientists scientifically substantiate that speech culture cannot be limited only to adherence to language norms, but that ethical and aesthetic factors are also important in the process of communication. These views serve as an important theoretical basis for analyzing the ideas of speech etiquette expressed in proverbs and sayings. In the field of folklore, the issue of studying proverbs and sayings has been widely covered in the works of such scholars as G. Jalolov, M. Afzalov, T. Mirzayev. In these studies, proverbs and sayings are interpreted as an important genre that reflects the historical experience, spiritual values, and moral views of the people. Researchers note that proverbs are short, concise, and generalized in nature, and

that they are an effective tool for strengthening the rules of speech etiquette. Also, studies conducted in the field of linguistic and cultural studies are of great importance in shedding light on this topic. In this direction, V. Telia, Yu. The works of foreign scholars such as Stepanov and A. Wierzbicka serve as a theoretical basis for explaining the expression of speech etiquette and cultural concepts through language. Their conceptual approaches allow us to analyze concepts such as “word”, “language”, “etiquette”, “respect” embodied in proverbs and sayings. Research on issues of speech etiquette and pragmatics is also an important source for the work. The theory of speech acts developed by J. Austin and J. Searle, as well as P. Brown and S. Levinson's views on the concept of respect and “face” in the process of communication, make it possible to interpret speech norms expressed in proverbs and sayings on the basis of modern theories. These approaches reveal not only the artistic, but also the pragmatic and communicative significance of proverbs and sayings. The analyzed literature shows that the issue of speech etiquette in proverbs and sayings is not sufficiently comprehensively covered as a separate object of research. In most scientific works, proverbs are studied from a general folklore or semantic perspective, and aspects related to speech etiquette are often indirectly covered. Therefore, this study is scientifically innovative in that it is aimed at a systematic and



comprehensive analysis of proverbs and sayings from the perspective of speech etiquette.

In this study, the main features of speech etiquette in proverbs and sayings were analyzed in a comprehensive manner from a linguistic, cultural and moral perspective. In the process of study, it was found that proverbs and sayings are an invaluable source that conveys important norms of speech etiquette from generation to generation, embodying the centuries-old life experience, social relations and spiritual values of the people. The results of the study show that the value and responsibility of the word occupy a central place in proverbs and sayings. Folk wisdom considers speech as one of the main factors determining the spiritual image and social status of a person. Proverbs firmly teach that a kind, gentle and appropriate word strengthens mutual respect and harmony between people, while a thoughtless, rude or false word creates conflicts and moral contradictions in society. Also, during the work, it was scientifically substantiated that respect, thoughtfulness, truthfulness and sincerity are interpreted as important criteria for speech etiquette in proverbs and sayings. Taking into account the age, social status

and mental state of the interlocutor during speech, expressing thoughts in accordance with moral standards is considered an important value in folk oral literature. In addition, the example of proverbs and sayings clearly demonstrates that restraint and appropriate silence are also an integral part of speech culture. The results of the study are also of relevance for modern speech culture. At a time when the problem of adhering to speech etiquette standards is becoming more and more acute in the context of globalization and digital communication, the moral principles embodied in proverbs and sayings serve as an important direction in the formation of a culture of communication. It has been found that teaching speech etiquette based on folk wisdom is especially effective in educating the younger generation as spiritually mature, responsible and cultured individuals.

In conclusion, proverbs and sayings are an important cultural and linguistic resource that embodies the theoretical and practical foundations of speech etiquette, and their systematic study serves to develop language culture, improve social communication, and strengthen moral balance in society.



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