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**NEW PHENOMENA IN RUSSIAN SPEECH ETIQUETTE IN GREETING AND FAREWELL
USAGE (ON MATERIALS OF MASS MEDIA AND ONLINE COMMUNICATION)**

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Abstract

The article deals with the descriptions of novelties in Russian speech etiquette. The authors analyze greeting and farewell formulas that are currently undergoing the most significant changes. Texts from modern mass media and online communication were used as materials for the study. At present, journalists are striving to get as close to the addressee as possible and are looking for new techniques for influencing people. One such technique is using new greeting and farewell formulas. The examination of this material has revealed that due to increased competition in radio and television, addressers try to become memorable, stand out. As a result, they use new original formulas of speech etiquette. The novelty of the research is related to the relevance of the chosen topic and comes from the fact that, unlike in other studies, the authors examine greeting and farewell formulas that have become part of the Russian language during the past two years, which makes it possible to analyze the current situation. Greeting and farewell formulas are the most frequent in verbal communication, therefore, they are the most susceptible to modification.

Keywords

Speech etiquette – Greeting – Farewell – Mass media – Journalist

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Introduction

One of the main traits of speech etiquette identified by all researchers is the fixed, clichéd, repetitive nature of etiquettical expressions. Although speech etiquette is very conventional, it is an active, changing system, highly responsive to changes in society.

Recently a lot of attention has been given to new processes in language and in Russian speech etiquette in particular. Prominent researchers and linguists write about this: M.A. Krongauz¹, V.G. Kostomarov^{2,3}, Yu.K. Lukoyanova⁴, V.I. Karasik⁵, I.B. Shcheboleva⁶ and many others.

The key social factors that currently determine the development and changes in speech etiquette, as well as the language as a whole, are as follows:

1. The state and the administrative-command system ceased to strictly regulate the lives of members of society.
2. Modern Russian society is a type of society where the principles of political freedom are actually applied.
3. Thinking and political activity are uninhibited; there are opportunities for autonomous and independent social and political activity of all members of society.

The increasing access to information, the elimination of censorship, the dependency of mass media on government agencies, wide variety of radio and television programs available in the country, the expansion live programs on radio and television, as well as scientific and cultural revival of authors who used to be banned, are clear traits of today's Russia⁷.

The elimination of political censorship led to the disappearance of linguistic censorship, which, in turn, meant that large amounts of slang, as well as substandard, vulgar or even explicit language, were used in print, on television, on radio, in film and literature. This is also caused by the confusion in the collective consciousness of the notions of freedom of speech ("say what you want") and freedom of language ("say how you want"), which are obviously not the same. Such confusion that currently exists in the everyday consciousness of many language speakers, leads to noticeable and unjustified liberalization of the attitude towards language norms and, most notably, in the area of speech and communication culture.

¹ M. A. Krongauz, *Novoe v rechevom etikete*. 2001. Available at: <http://rus.1september.ru/urok> y M. A. Krongauz, *Russkii yazyk na grani nervnogo sryva* (Moscow: AST: CORPUS, 2014).

² V. G. Kostomarov, *Yazykovoi vkus epokhi. Iz nablyudeniya nad rechevoi praktikoi mass-media* (Spb, 1999) y V. G. Kostomarov, *Nash yazyk v deistvii* (Moscow: 2005).

³ V. G. Kostomarov, *Nash yazyk v deistvii* (Moscow: 2005).

⁴ Yu. K. Lukoyanova, *Osnovnye izmeneniya v russkom rechevom etikete na rubezhe XX-XXI vekov*. 2011. Available at: [www. cyberleninka.ru](http://www.cyberleninka.ru)

⁵ V. I. Karasik, *Yazykovaya matritsa kultury* (Moscow: Gnozis, 2013).

⁶ I. B. Shcheboleva, *Izmenenie russkogo rechevogo etiketa i kommunikativnogo povedeniya russkikh v epokhu globalizatsii*. 2015.

⁷ I. N. Pakhomoa, *Novye yavleniya v russkom rechevom etikete: na materiale sredstv massovoi informatsii* (Moscow: The Pushkin State Russian Language Institute, 2008).

The current trends and the entire way of modern life contribute to the convergence of the literary and the colloquial. First, due to the development of technical means of transmission, verbal communication has lost its connection to the chamber-like environment. Second, the increased level of education in people makes it possible to discuss a wide range of topics in an ordinary situation⁸.

Methods

According to V.G. Kostomarov, the goal of “audience retention” is relevant to all mass-media texts. The easiest way to grab the audience’s attention is to be persistent, to be always present and because of that alone become important to the public (“it was reported on TV”, “it is nonsense but everyone is talking about it”), to mix the important and the humorous, constantly influence the mind and feelings, not limiting oneself to a single topic area or a narrow field of interaction⁹.

