

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ ІНОЗЕМНОЇ ФІЛОЛОГІЇ
ТА СОЦІАЛЬНИХ КОМУНІКАЦІЙ**



**СОЦІАЛЬНО-ГУМАНІТАРНІ
АСПЕКТИ РОЗВИТКУ СУЧАСНОГО
СУСПІЛЬСТВА**

**МАТЕРІАЛИ VII ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ
СТУДЕНТІВ, АСПІРАНТІВ, ВИКЛАДАЧІВ ТА СПІВРОБІТНИКІВ**

(Суми, 18-19 квітня 2019 року)

**Суми
2019**

детермінують специфіку сприйняття індивідом навколишньої дійсності і особливості його поведінки.

Список використаних джерел:

1. Бодрийяр Ж. Символический обмен и смерть [Текст] / Ж. Бодрийяр. – М. : Добросвет, 2006. – 387 с.
2. Muenchmeier, R. Bildung als Ressource der Lebensführung [Text] / R. Muenchmeier. – Leonberg, 2001.
3. Urry, J. Tourist Gaze: Leisure and Travel in Contemporary Societies [Text] / J. Urry. – London : Sage, 1990. – P. 152.

Andrii Yusiuk,

student, Sumy State University,

student, Prague University of Economics

THE MODERN LANGUAGE ETIQUETTE OF CZECHS AND UKRAINIANS

The topicality of the chosen topic of study is determined by the growing role of communicative competence of youth in various socio-cultural environments in view of European integration of Ukraine, intercultural cooperation of communities, active migration processes. **The aim** is to provide a comparative analysis of language routines used by Ukrainians and Czechs in stereotypical communicative situations, such as addressing and attracting attention, greetings and farewells, acquaintance, expressing compliments. Achieving this goal involves the following **tasks**: 1) to determine the most typical linguistic rotations, that operate in Czech and Ukrainian language etiquette; 2) to characterize lexical, semantic, and grammatical features of the analyzed linguistic units; 3) to identify common and distinctive features of Ukrainian and Czech language etiquette on examples of the studied units. **The source of the research** is its

own observation of daily speech practices of various Ukrainian and Czech social groups, media and artistic texts, radio and television programs.

The main content of the work. 1. Addressing on "ти" or "Ви". An appeal to another person has several degrees of respect and proximity to the addressee in both Czech and Ukrainian languages. Czechs and Ukrainians distinguish these two forms, guided by strict rules, who and in what situations should address on "ти" or "Ви". It distinguishes the mentioned languages from others, for example, English, where there is no difference between "ти" or "Ви", but they always use "you". Czech researchers believe that this tradition came from German language, which also has a form of appeal to "ти" (du) and the form of appeal to "Ви" (Sie), which is guided by the Germans, Austrians, Swiss and other German-speaking people.

The appeal to "Ви" expresses a higher degree of respect for the addressee, than the appeal to "ти". The choice of this or that form of communication relates to conditions, situations of speech etiquette. Also, it depends on the degree of familiarity between interlocutors: "Ви" is used to an unfamiliar interlocutor, "ти" - to a well-known friend. During the further acquaintance, there are possible transitions from "Ви" to "ти". Despite long acquaintance, relationships may not be friendly, so the transition from "Ви" to "ти" may not happen. Even for friendly relations among people of middle and older generation, especially in intelligent environment, is used sometimes an appeal to "Ви". In this case, the transition to "ти" is associated with a loss of high respect, the manifestation of a certain familiarity. The choice also depends on the situation: "Ви" corresponds to official situations, "ти" - unofficial. If a stranger turned to you for "ти", this may indicate his familiar style of communication or demonstration of contempt and rudeness. In Czech language, we can divide the degree of respect and proximity to the addressee:

1. The most formal appeal to "Ви" with the addition of Mr / Ms and last name (*Pane Smutný, mohl byste na minutku? Mister Smutný, can you for a moment? Пане Смутний, можна Вас на хвилинку?*)

2. The transition to more trusting communication is the reference to "Ви" with the addition of a name (*Petře, mohl byste na minutku? Peter, can you for a moment? Петре, можна Вас на хвилинку?*)

3. An appeal to "you" (*Petře, mohl bys na minutku? Peter, can you for a moment? Петре, можна тебе на хвилинку?*) is used in a family environment, in a school between classmates, among friends, and can also be heard at work, if it is determined by the leader. The transition to "you" takes place with the consent of two people, but the initiative belongs to a person who has a higher social level.

