

## CHARACTERISTIC FEATURES OF SPEECH BEHAVIOR OF THE CHINESE PEOPLE

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**Abstract.** The article discusses the meaning of the term “speech behavior”. The author describes the features of the speech behavior of the Chinese, and also analyzes the peculiarities of speech behavior of the Chinese people.

**Keywords:** speech behavior, the Chinese people, culture, communication, speech experience.

Currently, there are a huge number of cultures in the world that, by establishing direct relationships and connections, interact with each other. For example, China, which back in the 60s of the 20th century was a closed country, in the 70s began to pursue a “policy of reform and openness,<sup>1</sup>” which led to significant advances in politics, economics and culture, the emergence and spread of foreign firms and companies in China, as well as the development of intercultural communication.

The concept of “intercultural communication” was introduced in 1959 by Edward T. Hall, the specificity of which was to focus on the interaction of people of different cultures, and not on the study of the cultures of individual countries, their characteristics, etc.[1]

In modern linguistics, intercultural communication is a fairly broad concept. So, for example, V.P. Furmanova considers intercultural communication as “the interaction of cultures existing in a certain space and time, in which the phenomenon of culture is considered as a generic concept, and cultural contacts take on various forms, which are expressed in contact, mutual influence, synthesis, complementarity and dialogue. This is the interaction of cultures that explicate a personality type that carries the specific historical content of a particular era and allows us to comprehend mutual values, self-awareness and deep human essence” [2, p.34].

Each country is distinguished by the history of its people, authentic culture, and traditional values, which together form the features and rules of intercultural communication with representatives of a given state. The peoples of East Asian countries differ in many ways from the rest of the world's population in their Eastern philosophy of life and mentality, with its characteristic features, which are expressed in deep reverence for traditions, customs, and norms of communication that have developed over thousands of years. Due to the growth of China's economic power, the number of international contacts, connections and cooperation with its representatives has also increased. In this regard, to effectively build intercultural dialogue with China, it is necessary to know the main characteristic features of communication and speech behavior of the Chinese people. So, the purpose of the article is to study and interpret the speech behavior of the Chinese people.

Speech behavior has been studied by linguists such as I.A. Sternin, Yu.E. Prokhorov, A.A. Leontiev et al. [3-5]. So, for example, L.S. Polyakova noted that “speech be-

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<sup>1</sup> The policy (改革开放), which was led in China in 1970s

havior is a specific type of human behavior, which consists of speech acts and is based on the use of language, realized in speech.” [6, pp. 44-47]

A person’s speech behavior and his choice of linguistic means determine a number of social characteristics of both the sender of the message and its recipient, among them: place of birth, place of long stay, education, age, gender, role-functions of communicants. Particular attention should be paid to the influence on speech behavior exerted by the addressee.

L.S. Polyakova identified the following characteristics of speech behavior: the *intentionality* of speech behavior is associated with the mechanism of verbal embodiment of the speaker’s intention: intention forces one to responsibly organize speech and determines a set of linguistic means. *Interactivity* implies the focus of the act of speech and determines the dialogical nature of communicative activity. *Discreteness* means the possibility of dividing speech behavior into separate units. Such units can be speech acts, communicative fragments, etc. *Situationalism* determines the dependence of speech behavior on the external context of communication and is described through the concept of a communicative situation. [6, pp. 44-47]

The speaker has many conscious/unconscious motivations that influence his speech behavior, which is one of the most important aspects of the behavior of any person. The listener/reader is able to determine the speech behavior of the speaker/writer. [7].

Table – Peculiarities of Chinese speech behavior

	Peculiarity
Greetings	In addition to traditional greetings, questions are often used: “Where are you going?”, “Where did you go?”, “Have you eaten?” (你吃了吗?)
Acquaintance	“And how is your precious surname?”, “How old are you?” Age question for the Chinese people is very important, since the older the interlocutor, the greater the honor and respect he can deserve. (你叫什么名字? 你姓什么? 你今年多大?)
Appeal to the person	By name or position: director, teacher, etc.; depending on age and social status of the person: respectful and especially respectful name, official name, pet name (for a child).
Apology	It is not necessary to apologize to close relatives and friends.
Communication with people	The Chinese are reserved in their emotions. It is not customary for them to immediately move on to the topic of conversation; I first need to talk about general topics. Remarks, advice, suggestions, comments on the street and addressed to strangers are practically excluded. As a rule, Chinese men do not help a stranger on the street, as this may be perceived ambiguously. When communicating with foreigners, the Chinese demonstrate special politeness and respect.
Communication and humor	Jokes and humor do not play a particularly important role in communication, as they do among Russian-speaking people.

The speech behavior of an individual is determined not only by the totality of his constant social characteristics, his place in the social structure of society, but also by the social situation. Since speech behavior is habitual and stereotypical, it is expressed in stereotypical statements, speech cliches, on the one hand, and in some purely individual

speech manifestations, on the other. The communicative rules of speech behavior for achieving mutual understanding in the process of communication are the maxims of P. Grice (do not deviate from the topic; do not say more than necessary, etc.). The regulator of speech behavior is the purpose of the utterance, which is called communicative intention or intention. The speech behavior of the Chinese is characterized by a high degree of politeness and respect, restraint in showing emotions, lack of pressure and categoricalness, addressing the interlocutor by position/title, etc.: 王老师 Wáng lǎoshī - teacher Wang. The fear of offending, offending, or burdening another person is a characteristic feature of the speech behavior of the Chinese. The Chinese try to restrain the expression of their emotions. Even when they are unpleasant, bad, they do not show it. The Chinese often use a figure of approval to help establish emotional contact with listeners.

Chinese culture, behavior and religion are based on Confucianism, which is clearly different from Russian-speaking culture. This table presents the main peculiarities of Chinese speech behavior.

Thus, we can conclude that speech behavior is a unique speech experience of the message sender that has developed over the course of life and has gone deep into the consciousness, an individual set of speech preferences (habits), from which the addresser, in the process of communication, automatically extracts linguistic means to express his thoughts, intentions.

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