

PHILOLOGY

Yulia V. Bets

(Southern Federal University. Rostov-on-Don, Russian Federation)

Functional dynamism of etiquette forms of the Russian language in the aspect of linguodidactics

The pragmatic and connotative characteristics of the new etiquette forms of the Russian language are far from obvious, and this causes increased difficulties in intercultural communication in general and in the process of teaching RFL in particular. The article is devoted to the analysis of the pragmatic content of traditional and new etiquette formulas of the Russian language in their lexical and grammatical design. With the dynamics of etiquette references much attention is paid to the grammar of etiquette and dynamic processes. It is implied the methods of linguopragmatic and sociolinguistic analysis. Various approaches to the assessment of variant formulas of etiquette are analyzed, the main trends of the functional dynamics of Russian etiquette in the field of greetings, addresses and wishes. Most relevant is to consider and teach etiquette with the general norms and rules, as well as in the aspect of the predicted consequences of the statement and prevention of possible communication failures.

Key words: etiquette, etiquette lacuna, language changes, functioning of linguistic units, linguistic space, intercultural communication, Russian as a foreign language, linguodidactics.

February 4, 2021
