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ФІЛОЛОГІЯ ОЧИМА МОЛОДІ

**ЗБІРНИК МАТЕРІАЛІВ
ІV УЧНІВСЬКОЇ КОНФЕРЕНЦІЇ
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BRITISH COMMUNICATION STYLE

Communication styles refer to the methods and ways individuals use to interact with one another. It encapsulates the patterns and structures of both [verbal](#) and [non-verbal communication](#), including the type of language used, the tone of voice, and even body language [4].

According to R. Lewis [3], British people belong to linear-active cultural type. Linear-active people tend to be task-oriented, organized and rational. They prefer acting logically rather than emotionally, planning ahead step by step as well as doing one thing at a time. They are truthful rather than diplomatic and speak politely but directly. They partly conceal feelings and value a certain amount of privacy.

As for verbal communication, the British tend to use coded speech. They try to go smoothly in terms of language, without creating a stir or getting on the wrong side of someone. This is why inconveniences are wrapped up in friendly words [1].

A good example of the coded speech is saying ‘*sorry*’ all the time, not only when they have done something wrong. If you drop something, a British person can say ‘*Sorry, I think you’ve dropped something!*’. And ‘*Sorry*’ is a typical way to start a conversation with a stranger, which is similar to ‘*Excuse me!*’.

The coded speech can also be observed in situations when the British say ‘*Thank you*’ in reply to other people saying ‘*Thank you*’. Politeness is considered to be a sign of good character. When you give money to the cashier at a supermarket and you say, ‘*Thank you*’, the cashier gives you your change and replies with a very friendly, ‘*Thank you!*’. A popular informal way of saying ‘*Thank you*’ is ‘*Cheers!*’, ‘*Ta!*’ and ‘*Nice one!*’.

The British politeness is also characterized by the use of ‘*a bit*’ to criticize. For instance, if someone says ‘*You are a bit loud*’, it probable means it is too loud and you should be quieter.

The British are not very fond of saying ‘*no*’ or saying that ‘*something is bad*’. They try to use diplomatic language as they do not want to upset other people. So, if the British say that your work is ‘*quite good*’ or ‘*very*

interesting', they are probably telling you that they do not really like it.

The use of the positive language is also typical for the British coded speech. No matter how bad it is; there is something positive to be found in every negative aspect. That is the preferred attitude towards life in Great Britain. And indeed, it is almost always possible to phrase negative wording positively [1].

Negative statement	Positive statement
<i>Don't be late!</i>	<i>Please be on time!</i>
<i>I don't think so</i>	<i>My thinking may change but now I believe</i>
<i>I don't know what to say</i>	<i>I'll have to think about that</i>
<i>Your ideas were good, but your plan is badly worked out</i>	<i>Your ideas were good. I think they could be put into practice once you have rethought some of them</i>

It is also a very typical British communication style, when someone offers you some help or a favour, you do not accept it immediately but initially reject it several times. This relates to their extreme discomfort with putting people out of their way. The British hate to bother and to be bothered. They like their distance and not to feel obliged to do anything they do not want to. So, when you offer to give somebody a lift, the common British response can be, '*No, thank you anyway*', or '*I wouldn't want to bother you*'.

The British are polite listeners who rarely interrupt others unless they need clarification about something. It should be also mentioned that British people are not likely to complain, and will tolerate bad service or food in order to avoid making a scene. Therefore, they might become very nervous if you voice your dissatisfaction in public.

The main features of non-verbal British communication are the following [2]:

- Expressions. The British do not always give away their emotions via facial expressions. For example, they may not show it if they have been offended. On the other hand, keeping a straight, serious face can be the punch line to many sarcastic jokes

- Personal Space. The British like to be given a fair amount of personal space, and may feel uncomfortable if someone sits or stands too close when other space is available. It is polite to maintain an arm's length distance between yourself and the person speaking.

- Physical Contact. British culture is generally quite reserved. People are generally comfortable touching those they know well (e.g. backslapping

is common among close friends). However, women tend to be more physically affectionate with one another than men.

- Eye Contact. It is best to make direct eye contact that breaks away now and again. Prolonged eye contact can make people feel uncomfortable, and staring is impolite. If talking to a group, be sure to make equal eye contact with all who are present.

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