Media workers strive to make their speech lively and as addressee-oriented as possible. N.I. Formanovskaya notes that it is difficult to exaggerate the addressee’s role in text production. The addressee’s active position is evident in journalism more than in other types of creative work¹⁰. L.V. Khochunskaya¹¹ and I.M. Dzyaloshinskii¹² point out how important the addressee’s role is in a journalistic text. Researchers recognize that an addressee is now regarded as an independent person. The author of a journalistic text, bearing in mind the concept of an addressee or the image of a reader that they have created, engages in continuous dialogues with them. The speech that used to be unidirectional now becomes more interlocutory¹³. The text is organized in such a way that the addressee continues to feel and believe that the continuation will follow. After today’s newspaper issue, there will be a new one tomorrow morning – as it has been, as it always is; after this portion of radio or television, there will be new ones, no less interesting. Just stay with us¹⁴.

The currently popular sports commentator Dmitrii Guberniev writes, “The person watching TV wants a show, a celebration, otherwise they will switch to ‘Russia’, ‘Channel One’, ‘TNT’. However, it is my goal to keep people watching the biathlon that I am commentating”.

The following commentary by a sports news presenter is also indicative:

⁸ V. G. Kostomarov, *Yazykovoi vkus epokhi. Iz nablyudeniya nad rechevoi praktikoi mass-media* (Spb., 1999).

⁹ V. G. Kostomarov, *Nash yazyk v deistvii* (Moscow: 2005).

¹⁰ N. I. Formanovskaya, *Kommunikativno-pragmaticheskie aspekty edinits obshcheniya* (Moscow: Izdatelstvo IKAR, 1998) y N. I. Formanovskaya, *Rechevoe obshchenie: kommunikativno-pragmaticheskii podkhod* (Moscow: Russkii yazyk, 2002).

¹¹ L. V. Khochunskaya, *Mediaobraz kak dialog tsennostei. Monograph* (Moscow: Peoples' Friendship University of Russia (RUDN), 2011).

¹² I. M. Dzyaloshinskii, “Zhurnalistskoe myshlenie kak razvivayushchayasya Sistema”, *Vestnik MGU, Ser.10 Zhurnalistika*, num 6 (1989): 3-14.

¹³ G. Ya. Solganik, “O zakonornostyakh razvitiya yazyka gazety v XX veke”, *Vestnik Moskovskogo universiteta. Ser.10. Zhurnalistika*, num 2 (2002): 39-53 y G. Ya. Solganik, *Yazyk sovremennoi publitsistiki* (Moscow: 2007).

¹⁴ V. V. Prozorov, *Vlast i svoboda zhurnalistiki* (Moscow: 2005).

Lyubite basketbol! Ostavaites na “Match TV”! [Love basketball! Stay with “Match TV”!]

Results and Discussion

Speech etiquette as a system of set expressions used for establishing and maintaining contact between communicants that regulates the rules of speech behavior is a codified but nonetheless active, changing field of language, highly responsive to changes in society.

Currently, European and American etiquette cultures have the most considerable influence on Russian speech etiquette. This influence manifests, for example, in the trend to narrow the usage of the combination of a name and a patronymic. Thus, personal names are actively used by people in their official “passport” forms (especially when it comes to young people’s discourse in the field of business where one can encounter *Elena, Aleksandr, Fedor* but not *Lena, Sasha, Fedya*). This usualization of the passport form of the personal name could be considered an onomastic compensation for the disappearance of the patronymic from official communication. The current speech etiquette in many companies requires using first names only even when addressing a young boss or a young partner – in situations where the address by the name and patronymic used to be neutral¹⁵.

Nowadays, full names have developed a new function that can be noted by everyone who watches news on television. It is a special intonation of pronouncing a correspondent’s name at the beginning and at the end of a live broadcast: *Anna?! Dmitrii?!*

A number of television programs display a curious combination of the Russian and English etiquette systems. When there is a high profile guest at the studio, the presenter addresses them by their name and patronymic. However, when the presenter introduces the guest and uses their name in the speech addressed to the public, only the first name and surname without the patronymic are used:

Segodnya gost nashei peredachi – Gubernator Saratovskoi oblasti Dmitrii Ayatskov. Dmitrii Fedorovich, otvette, pozhaluista, na takoi vopros... [Today’s guest of the program is the Governor of the Saratov oblast Dmitrii Ayatskov. Dmitrii Fedorovich, please answer the following question...]

Russian etiquette tradition used to require the usage of the name and patronymic in this case.

