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## COMMUNICATION IN CUSTOMS AND TRADITIONS

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**Abstract:** The appeal is a linguistic phenomenon that is in the focus of attention of different areas of linguistics. Scientists describe appeal as an important component of speech etiquette. In the twentieth century in connection with the growing interest in the pragmatics of human speech, appeals began to be studied as special language units in the aspect of their functioning in the act of communication. Even though the sound interest in the study of treatment in linguistics, a number of specialists note the insufficient knowledge of this linguistic phenomenon.

**Key words:** *linguistic phenomenon, appeal, speech, linguistic phenomenon, syntactic function, interdependence, concept, communication method, communication environment, communicative situation, nominative, vocative, emotional expressive, discursive, deictic, mean.*

Conventionally, appeal is understood as “a grammatically independent and intonationally separate component of a sentence or a more complex syntactic whole, indicating the person or subject to which speech is addressed” [9, p. 304].

The concepts of vocative and appeal in the scientific literature are often used as synonymous. Sometimes the syntactic difference between these terms is emphasized.

In the dictionary of linguistic terms, a vocative is defined as “a word or phrase formally not included in the sentence that refers to who the speaker is talking to, i.e. used to attract the attention of the person to whom the speaker is speaking” [2]. Unlike vocative appeal is defined as “the use of nouns, pronouns,

substantive adjectives or equivalent phrases for naming persons or objects to which speech is addressed; syntactically appeals are usually executed in super-segmented (prosodic) means” [2].

V.I. Karasik, in contrast to the aforementioned scientists, does not differentiate between the concepts of vocative and appeal. By the term vocative, it means “both speech acts and language units, through which the corresponding language units are expressed. Words used as an address express not only the speaker’s attitude to the addressee, but also carry information about the speaker himself, his upbringing, and his ability to behave in a social position. Vocatives exist in all languages, specifically reflect the national-cultural features of languages, are heterogeneous in their composition and have a complex content structure” [8, p. 202]. Thus, vocatives carry a significant communicative load and perform a number of speech functions in the process of direct speech contact.

Most often, the appeal is expressed: in your own name, for example: Salima, where are you going so late?; Hamdamov, you’ll come with your parents tomorrow!; What do you think about this, Shukurov?; A negative noun: Girl, pass the ticket, please!; Friends, I’m glad to see you!; Adjective or participle: Take me on the road, dear; Dear, how to get to the metro station? When contacting, there may be explanatory words – definitions or applications, for example: My friend, we will devote wonderful impulses to our motherland!

Appeal is an important component, because depending on the situation it can determine its success, or it can be the cause of communicative failure. According to N.I. Formanovskaya, “in communicative processes, circulation is one of the frequency units of communication, namely addressing, which carries the most important contact-setting function” [14, p. 83].

The choice of lexical means of registration of an appeal from a number of so-called characteristics of a communicative situation: relations between the addressee and the addressee: gender, age, family, social, official, etc.; communication environment: official, unofficial; communication method: contact,

distant; purpose of communication: attracting attention, maintaining verbal contact, expressing an attitude towards the interlocutor, the intention to continue to request, apologize, etc.; tonality of communication: respectful, courteous, asking, patronizing, etc. [4, 7].

A pragmatic approach to the study of appeal reveals its multi-functionality. The number of functions, as well as their names, varies among different researchers. These are: nominative; vocative; socio-regulatory, or etiquette; emotional expressive (expression of emotions); assessment and characterization; discursive; deictic (clarification, indication of the addressee).

If, however, L.V. Kozhukhova points out, the appeal at the same time expresses the addressee's assessment and gives him a characteristic, then this is a manifestation of the emotional-evaluative function built on it [8, p. 80]. The addressee qualification function is also defined as characterizing [6]. Characterization can be carried out according to a number of parameters: social status: Ah, master, master, you are very young; age: Ah, is that you, grandfather? Acquaintance or kinship: Ah, no, Mommy, don't talk!; professions and occupation: Hussar, you are cheerful and careless ...

T.V. Nesterova believes that it is necessary to distinguish between vocatives with a minimum degree of pragmatism and expressive vocatives, which are addressed expressions of emotions. The former are characteristic for establishing contact in a neutral situation that does not have additional emotionally expressive coloring. The second ones are marked with additional emotionally expressive components [10, p. 15-16]. Among them, one can single out the emotional content of which is directly related to the positive or negative attitude to the addressee, since emotionality is a state that occurs in the decision-making process of evaluating perceived phenomena of reality and their connection, "the relation reflected and fixed in the semantics of the word, the speaker's feeling for the object of speech" [14, p. 64].

Among the evaluative nature vocations can be attributed calls characterizing the addressee by personal qualities and properties that become the object of evaluation, for example: Let go of your hands, shameless, otherwise the Count God knows what he will think!; Angel of my soul, carbuncle of my heart, lend money ...

In the above examples, the address denotes both the addressee of the utterance and the relation of the speaker to it.

The desire of speakers to save language means leads to the fact that over time the significance of a purely vocative function decreases, as evidenced by such a historical process as the loss of a vocative case form. And in the first place is the expression of the value attitude to the addressee.

So, when considering the most common type of vocabulary calls expressed by anthroponyms, it is revealed that the age status of communicants, the official sphere of communication, the roles of “boss-subordinate” in the language are realized primarily through the use of first and middle names. Full forms of personal names and their brief options convey emotions and assessments, indicating the informal nature of communication and specifying the speaker’s emotional attitude to the interlocutor.

A large group of evaluating characterizers are metaphorized nominations, that is, the names of animals, objects, and phenomena of reality used as a vocative: swallow, gold, treasure, angel; snake, scarecrow, club. For example: Oh you, my little light, my victorious little head; Where are you, my friend, my apple tree?; Look, you devil, what you thought up. Nothing will come of you.

The appeal, therefore, belongs to the group of language tools that necessarily express any logical, semantic or expressive-stylistic shades, can be considered as a special expressive tool [12].

Obviously, the appeal is always purposeful and correlated with a specific communication situation. The choice of the form of a vocative is determined by the combination of pragmatic parameters of the situation of verbal communication,

namely: status-role relations of communicants, their personal relationships, their emotional and mental state.

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