

## PHILOLOGY

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### **Politeness strategies in the structure of the English speech etiquette**

Politeness strategies, which are an integral element of the etiquette communicative strategies, are described in this article as the strategy of distance, the strategy of manoeuvring and the strategy of reaction. The strategy of distance is realized in the speaker's intention of controlling the degree of formality/informality. The strategy of manoeuvring is realized by means of hints and evasion tactics. The strategy of reaction is represented by the tactics of supporting and encouraging the speaker as well as by the tactics of keeping contact. The above mentioned strategies are realized in texts by means of a certain inventory of syntactical and lexical language units. The linguistic-cultural analysis of the realization of the politeness strategies in texts enables us to specify the ethnic-cultural and social features of the English speech etiquette.

Key words: politeness strategies, the strategy of distance, the strategy of manoeuvring, the strategy of reaction.

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