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**THE PROBLEM OF FORMING LANGUAGE ETIQUETTE SKILLS IN  
BUSINESS- COURSE OF ENGLISH CLASSES**  
**ПРОБЛЕМА ФОРМУВАННЯ НАВИЧОК ВОЛОДІННЯ МОВНИМ ЕТИКЕТОМ НА  
ЗАНЯТТЯХ З БІЗНЕС-КУРСУ АНГЛІЙСЬКОЇ МОВИ**

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**Abstract.** *The article is devoted to the solution of the problem of formation of language etiquette skills in business English classes in higher educational institutions. The authors define the concept of language etiquette and the importance of mastering it.*

*The modern international situation, economic and political integration cause the involvement of a growing number of specialists in various fields of science and technology in to direct implementation of international scientific and technical links, which are accompanied by a significant growth and expansion of cultural and business contacts. All this demands its requirements for the nature of foreign language proficiency and language etiquette, and determines some principles and parameters of new methods of teaching foreign languages.*

*The conditions of foreign language communication in the modern world, when a foreign language is a means of communication, knowledge, acquisition and accumulation of information, made it necessary to master all types of language activities: language etiquette and listening comprehension of a foreign language, as well as the rules of language etiquette, reading and writing business correspondence.*

*Thus, it is necessary to master English language etiquette in the process of learning a business course of a foreign language in higher educational institutions.*

*Language etiquette is an important element of people's culture, a product of human cultural activity and a tool of such activity. It is an integral part of the culture of human behaviour and communication. English language etiquette is a set of special words and expressions that give a polite form to the English language, as well as rules according to which these words and expressions are used in practice in various communication situations.*

*Mastery of language etiquette is a sign of an educated person, and upbringing, as well as other personal qualities, is highly valued in decent society. English language etiquette is important not only for the English themselves, but also for those who study English as a foreign language. English language etiquette is peculiar and has its own rules and norms, which sometimes differ significantly from the rules and norms of, for example, Ukrainian language etiquette.*

**Keywords:** *language etiquette, education and upbringing, language behaviour, business-course of English language, studying a foreign language in higher educational institutions, skill and abilities.*

**Introduction.**

Integration of Ukraine into the international economic and political space stipulates involvement of increasing number of specialists in various fields of science and technology in to direct implementation of international scientific and technical links, accompanied by a significant growth and expansion of cultural and business contacts. All this requires new approaches to the nature mastering a foreign language and language etiquette, in addition, determines some principles and parameters of new teaching methods, in particular, foreign languages.



Conditions of foreign language communication in the modern world, when a foreign language is a means of knowledge, acquisition and accumulation of information, made it necessary to master various types of language activities: listening comprehension of a foreign language, reading and writing business correspondence, as well as the rules of language etiquette.

Thus, the relevance of the article is conditioned necessity of adequate mastery of English language etiquette in the process of learning in higher educational institutions.

**The level of adequacy** of one or another type of language activity is checked directly in the practice of foreign language communication, during the reading of authentic literature in accordance with profession, during the exchange of written information in the form of articles, books, abstracts, theses for conferences, business papers, business correspondence, etc.

During studying a foreign language in higher educational institutions, the teachers face the problem of inconsistency of the used teaching methods with modern requirements for mastering a foreign language.

The purpose of this article is to develop a set of exercises for teaching language etiquette in business English classes using the following tasks: analysis of English language etiquette as a type of language activity; analysis of difficulties during language etiquette training; formulation of goals and disclosure of the content of language etiquette training; disclosure of requirements for the structure and content of a set of exercises for teaching language etiquette; development and experimental practice of a set of exercises.

Participating in communication involves mastering a spoken foreign language. In contrast to listening, language etiquette itself does not make such high demands on the volume of the dictionary, the volume of language material as a condition that ensures implementation of this skill and abilities. However, the amount of necessary minimum vocabulary and language material in general, which must be mastered by the student for his/her full participation as a person in the communication process, is quite rigidly established.

Let us consider the theoretical justification of the problem of teaching language etiquette. What is etiquette? This concept is philosophical. "Etiquette is a set of rules of behavior related to the external manifestation of attitude towards people (behavior with those around you, forms of address and greetings, behavior in public places, manners, clothing). This definition contains an indication of the external manifestation of attitude towards people. However, the external manifestation, as a rule, reflects the inner essence of the relationship, which ideally should be mutually friendly. Etiquette determines the behaviour of any person. These are not only the rules that must be followed at the table or when visiting, these are generally all the norms of human relationships. With the help of such rules learned from childhood, interactions with the people around us are regulated" [5, p. 137].

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A human being must be a multicultural person. A multiculturalist is someone who can easily adapt to living in a culture different from their own, the sort of person that could be described as a citizen of the world, or a member of a global community. There are four key qualities you need in order to be a multiculturalist.

