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## RADIO ETIQUETTE FORMULAS

**Abstract:** *The installation of modern media on communication and the strengthening of the position of entertainment radio broadcasting entailed an expansion of the arsenal of radio addresses. Their structure is undergoing noticeable changes, the main functions of the address are shifted from naming the interlocutor to attracting the attention of the audience. In the conditions of multi-genre radio broadcasts, practically all forms of speech etiquette known in interpersonal communication have been actualized. Greeting formulas have a beneficial effect on expanding opportunities in the use of speech etiquette, enrich etiquette culture.*

**Key words:** radio text, etiquette, speech etiquette, formulas, statements, journalist, media language.

**Language:** English

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### Introduction

The discourse of mass communication is today the leading type of discourse, it penetrates into all types of institutional and everyday communication, which is due to its thematic unlimitedness, genre originality and the desire to capture everything, even the most insignificant manifestations, in a rapidly changing world; it is the most «globalized» and relevant, i.e. reflecting the latest trends and phenomena of social reality [1, 60].

Etiquette statements occupy an essential position in various situations of social communication. On the one hand, they are regulated, conventional, on the other hand, they are aimed at maintaining the emotional state of the addressee, and therefore, speech etiquette largely determines the success of speech interaction. The main factor determining the relevance of the study is the need to study the problems of the success of verbal communication in new communicative-verbal situations caused by the globalization of the world information environment and the expansion of international contacts [2, 49].

The study of speech etiquette has a long linguistic tradition. Special cliché phrases that convey etiquette content and are used in everyday communication situations have received different terminological characteristics in the scientific literature: «sound gestures», «cliché sentences»,

«etiquette clichés», «pragmatic clichés», «speech rituals». V.G. Kostomarov, who called the stereotypical speech units used in etiquette situations, proposed the term «speech etiquette» [3, 156]. A comprehensive theoretical study of the issue is presented in the works of N.I. Formanovskaya, where speech etiquette is understood as a system of «stable communication formulas prescribed by society to establish speech contact between interlocutors, maintain communication in a chosen tone according to their social roles and role positions relative to each other, mutual relations in an official and unofficial setting [4, 201]».

Speech etiquette manifests itself in various speech genres developed in society for the implementation of the etiquette function. Researchers include acquaintance, greeting, farewell, apology, gratitude, request, consent, refusal, compliment, condolence, congratulations, small talk, etc. Etiquette statements have social marking. They are characterized by a high degree of variability depending on the social characteristics of the speakers (age, gender, education, place of residence), their variable social roles and role relationships (symmetric, asymmetric, vaguely subordinated), the nature of the relationship between them, the environment of communication, the number of participants in the situation [5, 53], in the terminology

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of modern media linguistics, it is advisable here to talk about taking into account the target audience.

In radio discourse, which became the object of this study, the most frequent etiquette speech genres include greeting, farewell, wish, and address. A complex set of parameters of functional integrity is supported by the categories of the author and addressee, but the latter place is often viewed through the logic of the author's goals, reflected in the cognitive-communicative structure of the text. The modern concept of radio communication «defines the methodological perspective of research using a discourse analysis program aimed at enhancing the direct role of an interactive addressee [6, 209]».

A few words on the radio.

A certain circle of linguists, theorists and practitioners in the field of domestic and foreign journalism is engaged in the description and analysis of the radio language.

The famous researcher in the field of radio language M.V. Zarva testifies that the literature in the radio language, published in our country in the 90s of the last century, is very numerous and can be conditionally divided into three types:

1) Articles and brochures analyzing the language practice of broadcasting, often in a normative and methodological sense [7, 127];

2) A description of the features of speech on the radio, its oral form, as well as publications that distinguish the language of radio from mass editions of newspapers and other written literature;

3) A series of essays presented by radio journalists in a popular style, not only covers the general tasks of programming skills, but also includes important notes about the language in the day-to-day work of radio programs [8, 73].

The theory of radio communication determines the functions of radio in the modern media system, the features of radio communication, develops the theoretical foundations of radio-specific means of expression for the communicator, normative recommendations for the use of language means in the modern language. Among the scientific works that contributed to the creation of the theory of radio communication, we single out a number of studies [9, 74].

When referring to general scientific sources devoted to the study of radio language, it turned out that they can be divided into three main categories:

1) articles and brochures devoted to the normative and stylistic analysis of language practice in radio broadcasting;

2) publications describing the distinctive features of radio speech from other types of speech;

3) linguistic aspects of radio programs revealed in the course of daily work, essays written by radio journalists in a broadly understandable language, containing valuable information.

The modern system of mass communication cannot be imagined without radio broadcasting. Radio with comprehensive, massive, accessible functions has become the hallmark of modern man. The rapid development of technical means as one of the channels of mass communication provides massive and widespread radio broadcasting.

The need to transmit information by radio creates a strong tendency towards direct communication. This also indicates that the speech activity of any participant in a communicative act consists of information and factual units. Depending on what comes first - information or communication, within the framework of which one is subordinate to the other or one is superior to the other, the communicative role of the speaker and listener is determined, their type of speech activity [10, 64].

According to experts, radiotext is a complex phenomenon, which is largely determined by the presence of various channels of information transmission in the radio. In terms of content, acoustic synchronization takes precedence over sound and sound in information text and universal radio channels [11, 83].

Speaking about radio text, researchers note that it is «a mental-verbal complex created in an institutionalized information and communication environment, complicated by the polycode nature of implementation, reflecting social reality and influenced by its context,» embodying the image of the addressee [12, 95]. and - forms views, beliefs, values, reflects the center of communicative, cognitive and sociocultural projections, which includes the removal of these dynamic layers in the explanatory key of the study, presenting the results of speech activity of the mass media as a multicomponent model. Speech on the radio is a verbal form of speech implementation by the speaker, based on the reaction of the listener. Prepared speech or spontaneous on the air is an unprepared, sporadic (sudden) spread of a text, regardless of its nature.

Formulas of speech etiquette form a special group of stable communication formulas, which are reproduced as units stored in our linguistic consciousness in the form of a kind of collection of ready-made typed expressions. Note that speech etiquette from the standpoint of speech culture is considered more broadly.

The specificity of radio programs, regardless of genre, provides for a stricter framework in determining the register of references.

The variability of the formulas of speech etiquette on the radio, in particular, addresses and greetings, their various combinatorics indicate that the means of speech etiquette are a kind of system in which each component is significant and at the same time receives its true filling only as a result of interaction with other means speech etiquette.

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