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**КОМУНІКАТИВНО-ПРАГМАТИЧНІ ОСОБЛИВОСТІ
МОВЛЕННЄВОГО ЕТИКЕТУ ОНЛАЙН КОМУНІКАЦІЇ У РІЗНИХ
ЛІНГВОКУЛЬТУРАХ (НА МАТЕРІАЛІ УГОРСЬКОЇ ТА
АНГЛІЙСЬКОЇ МОВ)**

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Науковий керівник:

Врабель Томаш Томашович
канд.філ.наук, доцент

Завідувач кафедри:

Берегсасі Аніко Ференцівна
д-р габілітований, доцент
професор кафедри філології

Робота захищена на оцінку _____, «__» _____ 2023_ року

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Виконав: студент 4-го курсу

Гейруш Т. Т.

Освітня програма

014 Середня освіта (мова
і література (англійська))

Науковий керівник: **Врабель Томаш Томашович**
канд.філ.наук, доцент

Рецензент: **Лізак**
Катерина Михайлівна

Берегове
2023

**Ferenc Rákóczi II Transcarpathian Hungarian College of Higher Education
Department of Philology**

**COMMUNICATIVE AND PRAGMATIC FEATURES OF SPEECH
ETIQUETTE IN ONLINE COMMUNICATION IN VARIOUS
LINGUISTIC CULTURES (BASED ON HUNGARIAN AND ENGLISH
LINGUISTIC CULTURES)**

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Presented by: Tibor Gérus Jr.

a 4th year student

Professional Education program:
014 Secondary education (language and literature (English))

Thesis supervisor: Tamás Vrábely, PhD,
Associate Professor

Second reader: Katalin Lizák

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INTRODUCTION

The rise of digital technology has led to a significant increase in online communication, making it a crucial part of our daily lives. However, despite its convenience and accessibility, online communication has its own set of rules and etiquette that vary among different linguistic cultures. This study aims to explore the communicative and pragmatic features of speech etiquette in online communication in various linguistic cultures, with a focus on the Hungarian and English languages.

Speech etiquette refers to the set of rules and norms that govern how people use language in different contexts. In online communication, speech etiquette is essential to ensure effective and respectful communication. However, these rules and norms vary among different linguistic cultures, which can lead to miscommunication or misunderstandings.

Many online communities organized within the network produce their own speech etiquette that, in conjunction with the widely recognized rules (communicative values) of social speech behaviour (and generally in distinction to them), are necessary for this explicit grouping. The study of speech prescript in these communities can facilitate to grasp the character of the connections established in them and answer several queries necessary for arts.

Pragmatics is another important aspect of speech etiquette in online communication. Pragmatics refers to the study of language use in context, and it plays a crucial role in online communication, where nonverbal cues such as tone and facial expressions are often absent. In the Hungarian culture, indirect language and politeness are used to mitigate the potential for offense, while in the English culture, direct language and informality are used to convey a sense of friendliness and approachability.

The communicative and pragmatic features of speech etiquette in online communication vary among different linguistic cultures, and it is important to understand these differences to ensure effective and respectful communication. By analysing the linguistic and cultural differences between the Hungarian and English languages, we can gain a deeper understanding of the communicative and pragmatic features of speech etiquette in online communication. Ultimately, this understanding can help us to navigate the complexities of online communication and foster positive and effective interactions with individuals from different linguistic and cultural backgrounds.

The aim of the study is to identify and compare the communicative and pragmatic features of speech etiquette in Hungarian and English linguistic cultures.

The objectives are the following:

- give a definition to the notion of “speech etiquette”;

- characterize speech etiquette as the order of communicative behaviour that determines the verbal and non-verbal norms of interpersonal communication;
- to compare the ways of communicating online in English and Hungarian linguistic cultures.

The theoretical significance of the thesis research lies in the further development of the provisions of interpersonal communication theory and the clarification of ideas about the universality and variability in speech communication etiquette; it is about putting the information into practice.

The practical value of the study is the possibility to use its findings on the EFL classes to develop linguocultural knowledge of communication in online platforms.

The scientific novelty of the work is determined by the fact that it reveals the communicative-pragmatic specificity of speech formulas for greeting, addressing, expressing gratitude, apologizing, and adaptation to the cultural norms of the other people of different cultural background in two communicative cultures.

PART I

SPEECH ETIQUETTE AS AN OBJECT OF LINGUISTIC RESEARCH

Speech etiquette, also known as communicative or conversational etiquette, is a significant communication skill that linguists have long studied. Using linguistic research on speech etiquette as a case study, this review of the literature will look at various methodologies and conclusions.

Brown and Levinson's (1987) theory of politeness is one of the earliest works on speech etiquette, and it makes a distinction between positive politeness (using compliments, expressions of sympathy, and appreciation to show friendliness and support), negative politeness (using indirectness, hedging, and mitigating strategies to avoid imposing on the listener), and bald on-record (direct, straightforward statements without any mitigation or politeness). This theory has had a significant impact on linguistics and has been used to study a wide range of languages and cultures.

Analysis of speech acts is a different method for studying speech etiquette. According to Austin's (1962) theory of speech acts, language can be used to perform tasks as well as convey information. Thus, social norms and expectations of politeness have an impact on speech acts such as requests, apologies, compliments, and greetings. Language specialists like Fraser (1990) and Blum-Kulka et al. politeness strategies vary depending on the culture and context, according to research on speech acts in various languages done by.

The study of address terms, which are words used to refer to the speaker or the listener, is another area of research in speech etiquette. Address terms can reveal the social status, age, gender, and relationship between the speakers. They can also have an impact on the degree of politeness used in the conversation. In their research on address terms across a variety of languages and cultures, linguists like Brown and Gilman (Brown & Gilman, 1960) discovered that cultural expectations and norms have an impact on whether formal or informal address terms are used.

In recent years, social media and digital communication have been included in linguistic research on speech etiquette. Emojis, abbreviations, and other online communication techniques can have an impact on how formal and polite digital interactions are. Researchers in linguistics like Herring (2013) and Danet et al. (2015) have conducted studies on digital speech etiquette and discovered that the context, the relationship between the speakers, and the medium of communication all have an impact on politeness strategies in online communication.

Part One deals with the general overview: defining speech etiquette, its essence and features and describing speech etiquette's functions and key components.

1.1. Defining Speech Etiquette

Speech etiquette, also referred to as communicative or conversational etiquette, is the body of social norms, expectations, and conventions that guide appropriate communication behaviour in various social and cultural contexts. Speech etiquette includes a variety of verbal manners, including greeting, addressing, thanking, apologizing, requesting, making an offer, and complimenting.

