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#### VOCATIVE AS A MARKER OF POLITENESS CATEGORY EXPRESSION

**Abstract.** The article focuses on the analysis of grammatical markers of politeness category expression. The object of the study is fragments of texts, which include expression of politeness; the subject is politeness category grammatical markers, their communicative-pragmatic features and varieties. The role of grammar in the expression of politeness has been substantiated in linguistics; vocative as a marker of politeness has been determined and inventoried; communicative-pragmatic potential of vocative as the politeness category expression and the verbalization mechanism of positive and negative politeness strategies have been described. It has been found out that politeness is a communicative-pragmatic category intended to regulate the communication process and to promote formation of harmonious, benevolent and parity relationships with the help of specific linguistic means, in particular grammatical ones. The focus is on the theoretical aspects of the study. The role of politeness category in the communication process and its linguistic and pragmatic features is revealed. It has been found out that politeness is realized through a complex system of strategies and tactics aimed at achieving effective communication. Vocative case expresses the importance of drawing and keeping attention. The speaker's ability to control the communicative process by means of the vocative case through the mediation of the speaker is determined, implementing a pragmatic strategy of influence on the intellectual, volitional and emotional spheres of the addressee. Distant and contact vocatives are highlighted in a number of word forms. Their use in accordance with the implementation of positive and negative politeness strategies and communicative-pragmatic presupposition is grounded. **Keywords:** category of politeness, communicative intention, negative politeness, positive politeness, pragmema, presupposition, strategy, tactics, vocative.

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**ВОКАТИВ ЯК ІНДИКАТОР ВИРАЖЕННЯ КАТЕГОРІЇ ВВІЧЛИВОСТІ**  
Анотація. Стаття присвячена аналізу граматичних індикаторів вираження категорії ввічливості. Об'єктом дослідження є фрагменти текстів, які включають формули ввічливості; предметом є вокатив як граматичний індикатор категорії ввічливості, його комунікативно-прагматичні особливості та різновиди. Описано та проаналізовано локатив та його комунікативно-прагматичний потенціал як індикатора категорії ввічливості. З'ясовано, що ввічливість - це комунікативно- 199 прагматична категорія, призначена для регулювання процесу спілкування та сприяння формуванню гармонійних, доброзичливих взаємин за допомогою спеціальних мовних засобів, зокрема граматичних. Пояснено роль категорії ввічливості у процесі спілкування та її лінгвістичні та прагматичні особливості. Доведено, що ввічливість реалізується через складну систему стратегій та тактики, спрямованих на досягнення ефективного спілкування. Дистантні та контактні вокативи виокремлено в ряді текстових фрагментів відповідно до реалізації стратегій позитивної та негативної ввічливості та комунікативно-прагматичного передумови обґрунтовано. Ключові слова: категорія ввічливості, комунікативна інтенція, негативна ввічливість, позитивна ввічливість, прагмема, пресупозиція, стратегія, тактика, вокатив.

Verbal means of language, which express high pragmatic orientation on the addressees, creating the effect of their presence, play an extremely important role in explication of the speaker's intentions. Nouns in the vocative case represent an example of such means. Semantic-syntactic, formal-syntactic and morphological characteristics of vocative as a grammeme in the case paradigm of the Ukrainian language were investigated by L. Kornovenko [2], N. Kostusiak [3], I. Kucherenko [4], V. Rusanivskiy [5], M. Skab [6], Y. Tymchenko [7], I. Vykhovanets [8] and others. Vocative is mainly considered as means of drawing and keeping attention, and no subtypes are identified, since one expression is the representation of the whole grammeme [4, p. 142–156]. Such domestic researchers as I. Vykhovanets and M. Skab share this opinion, paying attention to the communicative multifunctionality of vocative, which, depending on the context, implements either one function or another, or several at the same time. Vocative is mainly considered as means of drawing and keeping attention, and no subtypes are identified, since one expression is the representation of the whole grammeme. It is sometimes difficult to determine the dominant in the meaning of vocative (drawing attention,

identifying or leading into action) due to the combination of inducing and attention drawing functions with the qualification function of the listeners themselves. Vocative represents not only the addressee, but also the speaker's specific intention, which can be formulated in the language of semantic primitives in this way: I – you – here – now – have motive and aim – politely address – to make contact – in a polite tone (according to the communicative situation, social roles and status, relationship). Vocative is an important communicative signal, which promotes complex diagnosing of interactants linguistic behavior and depends on social and biological characteristics, which guide the speaker in the communication process: a) social status (“higher” – “lower”, “lower” – “higher”, “equal” – “equal”); b) communicative situation (formal – informal); c) level of acquaintance (acquainted – slightly acquainted – unacquainted); d) age; e) gender; f) tone of communication (high – neutral – familiar). We find N. Balandina's view reasonable, that “the speaker in order to create favorable background for communication intentionally or otherwise takes these factors into account and selects relevant for communication aspect, and by choosing a particular vocative establishes social and psychological distance [3, c. 85]. Vocative correlates with the ability to “lead” the communication process, which characterizes it as a pragmatic strategy of influence on the addressee's intellectual, volitional and emotional spheres, the purpose of which is to shorten the distance. A number of polite vocatives in the Ukrainian communicative culture caused formation of a branched system of language units, diverse in structure and meaning, which tend to unify. Distant relations are mainly typical for formal communication and correlate with the form of “Ви” (polite form), while close relations are peculiar to informal communication, and are associated with “ти” form. Use of distant vocatives “takes the speakers to a level regulated by conventions, 200 emphasizes social and age distance”, use of contact vocatives “takes to a convention-free level of communication”. The vocative case marks the shortening of psychological and social distance; therefore, analysis of language means that contribute to preserving positive and negative “face” of communicants seems important. Distant vocatives are determined by semantics of authority: in order to politely address a person, the speaker has to determine their position in the social hierarchy. Contact politeness vocatives represent relations between the communicants, who share common interests, friendship, family relations, etc. The vocative case is special among other pragmamas denoting politeness, as it expresses the meaning of drawing and keeping attention, which are its primary features. Among these word forms, it is possible to distinguish distant and contact vocatives based on the social distance criteria. Implementation of positive and negative politeness strategies and communicative-pragmatic presuppositions determine the use of these vocatives.

The meaning of vocative pragmemas can be intensified by attributive distributers, possessive pronouns, suffixes, particles, repetitions, inversions and gradations.

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