



EXPRESSION OF PARALINGUISTIC MEANS IN THE SPEECH ETIQUETTE OF DIFFERENT LINGUOCULTURES

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Annotation

The article examines verbal and paralinguistic etiquette within the national and cultural frameworks of Uzbek, English, and Russian linguocultures. Special attention is given to the role of paralinguistic means—such as gestures, facial expressions, intonation, voice timbre, and body posture—in communication and in shaping cultural norms of interaction. The author distinguishes between two types of etiquette: internal national-cultural etiquette, based on traditional norms and practices of a specific culture, and international etiquette, which regulates intercultural communication and requires consideration of the cultural characteristics of all participants. The study emphasizes the importance of international paralinguistic etiquette in business communication, where gestures, intonation, posture, interpersonal distance, and emotional restraint are strictly regulated. The findings demonstrate that verbal and paralinguistic etiquette form a unified system of culturally determined communicative behavior grounded in principles of politeness, respect, self-restraint, and positive interpersonal orientation.

Keywords: verbal and paralinguistic etiquette; national and cultural specificity; nonverbal communication; Uzbek culture; English culture; Russian culture; high-context culture; low-context culture; communicative behavior; gestures; facial expressions; intonation; voice tone; greeting.

The notion of “culture” is closely connected with the culture of communication, which is primarily reflected in its etiquette forms. Speech etiquette is associated with standard speech formulas that represent exemplary interaction and communicative behavior. According to Yu. E. Prokhorov and I. A. Sternin, it “describes the actual communicative practices of a people.” [3, p. 44]

The choice of appropriate forms of communication is largely determined by the situation. This means that the same rules of behavior and interaction may vary depending on the communicative context. Communication oriented toward situational factors may be formal, friendly, or familiar. When initiating communication, it is essential to take into account the interlocutor’s gender, age, social status, and role relations. In Uzbek culture, the age factor is particularly significant, as respect for elders is one of the most important and obligatory elements of the national mentality and cultural tradition.

In the situation of greeting, certain distinctions can be observed that reveal national and cultural specificity. As is well known, in Uzbek culture a greeting is a rather extended ceremony that includes inquiries about the interlocutor’s health and the well-being of children, parents, and relatives. Failure to observe this tradition is regarded as a violation of etiquette



norms. In English and Russian cultures, greetings are generally brief and predominantly formal in nature. Paralinguistic means (such as handshakes, facial expressions, and intonation) play an important role in greeting situations. Etiquette rules require interlocutors to express mutual goodwill—through a friendly facial expression, a warm and polite tone of voice, a smile, a cheerful intonation, and similar markers. In Uzbek culture, a greeting is often accompanied by the gesture of placing the right hand over the chest, which signifies special respect for the interlocutor.

In greeting situations across all cultures, age, gender, and social status play an important role; however, these factors are manifested most strongly in the Uzbek linguoculture. For example, it is not customary to shake hands with women, take their arm, or embrace them. Younger individuals are greeted by lightly patting their inclined right shoulder. It is noteworthy that the style of a handshake can be interpreted as a reflection of a person's character: a firm handshake typically signals determination, confidence, and decisiveness, whereas a weak one suggests insecurity or a lack of firmness. Nonetheless, this interpretation is highly relative, as exceptions may arise due to individual personal characteristics of the communicants. Noisy, uncontrolled greetings, excessive arm waving, or shouting across the street are considered breaches of etiquette. In English and Russian cultures, etiquette dictates that a woman should be the first to extend her hand for a handshake, whereas in Uzbek culture this rule is not obligatory.

We have examined greeting practices in different cultures and have established that paralinguistic etiquette exhibits both common and distinct features that shape its national and cultural specificity. The common features are manifested in the dependence of paralinguistic etiquette on age, gender, and social factors. The differences, however, arise from the nature and particularities of the use of paralinguistic means—primarily parakinesic cues—in various cultures.

We distinguish two types of speech etiquette: internal national-cultural etiquette and intercultural paralinguistic etiquette.

Internal national-cultural etiquette develops in accordance with national traditions and behavioral norms within a given culture and is shaped by the ethnic identity of its members. It is embedded in the cultural system of a people and encompasses the norms and paralinguistic means characteristic of that specific nation. Knowledge of paralinguistic etiquette rules and their national-cultural features is an essential prerequisite for culturally appropriate communication in a variety of communicative situations.

International etiquette implies that universally accepted norms and rules are observed by people of different cultures in both formal and informal settings, and that all nonverbal means of communication are used appropriately in order to avoid misunderstanding and conflict. At the same time, as noted above, etiquette rules in different cultures possess their own national particularities, which necessitates their consideration in international communication for the establishment of effective intercultural contacts. In certain communicative situations, international etiquette also requires adherence to social-status and national-cultural conventions to ensure successful interaction.

It follows that in the process of intercultural communication, each participant must be familiar with etiquette norms of both their “own” and the “other” culture. Moreover, when visiting another country, it is essential to observe both verbal and paralinguistic etiquette characteristic of the host culture.