Speech etiquette is influenced by a number of variables, including the speakers' social and cultural backgrounds, their relationship to one another, the communication's context, its medium, and the community's social norms and expectations. For instance, the degree of formality and politeness used in communication may change depending on the speakers' relationship to one another as well as their age, gender, and social standing. Using blunt language can be seen as confrontational and rude in some cultures, but it can also be seen as sincere and honest in others.

Speech etiquette covers nonverbal cues like body language, facial expressions, tone of voice, and gestures in addition to verbal communication. Nonverbal cues have the power to influence how a message is understood and how politely it is expressed. They can also convey attitudes, emotions, and social class.

Speech etiquette research is a crucial area of linguistic study because it illuminates the social and cultural dimensions of communication and offers insights into how language is used to convey politeness, respect, and social status. Speakers can navigate various social and cultural contexts with greater ease by being aware of proper speech etiquette, which also helps them avoid misunderstandings or conflicts brought on by improper communication techniques.

1.2. Speech Etiquette: its Essence and Features

Speech etiquette is a system of norms and rules that govern polite speech behaviour in different social settings (Jdetawy & Bin Hamzah, 2020). It is an essential aspect of effective communication, as it allows individuals to convey their message in a clear and respectful manner. As Sapir (1921) notes, speech is a crucial feature of daily life, and understanding the rules of speech etiquette is essential for successful communication (Sapir, 1921). The use of proper speech etiquette is not only important in social settings but also in professional settings,

as it can impact an individual's career advancement (Barrett, 2021). Therefore, it is crucial to understand the importance of speech etiquette in communication.

The role of speech etiquette in effective communication cannot be overstated. Abdraeva (2021) notes that during communication, individuals aim to convey specific information and convey the meaning of their words to their interlocutor (Abdraeva, et al., 2021). Effective communication requires not only the use of appropriate language but also the use of proper speech etiquette. This includes using empathy, thinking about the needs of others, and being polite. Additionally, it is essential to consider the cultural and social context of communication, as different social settings may have different rules of speech etiquette. Therefore, understanding the role of speech etiquette in communication is crucial for effective and successful communication.

The key features of speech etiquette include clarity of speech, remaining calm and focused, being polite, and following basic rules of etiquette (Verbal Communication Skills, n.d.). These features are essential in different social settings, including the workplace, social gatherings, and formal events (Rahimova, 2021). For instance, in the workplace, speech etiquette involves using appropriate language, maintaining a professional tone, and avoiding offensive language (Odilova & Yusupova, 2023). In social settings, speech etiquette involves using polite language, showing respect for others, and being mindful of cultural and social norms (Verbal Communication Skills, n.d.).

Another feature of speech etiquette is the use of appropriate language for the context and situation. Different contexts may require different types of language, such as formal or informal language, technical jargon, or slang. It is important to use language that is appropriate for the context and situation in order to avoid confusion or misunderstandings.

Nonverbal communication is also an important aspect of speech etiquette. Nonverbal cues, such as facial expressions, gestures, and tone of voice, can convey a great deal of information about the speaker's attitude and emotions. By using appropriate nonverbal cues, individuals can convey respect, empathy, and sincerity, and avoid misunderstandings or misinterpretations.

Respect for cultural differences is another important feature of speech etiquette. Different cultures may have different norms and expectations for communication, and it is important to be aware of these differences and adapt communication accordingly. This includes being aware

of differences in language, tone, and nonverbal communication, as well as differences in social norms and values. Therefore, understanding the key features of speech etiquette in different social settings is crucial for successful communication.

1.3. Speech Etiquette Functions and Key Components

Speech etiquette is customarily related with the field of speech morals, since they have common, covering all-inclusive hypothesizes of discourse communication (Fomina, Potanina, & Shcherbakova, 2020).

In online communication, speech etiquette is crucial in achieving effective communication goals (Duskaeva L. , 2020). Therefore, before engaging in group discussions, it is important to understand the rules of expression, identify possible violations of etiquette, and follow all the requirements and constraints to ensure a safe environment for self-expression and learning (Duskaeva L. , 2020) (Martyushev, Shutaleva, Malushko, Nikonova, & Savchenko, 2021). The sudden and exponential growth in internet usage since the 1990s has created new challenges for interpersonal factors such as unequal status that can influence an individual's expression (Dutton, 1996). As the rules of humour in online media change, ethical evaluations are increasingly expressed in different ways, which can reorganize traditional speech interaction in media communication (Duskaeva L. , The ethics of humour in online Slavic media communication., 2022). To better comprehend online speech etiquette, it is important to understand why these platforms regulate online speech to maintain a balance between freedom of expression and responsible communication. The speech etiquette used by Lithuanian residents during offline and online communication is naturally shaped by factors such as culture, education, societal norms, and the environment in which they live (Korostenskienė & Belovodskaja, 2020). Fundamental components of speech etiquette are basic norms of social behaviour and etiquette, which should be followed in online communication as well as offline communication (Klimova, Klimova, & Dubinka, 2019). However, the freedom of expression can lead to impunity if not exercised appropriately. Therefore, it is important to be mindful of the key features of foreign language communicative online and avoid inappropriate expressions such as irony (Sorokoumova, Tataurova, Egorova, Kostina, & Fedoseeva, 2021) (Klushina, Liulikova, & Nikolaeva, 2019).

Functions of Speech Etiquette:

Establishes Positive Relationships: One of the primary functions of speech etiquette is to establish positive relationships between individuals. By using polite language and behaviour, individuals can show respect for others and establish positive relationships.

Facilitates Effective Communication: Speech etiquette helps to facilitate clear and effective communication by establishing a set of norms and expectations that guide the way people speak to each other. This helps to ensure that communication is respectful, appropriate, and understood.

Avoids Misunderstandings: Speech etiquette helps to avoid misunderstandings by establishing clear norms and expectations for communication. This includes using appropriate language, tone, and nonverbal communication, as well as being aware of cultural differences.

Maintains Social Order: Speech etiquette helps to maintain social order by establishing clear norms and expectations for communication. This helps to ensure that individuals understand their roles and responsibilities in communication, and that communication is respectful and appropriate.

Key Components of Speech Etiquette:

Politeness: Politeness is an important aspect of speech etiquette because it helps to maintain positive social relationships and avoid conflict. Politeness can take many forms, such as using courteous language, expressing gratitude and appreciation, and avoiding language that may be offensive or disrespectful.

Appropriate Language: It is important to use language that is appropriate for the context and situation in order to avoid confusion or misunderstandings. Different contexts may require different types of language, such as formal or informal language, technical jargon, or slang.

