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**SPEECH ETIQUETTE BEHAVIOUR**

Problem of study of speech etiquette behavior is an actual scientific problem of modern science. Word as one of the most powerful tool of a person becomes strong and effective only when it is said sincerely and skillfully.

Speech etiquette is a system of demands, regulations about usage of language in linguistic activity (verbal or writing). The main designation of the etiquette is to choose the right model, type of behaviour of each interlocutor in biosocial hierarchy of society that satisfies both of them.

Etiquette and speech are closely connected. Manner of speech, style, permission or prohibition to say one thing and don’t say the other, choice of means as a marker of belonging to a certain environment – all this is in our language occurrences.

Speech etiquette can be defined as rules that regulate speech behaviour. It is a wide field of speech units and language that verbally expresses etiquette behaviour, gives us those language wealth that has each society for expressing unconflictive attitude to people and etiquette regulates a difficult choice of appropriate mean by a certain person, for her certain addressee, in a certain case and situation. The structure of speech etiquette behaviour is determined by such main elements of communicative situations as: address, salutation, farewell, apology, thanksgiving, wish, request, acquaintance, congratulation, invitation, proposition, advice, agreement, refusal, sympathy, compliment, oath, praise etc.

It is worth to mention that having traditional structure of etiquette expressions, speech etiquette isn’t a closed system because of dynamics and flexibility. Some of expressions of speech etiquette behaviour are becoming gradually archaized. New ones can appear and most of them are occasional formations that are creating by typical models for the Ukrainian language. Some expressions having lost original semantics are used in other communicative situations. Choice of standard of speech behaviour, etiquette formulae depend on social qualities (status, age, education) of an addressee in their relations with qualities of the author of expressions and character of relations between communicants, measure f their acquaintance and closeness and other particular situations of speech.

So, speech behavior of a person is a peculiar visiting card, illustration of educational attainment, his culture and with it total speech practice of speakers is a characteristic of social environment.

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