2. **An appeal** plays an important role in social communication, as it is usually the first communicative action between partners and determines, whether the next conversation will take place and how it is - formally or informally.

2.1. **An appeal to a stranger** is characterized by a minimal dialogue, which involves addressing, attracting attention (in the form of a question), the information part of the message, the answer. The first step is to attract the attention of an unknown person. The most common forms of attention in Czech language are verbs *promiňte* and *omlouvám se*, which are translated as *excuse me* and *sorry* (*неперпрошую і вибачте*). Also, in Czech language, when it comes to attracting attention, is used the verb *prosím*, the Ukrainian equivalent of which *please* (*будь ласка*) is not used in this situation. Opportunities for contacting unknown person: *Byl byste tak laskav* (*Be nice to...Будьте ласкаві (люб'язні)*), *Promiňte, že obtěžuji* (*I'm very apologize. Перепрошую, що турбую*) - these forms of language etiquette are a manifestation of politeness, incline the companion to courtesy and the expression of kindness in response; *Poslouchejte!* (*Послухайте!Listen!*) - Familiar form of attraction attention; *Přátelé! Kolegové!* (*Друзі! Колегу! Friends! Colleagues!*) - get together as a friendly and trustworthy appeal to the audience; *Dámy a pánové* (*Пані та панове! Ladies and gentlemen!*) - An accepted form of application in the diplomatic sphere, in daily life to unfamiliar person is addressed as: *Paní(Ms), Pane(Mr)*;

Slečno! Chlapče! (*Дівчино! Хлопче! Girl! Boy!*) - a stylistically neutral appeal to youth; A group of young people is often referred to as: *Děti! Mládeži!*(*Children!*).

Babičko! Dědečko! (Бабуся! Дідусю!) (Grandmother! Grandfather!) - Addressing children and adolescents to elderly.

2.2. An appeal to a familiar person. When referring to a familiar person, in both languages are often used names. In Ukrainian, addressing by name can be either complete or shortened. Full form: the name and patronymic are used less often, especially when it comes to formal form of communication (*Максима Івановичу, Оксано Миколаївно*). A shortened form appears more often, especially when appealing to a familiar person, a close friend or a family member. Instead, in Czech language, words *Paní, Pane* together with a surname, for example, *Pane Novotny* are used in the formal pronunciation, but *Paní, Pane* together with a name *Pane Martine* are used in the informal pronunciation.

In both languages, in situation of communication with relatives: the exchange of courtesies is not necessary, mainly the following forms of language etiquette are used: *Маріє! Оксанко! Миколо! Мишко! Мамо! Ненько! Тато! Бабуся! Дідусю! Сину! Дочко! Онучо! (Slečno! Chlapče! Babičko! Dědečko! Tatínku! Maminko! Girl! Boy! Grandmother! Grandfather! etc)*

2.3. Response to the appeal. If a person, you are referring to, wants to know if you are really talking to him/her, he/she may ask: *Mluvíte se mnou? (Говорите до мене? Do you talk to me?); Chcete mi něco říct? (Хочете говорити зі мною? Do you want to talk to me?); Ptáte se mě? (Питаєте у мене? Do you ask me?); Potřebujete něco ode mne? (Вам щось потрібно від мене? Do you need something?).*

3. Greeting expresses respect, joy to see a person. That's why people say: *Ahoj. Dobrý den. Dobrý večer. (Привіт. Добрий день. Добрий вечір. Hello, Good afternoon, Good evening)*. As a rule, in Ukraine and in Czech Republic, familiar people always greet each other, and are welcome to strangers, for example, in the corridor of a building, as well as when entering a smaller room where our arrival will not remain imperceptible, for example, a dentist's reception room, a school class. People are not welcome, when entering a large room, such as a train station, supermarket, airport lounge. A person with lower social status greets always first, as well as man with woman, younger person with senior, subordinates with a leader.

In Ukraine, an integral part of a greeting at every meeting between men is a handshake, in Czech Republic a handshake occurs mainly at a meeting between good friends, during a new acquaintance or agreement reached between business partners.