Nonverbal Communication: Nonverbal cues, such as facial expressions, gestures, and tone of voice, can convey a great deal of information about the speaker's attitude and emotions. By using appropriate nonverbal cues, individuals can convey respect, empathy, and sincerity, and avoid misunderstandings or misinterpretations.

Cultural Awareness: Respect for cultural differences is another important component of speech etiquette. Different cultures may have different norms and expectations for communication, and it is important to be aware of these differences and adapt communication accordingly. This includes being aware of differences in language, tone, and nonverbal communication, as well as differences in social norms and values.

Conclusions to Part I

In conclusion, speech etiquette is an important aspect of effective communication that has been studied by linguists using various methodologies such as politeness theory, analysis of speech acts, research on address terms, and digital speech etiquette. The body of social norms, expectations, and conventions that guide appropriate communication behaviour in various

social and cultural contexts, speech etiquette includes a variety of verbal manners, as well as nonverbal cues such as body language, facial expressions, tone of voice, and gestures. Proper speech etiquette can help individuals navigate different social and cultural contexts with greater ease, avoid misunderstandings or conflicts, and convey their message in a clear and respectful manner. Therefore, understanding the role of speech etiquette in communication is crucial for effective and successful communication, both in social and professional settings.

PART II

SPEECH ETIQUETTE OF ONLINE COMMUNICATION

Speech etiquette in online communication is a fundamental aspect of maintaining positive relationships and building respectful virtual communities. It involves the use of appropriate language, avoiding offensive language, and respecting others' opinions (Konyaeva, 2021) (Kepa-Figura, 2021). Proper grammar and spelling are also important factors in online speech etiquette (Konyaeva, 2021). The formation of speech etiquette in online communication is different from that of face-to-face communication, and is influenced by technological factors (Konyaeva, 2021). The use of phaticity and informativeness play a crucial role in forming speech etiquette in online communities, with a direct interrelation between these factors and speech etiquette (Kepa-Figura, 2021). In fact, the rules of speech etiquette are manifested through the use of specific language means and strategies in online communities (Cingerová & Dulebová, 2021). These rules are created collectively by the community members, and help to create a "social atmosphere" within the group, whether it be an open or closed community (Cingerová & Dulebová, 2021). Those who enter the community must adjust to the speech etiquette in order to be accepted within that community (Cingerová & Dulebová, 2021). Ultimately, following proper speech etiquette is essential in order to maintain a respectful and welcoming virtual space, both in open and closed communities (Kepa-Figura, 2021) (Duskaeva L., *Etiquette Line of Online Communication in the Community*, 2021) (Cingerová & Dulebová, 2021).

The second chapter of the thesis deals with the quick comparison of communicative and pragmatic features of speech etiquette in Hungarian and English linguistic cultures, describing different situations, which could be involved in online communication, like ways of greeting someone, addressing someone, expressing disagreement or criticism, and adaptation to someone with different cultural background.

2.1 Communicative and Pragmatic Features of the Hungarian Linguistic Culture

In online communication, politeness and formality play a crucial role in maintaining positive interactions. Hungarian linguistic culture places a strong emphasis on linguistic etiquette, which refers to the system of norms and rules of polite speech behavior that ensures the existence of polite communication (Jdetawy & Bin Hamzah, 2020). In Hungarian online communication, opening sequences, such as addressing and greeting, are important indicators of politeness and formality (Isosävi & Vecsernyés, 2022). Therefore, it is essential to adhere to these cultural

norms to avoid misunderstandings and maintain positive relationships (Jdetawy & Bin Hamzah, 2020).

Language use and cultural norms also play a significant role in Hungarian online communication. Scholarly research on computer-mediated communication discourse has mainly focused on the level of formality and informality of online communication in English (Domonkosi & Ludányi, 2019). However, in Hungarian culture, it is essential to use appropriate language registers to communicate effectively. This includes using the appropriate level of formality and politeness, as well as incorporating storytelling, anecdotes, and jokes to convey messages (Scroope, 2017). Therefore, understanding and adhering to these cultural norms is crucial for successful online communication in Hungarian linguistic culture.

In addition to verbal communication, non-verbal communication also plays a role in online communication in Hungarian culture. Body language and gestures are important indicators of meaning and intention in Hungarian communication (Scroope, 2017). Therefore, it is crucial to pay attention to these non-verbal cues to avoid misunderstandings and maintain positive relationships. Furthermore, the use of emoticons and other visual aids can also convey meaning and emotion in Hungarian online communication (Veszelszky, 2017). All in all, understanding the role of non-verbal communication is essential for effective online communication in Hungarian linguistic culture.

2.1.1 Ways of Greeting People in Online Communication

In Hungarian when greeting someone – either in a formal or informal way – everything depends on the relation between communicants, or if they are acquainted with each other. Frequently Hungarians when communicating e. g. with their boss they are using the formal way of addressing, and greeting. The English language has no difference between two ways (formal/informal way) when addressing someone, but when one is greeting their boss, in English they are usually using “Hello!” – more informal way, or “Good morning/afternoon/evening!” – more formal way, while Hungarians are usually, when addressing to their boss in a formal way (*Hungarian: magázódás*), they are using the formal way of greeting them. The following list shows the ways, Hungarian people do usually use when greeting people, either in a live conversation, or in online:

- *Szia*: This is a casual way of saying "hi" or "hello" in Hungarian. It is commonly used among friends and acquaintances.
- *Üdvözljük*: This is a more formal way of greeting someone, which is used in professional or business settings. It translates to "welcome" or "greetings."

- *Jó reggelt*: This means "good morning" and is used as a greeting in the morning.
- *Jó napot*: This means "good day" and is a more formal way of greeting someone in the daytime.
- *Jó estét*: This means "good evening" and is used as a greeting in the evening.
- *Szép napot*: This means "have a nice day" and is a polite way of bidding farewell after a conversation.
- *Viszlát*: This means "goodbye" and is a formal way of bidding farewell.

It is important to note that the level of formality and the choice of greeting depends on the relationship between the people communicating and the context of the conversation. In general, Hungarians value politeness and formality in communication, especially in professional or formal settings.

