

PHILOLOGY

Svetlana I. Kletskaya

(Southern Federal University. Rostov-on-Don, Russian Federation)

Myth about “universal address” in modern linguistics (on the material of anonymous contact situations)

It is implied the material of anonymous situational contact between strangers to offer a critical analysis of the idea of "universal address" in Russian linguistics. Address as a special phenomenon involves differentiation, based on the significant features of the recipient (gender, age, social status), as well as register and tone of communication. The idea of "universal address" contradicts the linguistic reality, especially if we are talking about a developed language that serves the needs of broad social strata and diverse spheres of communication. It is concluded that for the modern language situation, it is more productive to increase the depth of native speakers' understanding of the current system of vocatives, which is characterized by the absence of "default" options, and therefore, de-automatization of the choice of the unit. In addition, when forming a speech culture, attention should be focused not only on its active component (the behavior of the contact initiator), but also on its passive component (the reaction of the person being addressed).

Key words: address, vocative, system of addresses, Russian addresses, speech etiquette, speech culture.

September 30, 2020