The most typical greetings: *Dobrý den!* (*Good day!* *Добрий день!*); *Dobré ráno!* (*Good morning!* *Добрий ранок!*); *Dobrý večer!* (*Good evening!* *Добрий вечір!*); *Ahoj/Čau!* (*Hello!* *Привіт!*). Sometimes in Czech official forms of greetings can be:

Vítám Vás! (*I congratulate you!* *Вітаю Вас!*); *Dovolte mi, abych Vás přivítal!* (*Let me greet you!* *Дозвольте Вас привітати!*); *Jsem rád, že Vás mohu přivítat!* (*I'm glad to greet you!* *Радий з Вами привітатись!*).

4. Expressions used after greetings. After the greeting, people ask others how they are doing, how they feel, etc. The etiquette of Czech and Ukrainian languages are very similar to the expressions used in this situation.: *Velmi rád, že tě vidím!* (*Very glad to see you!* *Дуже радий(-а) Вас бачити!*); *Jak žijete?* (*How are you?* *Як Вам живеться?*); *Jak se máš?* (*How are you?* *Як Ваши справи?*); *Co je nového?* (*What's new?* *Що нового?*); *Co je slyšet?* (*What is heard?* *Що чуємо?*).

5. Farewell. According to accepted etiquette norms, an elder person farewell to the younger, more socially status able person farewell to the socially less status person and those who leave the event, say goodbye to those who remain.

The most common form of farewell is Ukrainian: *До побачення!* (*Na shledanou!* *Goodbye!*) The Ukrainian preposition specifies a separation interval: *До зустрічі / До завтра / До суботи / До вечора* (*Until meeting / Until tomorrow / Until Saturday / Until evening*). Instead, this preposition is not used in Czech language, however, when it is necessary to indicate this interval, say: *Na shledanou zítra / Na shledanou v neděli / Na shledanou večer* (Literally: *До побачення завтра/До побачення в неділю/До побачення ввечері*; *Good bye until tomorrow / Goodbye until Sunday / Good bye until evening*). Also, a polite form of farewell is the best wishes: in Ukrainian - *на все добре* (all the best), in Czech language, wishes should be added to the goodbye, otherwise it is not clear that this is a farewell: *Na shledanou, všechno nejlepší!* (*Goodbye, all the best!*). Often, both in Czech Republic and in Ukraine, saying goodbye, say: *Držte se!* (*Тримайтеся*). Farewell at the end of the day is expressed

like: *На добраніч!* (*Good night!*) and the wishes of beautiful dreams: *Dobrou noc, krásných snů!* (*Good night, sweet dreams! На добраніч, солодких снів!*) Farewell to friends, relatives, acquaintances, unlike Ukrainian *Бувай!* (*Bye!*), in Czech sounds the same as greetings *Ahoj/Čau!*

6. Acquaintance. So that people in society know each other, they need to meet. You can get acquainted with a mediator or without him/her. The correct process of dating is as follows: firstly, a person with a lower social status represents himself/herself, but a person with a higher social status is the first to extend his/her hand.

6.1. Acquaintance without an intermediary usually takes place at work, at university, at school, in the business environment. Most often use the following forms: *Dovolte, abych se s Vámi seznámil* (*Let me meet you. Дозвольте з Вами познайомитись*); *Dovolte, abych se představil* (*Let me introduce myself. Дозвольте представитися*); *Chtěl bych se s Vámi seznámit* (*I would like to meet you. Я б хотів з Вами познайомитися*); *Seznamte se* (*Let's get acquainted. Давайте познайомимось*).

6.2. Acquaintance with the intermediary occurs in companies where certain people are familiar with each other. At least three people participate in an indirect acquaintance: one of them is an intermediary, the others are people who are introduced.: *Seznamte se (prosím) s (kým)* (*Познайомтеся, будь ласка, з*); *Chtěl bych Vás seznámit s (kým)* (*I would like to introduce you to smb /Я хотів би познайомити Вас з*); *Chtěl bych Vás představit (komu)* (*I would like to introduce you / Я хотів би представити Вам*); *Dovolte, abych Vás seznámil* (*Let me introduce you / Дозвольте Вас познайомити*).