2.1.2 Ways of Addressing People in Online Communication

As it was mentioned before, in Hungarian – compared to English – there are two ways of addressing people, when having conversation with them: the formal way (*magázódás*), and informal (*tegeződés*). Also, when communicating with someone, for instance through email, Hungarian people often use “*Tisztelt Uram/Hölgyem*” (English: “Dear Sir/Madam”) as a way of addressing. This is the most formal way of addressing someone either in a live conversation, or in online. Also, in Hungarian language there are two ways to say “you” in a formal way: “*maga*” – is more informal formal way, used when the communicants are acquainted with each other, and have a kind of close relationship, and “*Ön*” – very often used more formally, when people are not really know each other. The following list shows the ways, which are used to address someone in Hungarian language:

- *Te*: This is the informal singular form of "you" in Hungarian. It is used to address friends, family members, and people with whom you have a close relationship.
- *Maga*: This is more informal way of addressing in Hungarian, still it has a use to show respect. Often used to address teacher or boss, or an older person.
- *Ön*: This is the formal singular form of "you" in Hungarian. It is used to address people in professional or formal settings, as well as people whom you do not know well.
- *Ti*: This is the informal plural form of "you" in Hungarian. It is used to address a group of friends or family members.
- *Maguk*: This is the plural form of “*Maga*”, used to address a group of older people.

- *Önök*: This is the formal plural form of "you" in Hungarian. It is used to address a group of people in a professional or formal setting.
- *Hölgyem*: This is a formal way of addressing a woman in Hungarian, which translates to "my lady."
- *Uram*: This is a formal way of addressing a man in Hungarian, which translates to "my lord."

2.1.3 Ways of Expressing Disagreement or Criticism in Online Communication

In Hungarian linguistic culture, expressing disagreement or criticism in online communication can be delicate and requires a certain level of tact and politeness. Here are some ways of expressing disagreement or criticism in online communication in Hungarian:

- *Kérem, ne haragudjon*: This translates to "Please don't be angry," and is a polite way of expressing disagreement or criticism. It is often used when expressing a difference of opinion or pointing out a mistake.
- *Sajnálom, de nem értek egyet*: This translates to "I'm sorry, but I don't agree," and is a polite way of expressing disagreement. It can be used in situations where you need to disagree with someone's opinion or decision.
- *Azt kell mondanom, hogy nem értek egyet Önnel*: This translates to "I have to say that I don't agree with you," and is a more formal way of expressing disagreement or criticism. It is often used in professional or formal settings.
- *Úgy gondolom, hogy ez nem helyes*: This translates to "I think this is not correct," and is a polite way of expressing criticism or pointing out a mistake. It can be used when providing feedback or suggesting an alternative approach.
- *Elnézést kérek, de szerintem ez nem működik így*: This translates to "I'm sorry, but I think this is not working like this," and is a polite way of expressing criticism or suggesting a different approach. It can be used in situations where you need to provide constructive feedback.

It is important to note that expressing disagreement or criticism in online communication should be done in a polite and respectful manner, and with the aim of finding a solution or reaching a common ground.

2.1.4 Ways of Expressing Gratitude in Online Communication

Expressing gratitude is an important part of speech etiquette in online communication in the Hungarian linguistic culture. Here are some ways that gratitude can be expressed:

- *Köszönöm*: This is the most common way of expressing gratitude in Hungarian, which simply means "thank you".
- *Nagyon szépen köszönöm*: This is a more formal way of expressing gratitude, which translates to "thank you very much".
- *Köszönöm szépen*: This is a polite way of expressing gratitude, which means "thank you kindly".
- *Hálás köszönetem*: This is a more formal and expressive way of expressing gratitude, which translates to "my grateful thanks".
- *Köszönettel tartozom*: This is a very formal way of expressing gratitude, which means "I owe you thanks".

In addition to these phrases, Hungarian speakers may also use emojis, such as a smiling face or a heart, to express gratitude in online communication. It is also common to express gratitude through actions, such as sharing or liking a post or message. Expressing gratitude is an important aspect of speech etiquette in the Hungarian linguistic culture, and it is important to use appropriate phrases and actions to show appreciation and respect.

2.1.5 Ways of Apologizing in Online Communication

The most common method of apology in online communication in Hungarian language culture is to use the word "*bocsánat*". This word can be used in various online platforms such as email, social media and instant messaging. The word "*bocs*" is sometimes used when apologizing in informal situations, such as chatting with friends, while in more formal situations, such as business emails, the formal form "*bocsánatot kérek*" is used. will be

Hungarians not only use the word '*bocsánat*' in online communication, they may also use other phrases and expressions to say sorry. For example, "*sajnálom*" is another common way of saying sorry in Hungarian language culture. This phrase can be used in both formal and informal situations and in English it translates to "*I'm sorry*".

In online communication in Hungarian culture, it is important to consider the formality and level of politeness required in each situation when apologizing. For example, in a formal email or message it is appropriate to use more formal language to say sorry, but in a casual chat a more informal language may be used.

It is also important to note that the use of emojis and emoticons can be a useful tool for expressing apologies in online communication in the Hungarian language culture. For example, the sad face emoji or folded hands emoji can be used to express regret or ask for forgiveness. In summary, apologies in online communication in Hungarian culture can be made using the word "*bocsánat*" or other expressions such as "*sajnálom*". It is important to consider the level of formality and politeness required in each situation. Using emojis and emoticons is also a convenient way to convey the desired emotion.

2.1.6 Adaptation of Online Communication Style when Communicating with a Representative of a Different Cultural Background

When communicating online with someone from a different cultural background in Hungarian linguistic culture, it is important to be aware of and sensitive to cultural differences that may affect communication. Showing respect for the other person's cultural background and avoiding generalizations made on stereotypes is the key. The usage of formal language is also regarded as a main criterion, when communicating with a person from another cultural background. In general, Hungarians tend to be more formal in communication, especially in professional or formal settings. When communicating with someone from a different cultural background, it is important to use more formal language to show respect. When greeting someone from a different cultural background, it is important to use appropriate greetings that show respect for their culture. For example, in some cultures, it's customary to bow or shake hands when greeting someone, while in others, a simple nod of the head may be sufficient. Communication with someone from a different cultural background may take longer or require more effort to ensure understanding, so being patient and taking the time to clarify any misunderstandings or confusion is important.

2.2 Communicative and Pragmatic Features of the English linguistic culture

The communicative and pragmatic features of speech etiquette in the English linguistic culture involve various forms of politeness strategies. Politeness is a crucial aspect of English communication, and different types of politeness strategies exist that determine the form of etiquette speech act. For instance, absolute, relative, negative, or positive politeness are the different types of politeness strategies used in English communication, and they help to structure the speech act in a particular way (Ryabova, 2015). Furthermore, the category of everyday life is manifested in different forms of communication, including speech etiquette that involves the system of norms and models of speech behaviour (Ryabova, 2015). The use of

politeness forms is also a significant feature of speech etiquette in English linguistic culture. It encompasses various linguistic expressions, such as modal auxiliaries, indirect questions, and hedges, among others (Ryabova, 2015). In addition, to understand the pragmatic structures of politeness strategy in English, speech acts of apologies and condolences are analyzed. These speech acts show how politeness can be used to mitigate face-threatening acts in speech communication. The analysis of apologies and condolences reveals that they follow particular pragmatic structures, which include the expression of sympathy or regret, the admission of fault or responsibility, and the offer of repair or compensation (Ryabova, 2015). Therefore, understanding the communicative and pragmatic features of speech etiquette in English linguistic culture is crucial in effective communication among English speakers.