The short form of the name is used mainly in verbal communication between people who are close, equal and usually does not serve as an official or public name. However, from the end of the 1980s, short forms of names obtained a different status in mass and youth culture, in the art scene: they appeared on billboards, disk covers, were widely used in mass media in relation to events surrounding this or that person. *Dima Malikov, Zhenya Belousov, Dima Bilan, Vlad Topalov, Tanya Bulanova, Lyuba Uspenskaya, Masha Rasputina, Natasha Koroleva* and many others became famous by their short names. Such an informal approach to naming is perceived by society as acceptable creative liberty.

¹⁵ M. A. Krongauz, *Novoe v rechevom etikete*. 2001. Available at: <http://rus.1september.ru/urok>
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Active implementation of new forms of communication (the Internet, night radio and television broadcasts) into society caused certain modifications in greetings and farewells. For instance, new forms of greetings were introduced, ***Dobroi nochi! Dobrogo dnya! [Good night! Good day!] and Dobrogo vremeni sutok/Dobroe vremya sutok! [Good time of day!]***

M.A. Krongauz in the article “New developments in speech etiquette”¹⁶ notes that currently the television greeting *Dobroi nochi!* [Good night!] has become widespread. Its emergence is caused by the introduction of a new – compared to the Soviet times – phenomenon that is night television. Television presenters began using this greeting due to the disintegration of the etiquette formulas *Dobroe utro!*, *Dobryi den!* and *Dobryi vecher!* [Good morning!, Good afternoon!, Good evening!], later it was caught up by the viewers who asked questions during live night broadcasts.

In the “Russian speech etiquette dictionary” by A.G. Balakai¹⁷ the formula ***Dobroi (spokoinoi) nochi! [Good (pleasant) night!]*** is viewed only as a “form of good-natured farewell for the night, before sleep”.

This formula used to be utilized in this way, being synonymous with wishing “*Spokoinoi nochi!*” [A pleasant night!] upon farewell. For instance,

*Spi spokoino – dobroj nochi!
Von uz v nebesakh
Bleshchut angelskie ochi
V zolotyh luchakh ...*

[Sleep tight – have a good night! / Already in the skies / Angels’ eyes are shining / In golden beams of light...]

(A. Grigoriev. “*Dobroi nochi!*”, 1843)

Today, in live radio and television broadcasts the formula ***Dobroi nochi! [Good night!]*** serves as a night greeting:

Dobroi nochi, Mikhail! Veliton vnov stal antigerom “Spartaka” [Good night, Mikhail! Welliton returns to being the antihero of “Spartak”] (a sports news presenter, channel “TVC”).

- *Dobroi nochi! [Good night!]*

- *Dobroi! [Night!]* (a night presenter and a radio listener, radio station “Echo of Moscow”).

The greeting ***Dobrogo vremeni sutok! [Good time of day!]*** became widespread on the Internet. Nowadays, this greeting can be heard on the radio and on television. This could be caused by the fact that programs are broadcast live in different Russian cities where time can vary significantly:

¹⁶ M. A. Krongauz, *Novoe v rechevom etikete*. 2001. Available at: <http://rus.1september.ru/urok>

¹⁷ A. G. Balakai, *Slovar russkogo rechevogo etiketa* [Russian speech etiquette dictionary]: 2nd edition, revised and expanded (Moscu: 2001).

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Dobrogo vremeni sutok! S vami "Avto Radio" [Good time of day! You are listening to Avto Radio] (a DJ of the radio station "Avto Radio")

Dobrogo vremeni sutok! [Good time of day!] (a "Top Gear" presenter, channel "Russia 2")

Dobrogo vremeni sutok! Privetstvuyu vseh na kanale "Moya planeta" [Good time of day! Welcome everybody to the channel "Moya planeta"]

The greeting **Dobrogo dnya! [Good day!]** is used in online communication on one of the forums. For example,

Dobrogo dnya, kollegi! [Good day, colleagues!] (www.voyagetravel.org)

One can assume that the greetings *Dobroi nochi!* [Good night!] and *Dobrogo vremeni sutok!* [Good time of day!] that utilize the genitive case (previously used only in farewells) influence Internet users. In view of this, instead of the common formula *Dobryi den!* [Good day!] one uses *Dobrogo dnya!* [Good day!]¹⁸.

