Address in English from the standpoint of pragmalinguistics, sociolinguistics and psycholinguistics.

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Abstract: The turn of modern linguistics to the study of speech activity inevitably raised the question of the conditions for the success of its implementation, the methods of transmitting the message to the recipient in the most complete and undistorted form, and the means of influencing the addressee. The orientation of a speech towards the addressee is one of its main characteristics. Speech target is a universal category and it has an extensive arsenal of means of expression, both verbal and non-verbal. The main means of expressing the category of address is traditionally considered to be address, the complexity and functional duality of which constantly attracts the attention of linguists. The article studies the address in English language from the standpoint of pragmalinguistics, sociolinguistics and psycholinguistics. The relevance of the research is determined by the problems of the culture of speech, to which linguistics currently pays great attention.

Key words: address, psycholingvistics, pragminguistics, sociolinguistics, linguistic means, degrees of formality.

INTRODUCTION

In modern linguistics, much attention is paid to address and, on the pages of scientific literature, materials often appear that interpret one side or another of this issue. Analysis of this literature shows that addresses in English are considered from several positions. From a functional standpoint, according to the existing definition, the address refers to the use of nouns, pronouns, substantive adjectives or their equivalent phrases to denote the persons to whom the speaker is speaking (M.A.Olikova, A.F.Artemova, E.O.Leonovich).[9,80; 1,63; 6,70;] Addresses are primarily the names of people, the names of persons by the degree of kinship, position in society, profession, occupation, position, title, rank, rank, nationality or

age, relationships between people, or figurative, metaphorical meanings of words are used. Address is an integral part of everyday life, communication between people, apparently, without it, it is difficult to imagine communication itself.

THE MAIN PART

According to A.V. Veltistova, an address is a word or a phrase of words that is part of an addressed, performing the function of speech communication of a sentence, as an intonational-semantic whole, which directly designates as the addressee of speech one or those to whom the sentence is addressed, who is involved by the speaker in a speech act and from whom, depending on the nature of the utterance (greeting, question, order, request, message, etc.), this or that response is triggered or expressed by both verbally and by action respectively. [11,28]

V.E. Goldin believes that address is one of the main means of a universal nature, developed by the language to serve human communication, to establish a connection between statements and subjects of communication, to integrate different sides and components of a communication situation into a single communicative act. [5,19]

From the standpoint of pragmalinguistics, sociolinguistics and psycholinguistics research differs in several ways. The study within the framework of pragmalinguistics, the subject of which is the language used as a means of social action and interaction in the context of specific communication situations, indicates that the systems of adress are formed, first of all, as a result of social experience, as well as the existing communication norms and the so-called typical conditions accompanying any communication act.

Typical conditions include the social status of each speaker, the nature of the relationship between them, the educational and cultural level of each communicant, the communication environment, etc. In turn, typical conditions can be subdivided into static (gender, age, education, social status) and dynamic (situationally determined role relationships of communicants). Thus, in the study of such a phenomenon of language as adress, it becomes necessary to resort to the

help of pragmalinguistics, because the forms of addresses are always used for a specific purpose - for the purpose of communication. [7,143]

The role of sociolinguistic factors lies in the conditioning of the choice of communicative means by linguistic norms that exist in society. And since verbal behavior is a process of choosing a socially acceptable option, address in communicative acts can be considered as a marker of social relations. The choice of socially acceptable forms of address is a way of realizing social relations, through the choice of linguistic means and the use of various degrees of formality in communication, communicative participants regulate their interpersonal relations and explicate their belonging to a particular social group.

Therefore, the forms of address convey not only the tastes of individual people, but also the language of individual social groups or the entire society of a certain historical period. Sociolinguistic data allows us to reveal the essence of circulation as a social category, and this is one of its most important characteristics. [7,144]

With regard to the psycholinguistic aspect of the study of the problem of circulation, it should be noted that the return in the second half of the XX century. to anthropocentrism, as a result of which man began to be regarded as the dominant factor in linguistic functioning. At the same time, the object of study was not only the speech of the communicants, but also perception of each other's speech. Acting as a linguistic person, a person in the process of everyday communication is able to reflect on the language and its use.

Naming, this ability of the subject of speech activity to reflect on language and speech allows it to adequately use such forms of speech etiquette as addresses, and successfully communicate in various conditions. [4, 6] In the course of studying the evolution of the system of addresses in the English language, it was revealed that changes took place both in the composition of the system of references and in the areas of use of individual forms. All marked changes can be divided into 3 categories:

- Stylistic changes

- Inventory changes - complete disappearance of the address or replacing it with another form of address
- Mixed changes combining the first two categories.