The comparison of linguistic cultures, such as Polish and English, reveals distinct differences between their features. The most apparent difference is their languages, which are unique to each linguistic culture. Furthermore, speech acts differ among various linguistic cultures. The features of Polish and English also differ from each other, with English making extensive use of interrogative and conditional forms, compared to Polish. The differences in language features are associated with cultural differences, such as spontaneity, directness, intimacy, and affection vs. indirectness, distance, tolerance, and anti-dogmatism. For instance, English has heavy restrictions on the use of the imperative, unlike Polish. Certain characteristic features of Australian English reflect some aspects of the Australian ethos. It is noteworthy that some features of English claimed to be due to universal principles of politeness are language-specific and culture-specific. Certain influential theories of speech acts based largely on English are shown to be ethnocentric and dangerous in their potential social effects (Wierbicka, 1985). Overall, the differences in linguistic cultures reflect broader cultural differences, affecting communication and social interactions.

The implications of cross-cultural communication and language learning are significant, particularly in the realm of speech acts such as refusals. While the speech act of refusal is universal, the linguistic forms and politeness values used to perform them vary across languages and cultures, requiring a high level of pragmatic competence for effective communication (Yuh-Fang, 2009). Language learners and cross-cultural communicators need to be aware of these variations to navigate different cultures and reduce the risk of face-threatening acts (Yuh-Fang, 2009). Empirical study of cross-cultural communication and pragmatic transfer is vital for enhancing cross-cultural understanding, language instruction, and acquisition (Yuh-Fang, 2009). For instance, differences in perception of severity of offense and need for politeness in different cultures exist, which language learners should be aware of (Yuh-Fang, 2009). They

should also learn different apology and refusal strategies for different interlocutors (Yuh-Fang, 2009). The sociopragmatic competence in the realization of speech acts differs between native English-speaking children and native Mandarin Chinese-speaking children (Yuh-Fang, 2009). Interlocutor sensitivity is crucial in cross-cultural communication, and cross-cultural differences exist in the change pattern of interlocutor variation (Yuh-Fang, 2009). Additionally, covert transfer can occur in certain language constructions and contexts, suggesting that bilinguals need to be aware of this potential for transfer in their language acquisition (Yuh-Fang, 2009). Transfer of features of first language conversational competence into English may have more serious consequences than errors at the levels of syntax or pronunciation, as pragmatic failure may result in misjudgement of a person being rude, unfriendly or even dishonest (Yuh-Fang, 2009). Finally, the pragmatic development of language learners during study abroad is influenced by various factors, including the nature of pragmatic aspects, prior L2 proficiency, contact with native speakers, living arrangements during study abroad, and length of stay (LoS) (Yuh-Fang, 2009).

2.2.1 Ways of Greeting Someone in Online Communication

There are several ways of greeting someone when having an online conversation in English. The most frequent one is *"Hello"*. This way of greeting can be used in any situation. E. g. when there is a communication between a student and a teacher, student can freely greet their teacher using the mentioned variant. Another way – more informal one – is *"Hi"*. Very often it is used, when one has a conversation with a friend or colleague. Still, it is important to consider the context and relationship with the communicant partner. For example, if you are communicating with someone in a professional setting, a more formal greeting such as *"Good morning"* may be more appropriate. However, if one is communicating with a close friend, a more informal greeting such as *"Hey"* may be appropriate.

Also, when communicating with people from different English-speaking cultures, it is important to be aware of cultural differences in greetings. For example, in some cultures, it is customary to use a more formal greeting, while in others, a more informal greeting is preferred.

2.2.2 Ways of Addressing People in Online Communication

When addressing someone during an online conversation, it is also important to consider some factors: whether the person is our acquaintance, or is older, or has a title etc. When having a formal conversation with someone, usually it is appropriate to use *"Mr"* or *"Mrs/Ms"* before person's first name. Another formal way of addressing is putting before one's surname their

title like “*Dr.*” or “*Professor*”. Also, it is important to consider pronouns. Nowadays we are living in an interesting society, where people are usually get offended when referring to them with traditional gender pronouns (*he/she; him/her*). In this case it is better to use gender-neutral pronouns (*they/them*), in order to avoid unpleasant situations, when having an online conversation with such people. Another way of addressing someone, is using nickname. This way is used by friends; thus, it is a more informal variant.

2.2.3 Ways of Expressing Disagreement or Criticism in Online Communication

Frequently, when it comes to express disagreement or criticism in online communication, people tend to use the wrong way of doing it. For instance, people often use the expression “*You are wrong!*”. It may sound rude and unpleasant to the communicant partner, and by using it, one can even offend them. When it is about an etiquette, a person can use the more pleasant, and show their manners in a good way, by using the expression “*I see things differently*” for instance. By using this one, instead of the one mentioned above, communicants could have a congenial conversation with each other. Anyway, if one strongly disagrees with something, and support their point of view, it would be better to provide evidence or examples to support one’s point of view. This can help the other person understand the perspective of the other one and can make the conversation more productive. It is also important to use a respectful and polite tone when expressing disagreement or criticism. Avoid using sarcasm, insults, or a confrontational tone.

It is important to remember that online communication can sometimes be misinterpreted, so it is important to be clear and concise in communication. Additionally, it is important to be open to the other person's perspective and to be willing to listen and learn from their point of view.

2.2.4 Ways of Expressing Gratitude in Online Communication

In English culture, expressing gratitude is an important part of effective online communication. Show respect and appreciation and promote positive relationships with others. Here are some common ways to express gratitude in online communication.

- “*Thank you*”:

This is the easiest and most common way to express gratitude in English. This is a simple and polite way to show your appreciation for someone's help and kindness. Example: “*Thank you for your reply*”.

This phrase is a loose way of expressing gratitude in English. It is often used to express appreciation for a person's special efforts or help in a particular situation. Example: *"Thank you for helping me with this project"*.

- *"I really appreciate it"*:

This expression is used to express deep gratitude for someone's help or kindness. This is often used in situations where someone has made an effort to help or support you. For example: *"I really appreciate your guidance and support during this difficult time"*.

- *"Many thanks"*:

This phrase is similar to "thank you," but it's a more formal expression of gratitude. Generally used in more professional or formal settings. Example: *"Many thanks for considering my request"*.

