

PHILOLOGY

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To the issue of the vocative in modern Russian language

Socio-political transformations in Russia served as an impetus for the transfer and development of valuable socio-cultural experience aimed at transferring valuable experience from one generation to another. At the same time, the educational function of conversion occupies an important position in this sphere. Vocative expressions that are communicative components in the mentality of native speakers of the Russian language are considered. The relevance of such research lies in the importance of analyzing the interpersonal relations of Russian speakers, in which the phenomenon of politeness is manifested, understood as the individual's right to respect its dignity. The analysis shows that the activity of communications is not concerned with the creation of a positive and stimulating social activity of man's culture and education. In this connection, it is emphasized that the educational function of treatment is realized through the peculiarities of the interaction of subjects of communication, in which the problem of interaction of cultures, tolerance, the formation of polyethnic sociocultural spaces, etc. has been ignored. Based on the analysis of the materials of the study of interaction and circulation of people to each other, a search was made for theoretical grounds for the realization of the educational function of conversion in modern Russian.

Key words: etiquette, politeness, treatment, language, speech, communication, personality.

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