On television one can come across the greeting **Den dobryi! [Nice day!]** that has a somewhat less formal, candid and colloquial shade of meaning. However, various television presenters use this greeting possibly to make the communication closer, more open and relaxed:

Chas dnya v Moskve. Den dobryi! [It is one o'clock in Moscow. Nice day!] (a news presenter, channel "Russia 24")

Den dobryi! [Nice day!] (a presenter in a television program, channel "Moya planeta", 2011)

O.A. Krylova (2001) notes that responses to greetings are also a form of greeting. They are so common and customary that when the speaker does not get a response in the form of a standard etiquette expression, they feel "a sense of shock". This is something that is referred to as a "communicative failure" in pragmatics. There are the following examples in the article:

- *Zdravstvuite! [Hello!]*
- *Da. [Yes.]*
- *Dobryi vecher! [Good evening!]*
- *Dobryi. [Evening.]*

(It is worth noting that the communication takes place via the phone and the people responding to the greetings are young). The researcher notes that in these cases "the greetings were practically ignored as the speaker did not hear the greetings addressed to them, thus the speech etiquette was broken. The speaker experienced emotional discomfort such as that felt by a person holding out a hand for a handshake when that hand gets purposefully or unintentionally ignored". One cannot help agreeing that *Da [Yes]*

¹⁸ I. N. Pakhomova, "Novye yavleniya v upotreblenii formul privetstviya v SMI", *Russkii yazyk za rubezhom*, num 1 (2008).

as a response to a greeting sounds rather rude. As for using the word *Dobryi* [Evening] instead of *Dobryi vecher/den!* [Good evening/afternoon!] or *Dobroe utro!* [Good morning!], such usage can now be heard even in the speech of radio and television presenters:

- Andrei, vy v efire. Govorite, pozhaluista. [Andrei, you are on the air. Please, speak.]

- *Dobryi den!* [Good afternoon!]

- *Dobryi!* [Afternoon!] (from a dialogue between a listener and a radio presenter, radio station “Mayak”);

- *Kolya, dobroe utro!* [Kolya, good morning!]

- *Dobroe!* [Morning!] (from a dialogue between a radio presenter and a listener, radio station “Retro FM”)

According to O.A. Krylova, this contraction is a reflection of the trend towards saving time and effort, which is typical for modern Russian communication. It could also be the consequence of the relaxed, sometimes sloppy manner of speaking on the radio and television.

There have also been some changes in the usage of farewells. Nowadays, the formula ***Poka-Poka!*** [Bye-bye!] is becoming increasingly popular. M.A. Krongauz writes, “I heard this farewell for the first time on television, in the program “Tikhii dom” by Sergei Sholokhov. Naturally, there are some reduplicated words in the Russian language. We may say *zdravstvuite, zdravstvuite!* [hello, hello!] or *do svidaniya, do svidaniya!* [goodbye, goodbye!] but we say it in a slower tempo and even song-like. And in this case, I was startled by the increased speech tempo so that one could only hear *pka-pka!* [b-bye!]. Obviously, it is merely a popular calque of the English *bye-bye!*, a sort of joke by a progressive journalist. It seemed that it would not be used outside the program, remaining the author’s special feature. Nevertheless, the new farewell was spreading wider and wider, first used by some “diva-like” characters and then by ordinary people”¹⁹.

There are some examples below:

S vami byla Vika Samoilova. *Poka! Poka!* [This was Vika Samoilova. Bye! Bye!] (a presenter on the television channel “MUZ TV”)

Iskrenne vash Aleksandr Maksimov. *Schastlivo! Poka! Poka!* [Yours sincerely Aleksandr Maksimov. Take care! Bye! Bye!] (a DJ on the radio station “Militseiskaya volna”)

Conclusion

To sum up, new historical and political conditions and the freedom of speech have led to the overall democratization of speech and its liberalization. Being the most powerful means of mass communication, the radio and television are influencing the processes currently occurring in the literary Russian language. The replacement of programs based

¹⁹ M. A. Krongauz, *Russkii yazyk na grani nervnogo sryva* (Moscow: AST: CORPUS, 2014).

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on bookish speaking (“off a script”) by “free speaking” caused public speaking to become more colloquial, lively, descriptive, concise, devoid of the usual clichés.

With the proliferation of the internet, researchers begin to often focus on the new communicative environment that modifies the speech production activity of people. One of the current new phenomena is the written record of verbal-colloquial speech. Its area of operation online – the area of interactive interpersonal communication – is a revolutionary transformation of the traditional communicative environment.

The most notable changes in speech etiquette occur in the formulas of greetings and farewells, as in verbal communication these formulas and expressions create a frame for the text: they appear at the beginning and at the end of the text, they are keywords that the communicants use more often than others. The greetings Dobroi nochi! Dobrogo vremeni sutok! [Good night! Good time of day!], the response to the greeting Dobryi den! – Dobryi! [Good afternoon! – Afternoon!], as well as the reduplicated farewell Poka-Poka! [Bye-Bye!] are widely used not only by Internet users but also by presenters of various radio and television programs. It is also worth noting that currently, there is a trend to narrow the usage of the combination of a name and a patronymic. These observations are relevant to the research into the processes that are occurring in the Russian language and are caused by the emergence of new forms of communication (the Internet), night broadcasts on television and radio, the influence of various etiquette cultures.

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