- Emojis are widely used in online communication to express emotions and feelings. A common way to express gratitude is with the "thank you" or "hold hands" emoji. Example: *"Thank you for your cooperation 🙏"*.

In summary, expressing gratitude is an important aspect of effective communication in English culture, and there are many different ways to do it in online communication. By using these phrases and expressions, individuals can show gratitude and build positive relationships with others.

2.2.5 Ways of Apologizing in Online Communication

Apologizing is an important part of communication in any culture, and it is no different in the English linguistic culture. In online communication, where misunderstandings and miscommunications can occur more frequently due to the lack of nonverbal cues, the ability to apologize effectively becomes even more important.

The first step to apologizing in online communication is to acknowledge the mistake or offense. This can be done by simply saying *"I'm sorry"* or *"I apologize"*. It is important to take ownership of the mistake and not try to shift the blame onto someone else. For example, saying *"I'm sorry if you were offended"* is not a genuine apology, as it implies that the fault lies with the other person's sensitivity rather than with the speaker's words or actions.

The second step is to express regret for the harm caused by the mistake or offense. This can be done by saying something like *"I regret what I said/did and the impact it had on you"* or *"I'm sorry for any hurt I may have caused"*. It is important to be specific about what is being regretted and to show empathy for the other person's feelings.

The third step is to make amends or offer a solution to prevent the mistake from happening again. This can be done by saying something like *"I will make sure to be more mindful of my words/actions in the future"* or *"Is there anything I can do to make it right?"*. It is important to show that the apology is not just empty words, but that the speaker is taking concrete steps to prevent the mistake from happening again or to make things right.

It is also important to note that the tone and language used in online apologies can affect their perceived sincerity. Using overly formal language or sounding insincere can make the apology seem less genuine. On the other hand, using casual language or emojis can be inappropriate in certain contexts, such as in professional settings.

In the English linguistic culture, apologizing is seen as a sign of humility and a willingness to take responsibility for one's actions. It is also seen as a way to restore relationships and move forward from conflicts. Therefore, knowing how to apologize effectively in online communication is an important skill for building and maintaining relationships.

In conclusion, the ways of saying apologies in online communication in the English linguistic culture involve acknowledging the mistake or offense, expressing regret for the harm caused, and making amends or offering a solution to prevent the mistake from happening again. It is important to use sincere language and to show empathy for the other person's feelings. By apologizing effectively, one can restore relationships and move forward from conflicts.

2.2.6 Adaptation of Online Communication Style when Communicating with a Representative of a Different Cultural Background

When having an online conversation in English with someone from a different cultural background, it is important to adapt the communicational style, and to be aware of cultural differences. When it comes to communication, different cultures have different norms and values. For instance, some cultures prioritize formality and respect more than others, while others are more straightforward and casual. It is also important to note, that not every person shares the same cultural norms and values, as one does. Instead, being open to learning about their cultural background, and to adapt the communication style to it accordingly is a good choice. Also, it is important to use simple language, thus avoiding of the use of complex sentence structures and idiomatic expressions, if the person from different culture is not that fluent in English.

By being aware of cultural differences and adapting the communication style accordingly, one can improve the online communication with people from different cultural backgrounds and avoid misunderstandings.

Conclusions to Part II

In summary, the speech etiquette of online communication is an important aspect of effective and respectful communication. This etiquette varies across different linguistic and cultural backgrounds, and it is essential to be aware of the communicative and pragmatic features of these cultures. In this chapter, the ways of greeting, addressing, expressing disagreement or criticism, expressing gratitude, and apologizing in online communication within the Hungarian and English linguistic cultures were discussed. Also, the importance of adapting the online communication style when interacting with individuals from different cultural backgrounds was discussed. By understanding and respecting these speech etiquette norms, we can foster better communication and avoid misunderstandings in online interactions.

PART III
ANALYSIS OF SPEECH ETIQUETTE OF ONLINE COMMUNICATION IN
HUNGARIAN AND ENGLISH LINGUISTIC CULTURES

The present study set out to investigate and compare the speech etiquette in online communication in two different linguistic cultures (Hungarian and English). To achieve this goal, a mixed-methods research approach will be used, consisting of both qualitative and quantitative data collection and analysis techniques.

A survey will be designed to collect quantitative data on the communicative and pragmatic features of speech etiquette in online communication in the Hungarian and English linguistic cultures. The survey will include questions on greeting and addressing people, expressing gratitude and thanks, expressing disagreement and criticism, and adapting online communication styles to different cultural backgrounds. The survey will be designed in both Hungarian and English languages and will be distributed online to participants from the Hungarian linguistic culture in Beregszász, and English as a foreign language speakers.

3.1. Research methodology and participants

This study investigates how Transcarpathian Hungarian people, within that the students of Ferenc Rákóczi II Transcarpathian Hungarian College of Higher Education are using their language when communicating online. Apart from it, the research also studies online communication in English as well. Thirty students, majoring in different subjects, and from different age categories were chosen to investigate and compare these two linguistic cultures. As English is not a mother tongue to any of the participants, still there is a majority of students, apart from those who are majoring in English at the College, who are considered to be fluent in this language.

The simplest way of researching is using a questionnaire. The questionnaire is divided into two sections: one in English, and one in Hungarian. Participants have a choice to fill in whether the Hungarian, or the English one, or both.

