

PHILOSOPHY

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The evolution of common forms of address (“comrade”, “mister/madam”, “shifu” (师傅)) in Russia and China in the 20th–21st centuries

A comparative analysis of the evolution of common forms of address (“comrade”, “mister/madam”, “shifu” (师傅)) in Russia and China in the 20th–21st centuries is carried out. The influence of political, historical and cultural factors on the transformation of speech etiquette in the two countries is revealed. Using comparative historical, contextual and sociolinguistic methods, it was established that in Russia there was a sharp ideological break with the pre-revolutionary system of addresses and their incomplete rehabilitation, while in China there was an adaptation of traditional forms to new socio-economic conditions. The modern contexts of use of each address are determined. The results show that the evolution of addresses reflects deep cultural models: radical renewal in Russia and synthesis of tradition with modernity in China. The research materials can be used in teaching linguistics, intercultural communication and in the study of socio-political transformations.

Key words: addresses, speech etiquette, political linguistics, language evolution, comrade, master, shifu (师傅).

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