Observance of paralinguistic etiquette rules in business communication is of exceptional importance in the context of international etiquette. Summarizing the findings of existing research on this issue [1, p. 77; 2, p. 42], we can identify the most significant paralinguistic parameters of business interaction:

- **restrained gesticulation**, which excludes excessive arm movements, touching (except for handshakes), embraces, or offensive gestures;
- **a calm, even voice and a friendly tone**, with a moderate speech rate; raising one's voice or expressing negative emotions in cases of disagreement is unacceptable; an overly dry or overly excited tone is likewise inappropriate;
- **a calm facial expression, direct gaze, and a welcoming smile**;
- **upright posture and an open body position**, which excludes crossing the arms, as well as the ability to listen without interrupting the interlocutor and to demonstrate interest with a slight forward lean toward the business partner;
- **any signs of nervousness are unacceptable**, such as fidgeting in one's chair, scratching the head or chin, biting nails or a pen, and similar behaviors (see Fig. 1).

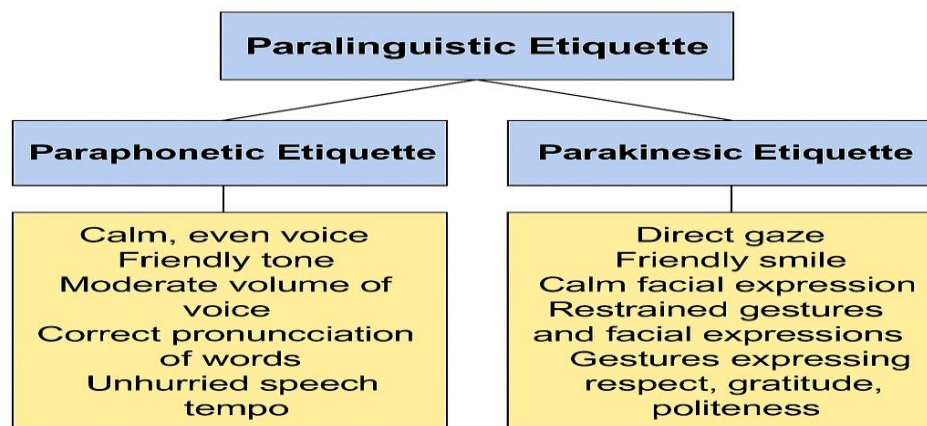


Figure 1. Paralinguistic Etiquette.

- The above allows us to conclude that in business communication the observance of etiquette norms of both verbal and nonverbal behavior equally determines the success of the communicative act, resulting in the establishment of partnership relations, the signing of contracts, the achievement of agreements, and other positive outcomes [5, p. 324].

When considering the factors that influence etiquette norms among representatives of different cultures, it is also essential to note the distinction between high-context and low-context cultures. This differentiation was introduced by the American scholar E. Hall, who identified the parameters of each cultural type [, p. 32]. According to his concept, the main characteristics of high-context cultures include collectivism, a high degree of contextual dependence, the use of implicit information, the importance of interpersonal relationships, attention to national traditions and customs, and a tendency to avoid conflict situations. High-context cultures, among which Uzbek culture may be classified, are characterized by an



extensive range of paralinguistic means (gestures expressing respect and deference, friendly intonation, tone of voice, smiling, and general expressiveness in interpersonal behavior).

Low-context cultures—such as English, American, and partly Russian—are marked by individualism, direct and explicit judgments, the expression of personal opinions and assessments, the absence of hidden meanings or implicit information, and a low degree of contextual dependence. In terms of nonverbal behavior, representatives of low-context cultures tend to be more restrained and use facial expressions, body movements, and gestures less actively.

The Russian culture, in our view, occupies an intermediate position between high-context and low-context types. It combines features of both: for example, Russians display more active gesticulation and facial expressiveness compared to English speakers, yet with regard to implicit information, they—like other representatives of low-context cultures—tend to prefer direct and explicit verbal communication.

In conclusion, it can be stated that verbal etiquette and paralinguistic etiquette are closely interconnected, as they define specific norms of culturally appropriate behavior based on the principle of politeness, which is manifested through such qualities as goodwill, respectfulness, restraint, and positive communicative orientation.

Two types of etiquette can be distinguished: internal etiquette, determined by the national and cultural specificity of a particular people, their mentality, national traditions, and way of life; and international etiquette, which governs interaction between representatives of different cultures. The latter is shaped by the national and cultural characteristics of both parties and requires the consideration of these features in the process of communication.

Paralinguistic etiquette, represented by a wide variety of paraphonetic and parakinesic types, is shaped by several factors, including social, gender, age-related, and national-cultural ones. One of the key factors influencing both verbal and paralinguistic etiquette is a culture's affiliation with the high-context type. In high-context cultures, the significance of paralinguistic means increases sharply, as they serve to compensate for what is left unsaid, ambiguous, or implicit. In this respect, particular importance is attributed to tone of voice, intonation, gestures, facial expressions and eye behavior, body movements, and other nonverbal cues. In low-context cultures, by contrast, emotional expression through parakinesic and paraphonetic means tends to be more restrained.

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