7. Compliments, approval, as well as compassion are a kind of speech actions, that encourage an interlocutor and create a good mood for him/her. Both endorsements and compliments are realized in freely constructed expressions of language etiquette. Comparing Ukrainian and Czech etiquette, compliments are much more common in the Ukrainian language.: *Ви прекрасні, чарівні, розумні.* (*You are beautiful, charming, and intelligent*); *Ви добре (молодо) виглядаєте.* (*You look good (young)*); *Ви гарна людина (спеціаліст, лектор, керівник, господар тощо)* (*You are a good person (specialist, lecturer, manager, owner, etc)*); *Ви добре (чудово) граєте,*

співаєте. Ви розумні, добрі, чуйні тощо (You are smart, kind, sensible etc); У Вас (тебе) гарна усмішка (волосся, фігура, очі, руки, постава тощо)(You have a good smile (hair, figure, eyes, hands, posture, etc); У Вас гарний (здоровий, свіжий) вигляд(You have a beautiful (healthy, fresh) look); У Вас гарний (прекрасний, тонкий) смак (You have a beautiful (fine, delicate) taste); З Вами цікаво (приємно) спілкуватися, розмовляти, говорити, мати справу, зустрічатися тощо.(It's interesting (pleasant) to communicate with you, to speak, to speak, to deal with, to meet, etc).

The most common compliments in Czech language: *Sluší ti to! (It's nice to you!Тобі це гарно пасує!); Toužím po tobě! (I'm missing you! Мені тебе не вистачає!); Bez tebe nechci prožít ani jeden den! (I do not want to live without you!Без тебе не хочу прожити жодного дня!); Ty jsi důvod, proč ráno vstávám! (You are the reason why I wake up early! Tu є причиною, чому я рано прокидаюся!).* Often, in response to compliments, say: *Děkuji! (Thanks!Дякую!); Díky za kompliment! (Thank you for the compliment!Спасибі за комплімент!); Vy mi lichotíte! (You flatter me! Ви мені лестите!); Jsem rád, že se vám to líbilo! (I'm glad you liked it. Я радий (-а), що Вам сподобалося) etc.*

Conclusion. The analysis allows to draw the following conclusions.

The functioning of robust language expressions in standard etiquette situations based on communicative tradition of each of the peoples. All expressions of speech etiquette perform the role of an obligatory communicative framework for further successful communication. They are intended to demonstrate the courtesy of interlocutors. For each etiquette situation in Ukrainian and Czech languages there are several synonymous units, that serve as a means of transmitting the same content.

In both languages, using of one or another shortcut statement is influenced by the tone of communication and the status of communication participants.

Despite minor differences, Ukrainian and Czech speech etiquette demonstrate a lot in common.

Ignorance or ignoring of the accepted rules and norms of communication threatens the loss of reputation and social defeat.

References:

1. FORST, Vladimír, Jiří OPELÍK a Luboš MERHAUT. Lexikon české literatury : osobnosti, díla, instituce. Vyd. 1. Praha: ACADEMIA, 1985-2008. ISBN 978-802-0015-723.
2. SMEJKAL, Vladimír a Hana SCHELOVÁ BACHRACHOVÁ. Velký lexikon společenského chování. 2., rozš. vyd. Praha: Grada, 2011, 400 s. ISBN 978-80-247-3650-1.
3. ŠPAČEK, Ladislav. Nová velká kniha etikety. 2., rozš. vyd. Praha: Mladá fronta, 2008, 268 s. ISBN 978-80-204-1954-5.
4. <https://studopedia.org/12-96779.html> "Український мовленнєвий етикет"

Науковий керівник: А. Г. Ярова – к.філол.н., доцент кафедри журналістики та філології Сумського державного університету

Віта Березенко,

д. н. із соц. ком., професор кафедри теорії комунікації,
реклами та зв'язків із громадськістю
Запорізького національного університету

Тетяна Іванець,

к.філол.н., доцент кафедри теорії комунікації,
реклами та зв'язків із громадськістю
Запорізького національного університету

ІНТЕРПРЕТАЦІЯ ФЕНОМЕНУ ПАБЛІК РИЛЕЙШНЗ У СУЧАСНОМУ НАУКОВОМУ ДИСКУРСІ

Мета нашої роботи – розглянути різні підходи до інтерпретації терміну паблік рилейшнз (PR), що склалися в сучасному науковому дискурсі і виявити головні риси цього феномену. Французький дослідник Ф. Буарі свого часу писав: «Public relations <...> Ці слова використовувалися для опису стількох