The first is to be open-minded, which means not judging one culture as better than another, or believing that the way things are done in your culture is the best or the only way of doing things. In other words, you should not be in any way “ethnocentric”.

Second, you must be adaptable. To live successfully in another culture, particularly in one that is very different from your own, you have to adapt to differences: not only visible differences of food, climate, customs, but also to the invisible differences - the ways in which people of other cultures understand and interpret the world, and their different values.

Third, you need to be sensitive. That means being able to see things from the other person's point of view and being careful to avoid doing things that people of other culture might find strange or offensive, even if in your culture such things are quite OK.

Fourth, you need to be interested in other cultures, which are closely related to the three qualities mentioned above. A multiculturalist is a person who has a genuine interest in people of other cultures, who wants to learn their language, find out about their country and its history, and develop a real understanding of their culture. Perhaps, it's this quality, more than any other, which best describes a multicultural person. [8. p. 33-34]

Social behaviour and manners are important factors in communication. The etiquette for communicating is more effective (sometimes) when conducting international business. Pay attention to the following rules: never give a gift of liquor in Arab countries; in Africa and in India, people may distrust you and avoid doing business with you if you get strictly to business. Africans need plenty of time to get to know their future partners and are suspicious of those who are in a hurry; in Arab countries never turn down food or drink; it's an insult to refuse hospitality. But don't be too quick to accept either, a ritual refusal (“I don't want to put you to any trouble”.) is expected before you finally accept; in Pakistan, remember the Moslems pray 5 times a day, so don't be surprised when, in the midst of negotiations, your partners excuse themselves and conduct prayers. One can make some conclusions how important it is to know other cultures, use their experience in your own country. [8, p. 130]

As evidenced by the Analysis of the literature testifies that the American style of negotiation is usually characterized by professionalism and energy. At the same time,



there is excessive pressure. Showing a genuine interest in the negotiations, they ask questions. They prepare diligently for negotiations, value time and punctuality. Emphasized friendly and open, but at the same time they are confident in their advantages. Business deals usually aim to get “quick” money. The French traditionally focus on logical evidence in discussions. The negotiations are quite tough. The practicality of the approach can be combined with the expression characteristic of the French, certain methods of persuading a partner. Gallant, skeptical and prudent, cunning and clever French in business life attach great importance to personal connections. They thoroughly study all aspects of the partner’s offers. Hence the slow tempo of negotiations. The Japanese tend to avoid sharp clashes during negotiations. Great attention is paid to development of personal relationships with the partners. Be careful and considerate when exchanging ideas. Be very precise about the beginning and duration, fulfillment of accepted obligations. If they are sure of the partner’s reliability, they enter into long-term agreements. The Japanese are restrained in showing their feelings. A smile or laughter is a sign of affection. A straight look is considered tactless. Patience is considered one of the main virtues in Japan. Pressure during negotiations does not give the desired result. At the same time, the excessive politeness of a Japanese person can be a kind of tool that dulls the partner's vigilance. This is often the case with partners who rely too much on compliments. [9, p. 237]

Language etiquette should be understood as the rules of language behaviour developed by society, mandatory for members of society, nationally specific, firmly fixed in language formulas, but at the same time historically changing. Our society, in many respects, has not yet reached the norms of a dormitory, but has already felt the need for a culture of behaviour and communication. From time to time there are announcements, notices, advertisements that elective courses “Etiquette”, “Business Etiquette”, “Diplomatic Etiquette”, “Etiquette of Business Communication” and others are opening in lyceums, colleges, gymnasiums, schools. This is connected with the need of people to learn how to behave in this or that situation, and how to correctly establish and maintain linguistic, and through it, business, friendly contact.

Language etiquette is an important element of people’s culture, a product of human cultural activity and a tool of such activity. Language etiquette is an integral part of the culture of human behaviour and communication. The social relations of one or another era are recorded in expressions of language etiquette. Being an element of national culture, language etiquette is distinguished by a bright national specificity. The specificity of greetings and all kinds of information when meeting different peoples is very interesting.