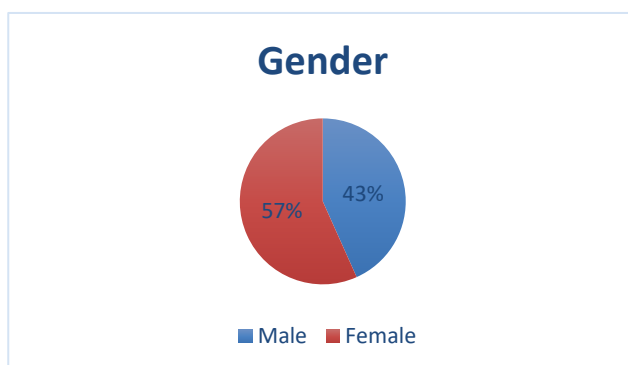


Diagram 1. Gender distribution

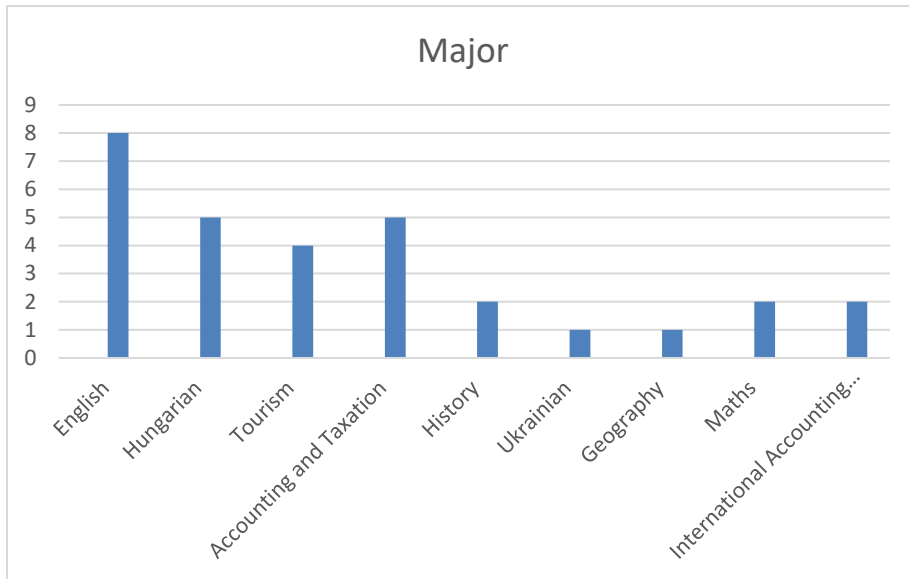


Diagram 2. The amount of Rákóczi College students from different majors

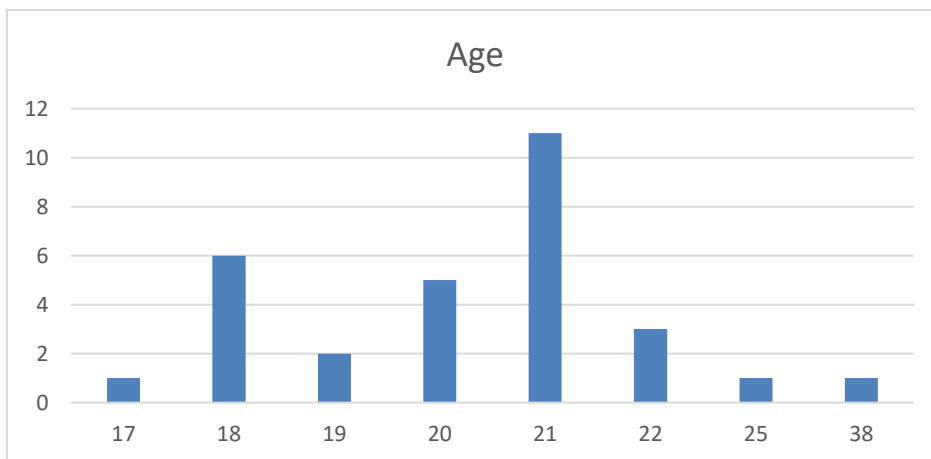


Diagram 3. The amount of different age groups of students

Also, students are asked which social platforms they are usually use. Diagram 3. shows the percentage of the most used social networks for online communication.

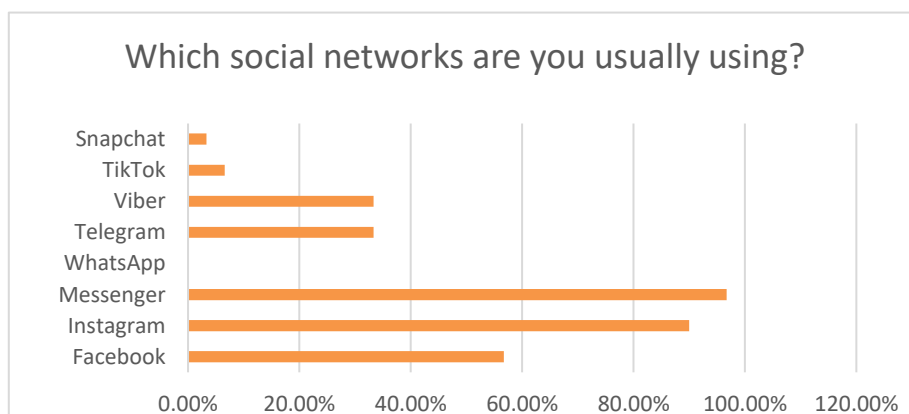


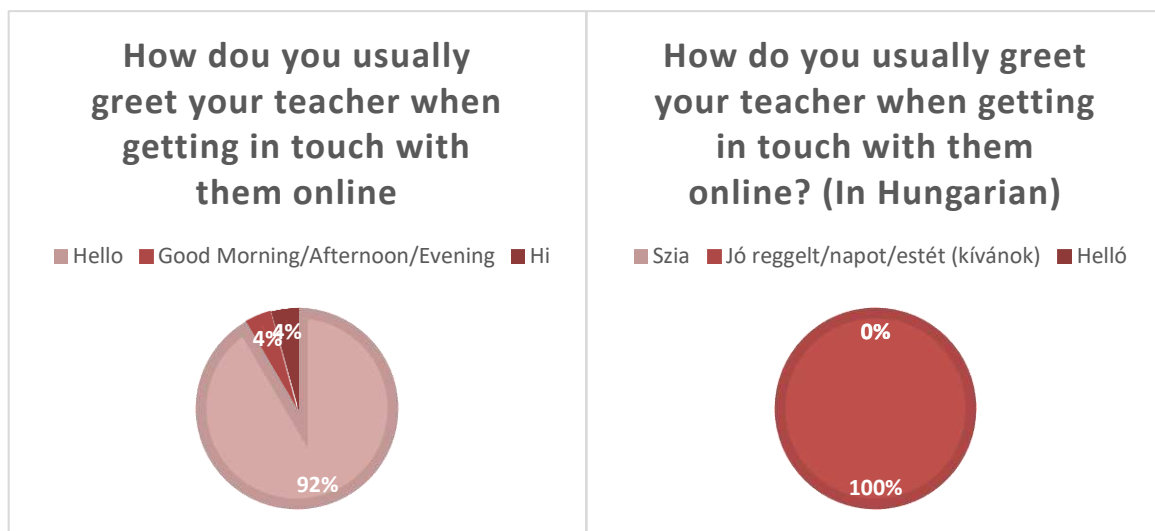
Diagram 3. The percentage of the most used social networks

As the result shows, the most used platform is Instagram and Messenger. It is no wonder, because these are the most popular ones, thus they can be used to communicate with people from all around the world.

3.2. Data analysis and comparison of the results

The data collected for this study includes both qualitative data from the survey. The data was analyzed using descriptive statistics, inferential statistics, to identify patterns and themes related to speech etiquette in online communication in the Hungarian and English linguistic cultures.

