

SPEECH ETIQUETTE OF THE GREETINGS AND FAREWELLS DISCOURSE

A.M.Svirid

The role of such speech acts as greetings and farewells in our everyday life cannot be underestimated. The first impression of a person is the strongest and the most difficult to be changed. That is why the beginning of any talk, i.e. its opening phrase, and the end of it are no less important than the informative part of this conversation.

Among lots of nations, the choice of salutation depends on not only the age, sex and degree of closeness of those who start conversation. It is also influenced by plenty of other factors, for instance, by the time of day or by the person to greet and his/her actions at that very moment. There are different greetings for a hunter who is going to the wood and for a hunter coming back with booty, for a guest and for a companion, for those who are busy with work and for those who are having dinner. In every situation a certain wish is used. This is the reason why there exists such a variety of the greeting formulae.

For instance, there is a great variety of greetings-wishes among the Mongols, and what's more, they differ from one another depending on the season of the year. In autumn people ask, "*Are the cattle thick?*", "*How well do you spend the autumn?*" In spring one may use phrases like: "*Do you meet spring happily?*" In winter it is possible to say: "*How are you spending the winter?*" And the most general greetings are the following: "*How well is your nomadic life? How are your cattle?*", they are used even among the townsfolk and reflect the cattle-breeder's life.

The meaning "*Are you replete?*" "*Have you got dinner yet?*" is included into the Chinese salutation form. People in Ancient Egypt were sure that, meeting somebody, there was no need to think over one's health. That is why they put the question directly: "*How do you sweat?*" In Ancient Greece people greeted each other saying "*Be joyous!*" and the modern Greek say "*Be healthy!*" The Arabs wish: "*Peace be with you!*", and the Indians of Navajo tribe exclaim: "*Everything is well!*"

The nature of linguistic models of greetings and farewells discourse in the English language is rather difficult for a foreign student

because there is a distinction between the sets of phrases accepted in formal and informal circumstances, breaking the rules of their usage may seem strange to native speakers and in some cases causes unexpected misunderstandings between interlocutors.

Speech etiquette in Ukrainian is rich on various formulae suitable in any situation of life and proper mastering of them will surely make the texts of English fiction translated into this language really authentic, colourful and sounding natural for Ukrainian audience. The abundance of such displays of courtesy offers an excellent opportunity for determining the best equivalent in every separate case, for the majority of source language units have almost absolute correspondences in Ukrainian. However, certain deviations exist and this circumstance requires constant attention of a translator/interpreter and more profound grasp of the described material.

Among plenty of ways to express our joy caused by a meeting with someone dear to us we can choose a group of stylistically marked greetings: *I am very glad to see you!* (Cf. Ukrainian «*Bimaio Bac!*», «*Paðuï Bac vimamu!*»). If we want to emphasize our friendly mood we often use inquiries about life, business, family of our partner together with the forms of greetings: *How is life?*, *How is your business?* We are also interested in his success at work, in the state of things in his family: *How is your wife?*, *How is your mom?*, *What's new in the office?*

After a pleasant talk it is very important to keep a good impression of oneself expecting that such meeting can take place in the future. In addition, you should express your gratitude to a person for his or her time as well as the hope for another talk. Farewell formulae carry the meaning "our conversation is over, we are leaving." But speech etiquette serves to create and continue contact. And if we ponder over the most frequently used way of saying good-bye – "See you later!" – we shall realize that the next meeting is really being expected.