English language etiquette is a set of special words and expressions that give a polite form to the English language, as well as the rules according to which these words and expressions are used in practice in various communication situations. [8]

Mastery of language etiquette is a sign of an educated person, and upbringing, as well as other personal qualities, is highly valued in decent society. English language etiquette is important not only for the English themselves, but also for those who study English as a foreign language. English language etiquette is peculiar and has its own rules and norms, which sometimes differ significantly from the rules and norms



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From our own experience we can testify that native speakers as a rule excuse pronunciation, grammatical or lexical errors of a communicator - foreigner, but they rather painfully respond to violation of the communicative and behaviour etiquette, which was adopted by the certain linguistic group. That's why; studying of English language must foresee mastering of the national communicative etiquette and behaviour. For example, peculiarity of the Americans' communicative behaviour is that the main place among typical samples of English communicative etiquette is expression of gratitude, which automatically are learned and used by the Americans and English from their childhood. Most of the Ukrainians say the words of gratitude by the expression "**Thank you**"; but native speakers are led by the certain system of rules. For example, a guest (invited on a dinner-party) says to a host: "**Thank you for inviting me. I had a great time.**" When he thanks for a given present he says: "**Oh, you really shouldn't have.**" Receiving money into debt the American says: "**I can't tell you how much I appreciated this.**" In such situations on an answer of his generosity, emotional sensitiveness and goodness the American waits for frank and adequate gratitude by their form of expression, as a rule he will be disappointed listening inappropriate "**Thank you.**" (8, p. 34)

The communicative etiquette is accompanied by the nonverbal means of communication, which are not the same for the representatives of different cultures. Their misunderstanding breaks communication between representatives. For instance, passing from business dinner to a directly discussing of a certain project or agreement business partners take off their jackets, hang out them on the chair backs and turn up their shirts sleeves. For Americans such behaviour is the signal to beginning of productive work, but for Germans it means impossibility to conclude any agreement. Business partners squeeze each other hand (regardless of sex) only in case when they meet at the first time or very seldom. Smoking during negotiations is forbidden. A man asks "**So you mind if I smoke?**" and goes in to a special room. (Ділова англ. моя, с. 35)

In the English-speaking society, communication between people is carried out on three levels of politeness - *official*, *neutral* and *familiar*. Each level of politeness corresponds to its own style of speech, and therefore all polite words and expressions can be classified according to stylistic features and, accordingly, attributed to a certain style of speech. [3]

The *official* level of politeness is the norm in institutions, organizations, business, in the field of education, health care, service, etc. The social conditioning of the actions and intentions of the interlocutors is expressed in the style of their language behaviour, which is completely different from the language behaviour at home, in the circle of friends, or during casual communication with a stranger. Deviation from official etiquette is perceived as a sign of disrespect for the interlocutor and can cause negative consequences.

The *neutral* level of politeness involves communication between acquaintances, as well as strangers who are not in official or familiar relationships.

The *familiar* level of politeness is characteristic of communication in the family circle, as well as between friends and good acquaintances.



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We can illustrate the levels of politeness and speech styles with examples. For example, an Englishman wants to ask what time it is now. He will address his friends like this: - ***What time is it, Tom?*** This question corresponds to the familiar style of speech and is appropriate at the familiar level of politeness. But it will not be polite enough and sometimes rude at the neutral level of politeness, if an Englishman addresses a stranger. [7] In this case, the question should look like this: - ***Excuse me, could you tell me the time, please?*** Such a polite request corresponds to a neutral level of politeness and a neutral style of speech, but at a familiar level of politeness, in a family circle, such a request will be unnatural.

Let's consider another example. In the winter, on the ice, the woman slipped and fell down. Depending on who helped her up - a policeman, her husband or a passer-by - addresses to her will be appropriate: - ***Are you all right, madam?*** - asks the policeman politely. - ***Are you all right, darling?*** - the man worries. - ***Are you all right?*** - asks an unfamiliar passer-by. In this situation, all three persons asked the woman about the same thing, but in different ways: ***Madam*** is an official form of address, used at an official level and corresponds to the official style of speech. ***Darling*** is a familiar form of address corresponding to a familiar level of politeness and a familiar style of speech. Questions ***Are you all right?*** corresponds to a neutral style of speech at a neutral level of politeness. [7]

Expressions of communicative etiquette play an important role and make it possible to establish and maintain friendly relations with other people, to be a pleasant interlocutor. As you can see, it is very important to know different types of English language etiquette and its styles and learn to apply them according to the circumstances.

**Conclusions.** It was considered that language etiquette sets the framework of language rules within which meaningful communication should take place. Language etiquette is an important element of any national culture. In the language, linguistic behaviour, stable formulas of communication, a rich national experience, the uniqueness of the customs, way of life, and living conditions of each people have formed. Possession of language etiquette contributes to the acquisition of authority, generates trust and respect between the participants of communication. Knowledge of the rules of language etiquette of different nations, their observance allows a person to feel confident and relaxed, not to experience inconveniences and complications in communication. Mastery of language etiquette contributes to the acquisition of authority, generates trust and respect. Knowledge of the rules of language etiquette and their observance allows a person to feel confident and relaxed, not to experience inconveniences and difficulties in communication. Strict adherence to language etiquette in business communication leaves clients and partners with a favorable impression of the organization and supports its positive reputation

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