

## PHILOLOGY

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### **Oppositional substitution as the means of politeness category representation**

Oppositional substitution, in the process of which speakers change definite forms and constructions into forms and constructions correlating with them in paradigmatics, for making utterances more polite from the point of definite culture was not the object of special investigation. The author adopts ethno-linguacultural approach, presupposing the analysis of language facts in terms of ethnolinguistics and crosscultural analysis typical of cultural linguistics. It is also taken into account the definition of politeness in authentic English dictionaries, where it is treated as considerate regard for other people. It has been revealed morphological and syntactical oppositions, participating in the process of oppositional reduction, and the functions of the latter, realized while representing the category of politeness. These functions include polite distancing, intensified polite distancing, phatic function, deintensification of inducement, giving options.

Key words: politeness, regard, face-threatening act, softening devices, opposition, reduction, category, function, deintensification, national peculiarities.

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