These changes were reflected unevenly at different stages of addresses: conventional and proper emotional addresses replenished their stock of forms, and occasional addresses began to be used in a reinterpreted meaning.

Thus, the changes that have occurred in the system of addresses to the English language are very numerous, however, the main types of forms of addresses and forms of their expression have remained the same from the Old English period to the present day. However, the evolution of circulation systems will continue as long as there are any changes in society. [7, 145-148]

The norms and rules for the use of addresses, according to Ryzhova L.P., depend on: 1) speech motivation (communicative intention, intention), 2) the circumstances of reality in which the act of communication is carried out; 3) relations between communicants, each of which has a certain set of social roles. [10, 114]

Speech urge or intention is considered as an important communicative factor or the main text-forming factor of the act of communication, which predetermines the selection and combination of linguistic means in accordance with the communication situation. Consequently, the success of a particular speech act depends on how the chosen form of address corresponds to the author's intention, since the implementation of the author's intention presupposes understanding by the listener, his readiness to communicate.

The choice of linguistic means is largely determined by the environment of communication, or by the place and time of the communicative act, since every communicative act takes place in a certain extralinguistic communication situation, in reality. People may communicate at home, at work, in transport and on the street, in class, in circles or sports sections, etc.

Based on the analysis of the conditions of the act of communication, the most typical spheres of communication are identified: administrative and legal,

professional and labor, social, social, cultural and family. The interactions of people in various spheres of communication lead to the formation of stable social relations, understood as "a system of normalized interactions between partners based on a common platform."

And precisely for this reason, the speaker "is forced to choose linguistic means, obeying the requirements imposed on him by his own social role of the interlocutor." [10, 115]

Analysis of the linguistic material, taking into account the communicative intention of the speaker, the environment of the flow of the speech act and social relations between the communicants, makes it possible to identify connections and patterns in the use of linguistic expressions in typical communicative situations and establish pragmatic rules for their use.

The use of addresses in various spheres of speech contacts is conditioned by pragmatic presuppositions, the most important of which are the presuppositions of acquaintance ("the addressee is familiar" and "the addressee is unfamiliar"); presuppositions determined by the nature of communication ("official nature of communication" and "unofficial nature of communication"); positional presuppositions ("higher positional status of the addressee" and "lower positional status of the addressee" and "equal positional status of the addressee"); age presuppositions ("the addressee is older", "the addressee is younger" and "communicants are of the same age").

So the pragmatic presupposition "the addressee is familiar" dictates the choice of addresses expressed by proper names, kinship terms, as well as various descriptions indicating character traits, habits or events in the life of the addressee. Addresses by surname are possible in the professional and labor sphere of communication, marking a lower positional status of the addressee; in the socio-cultural sphere, they indicate the young age of peers. Older communicators, as well as younger ones in relation to older ones, in this case prefer to communicate with you. [10, 116]

The presupposition of the addressee "unfamiliar" excludes the use of proper names as an address, the terms of kinship emphasize not related, but rather age differences. The use of nominations characterizing the addressee in appearance, age, location, etc., is possible in the communication of strangers in the social and social and cultural spheres of speech contacts, mark the informal nature of communication; an important role is given to the presuppositions of age.

Myachinskaya E.I. believes that the choice of forms of address depends on the relationship between "power" and "solidarity", i.e. addresses actualize the social distance between communicants, giving information about what unites them and to what extent, for example, religion, gender, place of residence, joint experience, etc. [8, 76]

CONCLUSION

Deviations from the norm are permissible only if the meaning of the lexemes used as a forms of address does not contain negative or undesirable connotations for the addressee. In the socio-cultural sphere of communication, the choice of forms of address is primarily determined by the presuppositions of acquaintance and age, in the family sphere - by kinship and age relations between the communicants. Situations are quite possible when these pragmatic rules are deliberately violated and the use of linguistic units unusual for this sphere of communication as a reference creates a certain pragmatic effect (violation of habitual relationships, irony, etc.)

Thus, communication in the professional and labor sphere is primarily determined by positional presuppositions and the official nature of communication, and the choice of the form of address by a speaker occupying a lower position is more limited in comparison with a communicant with a higher positional status. In the administrative-legal and social spheres of communication, individuals are more free in the choice of forms of address, since the positional role played by an official prescribes him a certain, stricter model of behavior and, therefore, a more limited choice of addresses, mostly official.

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