Several questions are asked during the survey. As it was mentioned, the questionnaire is divided into two sections: English and Hungarian. First question in both English and Hungarian sections is “How do you usually greet your teacher when getting in touch with them online?”.



Diagrams 4 and 5.

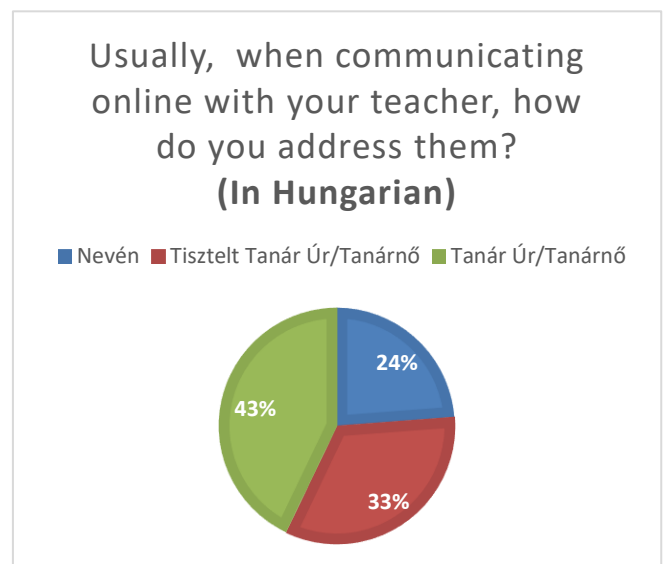
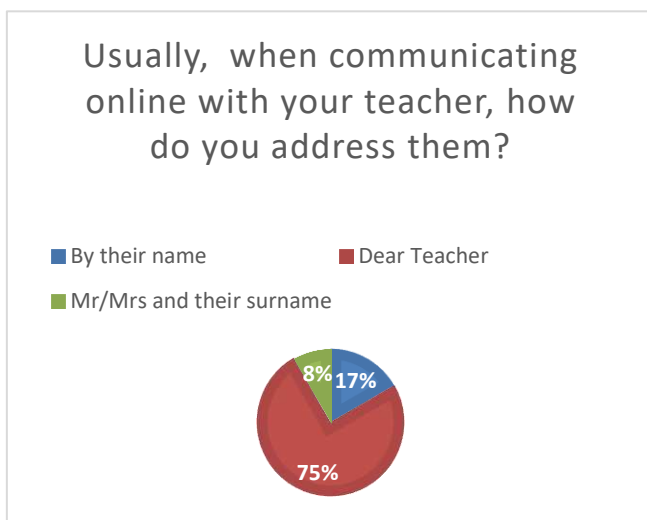
As diagrams 4 and 5 show, the difference is not as big between two languages. Still, when communicating with the teacher online in Hungarian, students show, that they are using formal way of greeting, because saying “Hello/Hi” to the teacher is inappropriate in Hungarian linguistic culture, thus the result.

Question number 2 was how one addresses the teacher when having a conversation with them online. The choices were by their name, Dear Teacher, and Mr/Mrs and their surname. The diagrams below show the comparison of two linguistic cultures.

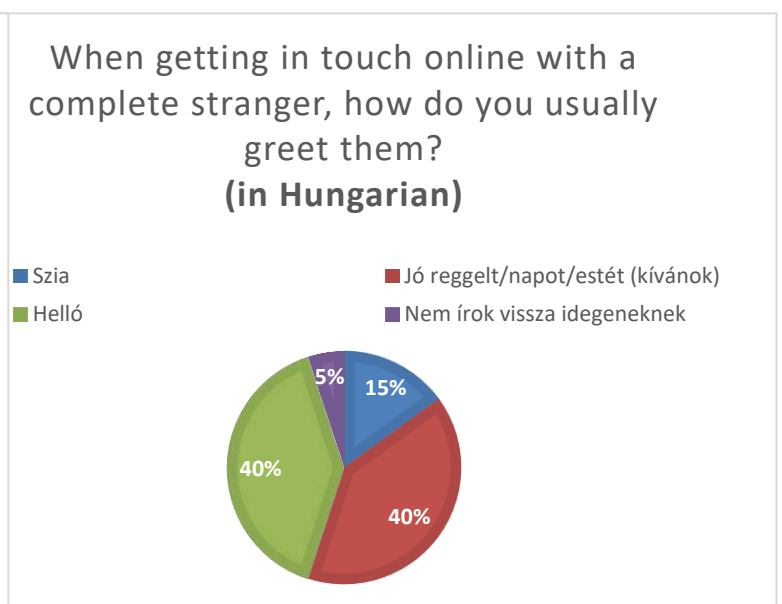
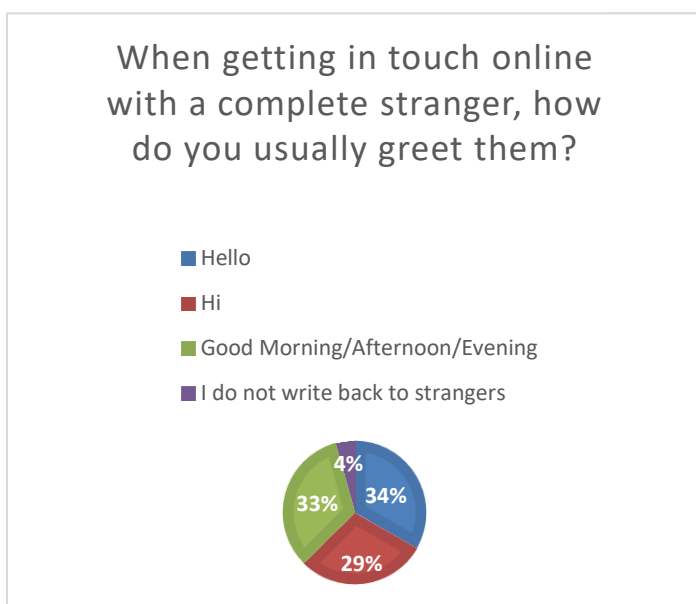
Compared to English, Hungarian language has a gender-specific way to address a male and a female teacher. In English, if we want to address and emphasize the gender of the teacher, we should use Mr – if male, and Mrs/Ms – if female.

The results show, that when addressing the teacher in Hungarian, the biggest percentage of participants use “*Tanár Úr/Tanárnő*”, that could be translated into English as “*Mr/Mrs Teacher*”. A significant percentage of participants when addressing their teacher in Hungarian are doing it by their name, as the diagram 7. shows. The Hungarian word “*Tisztelt*” could be translated into English as “*Dear*” in this case, but it has a broader connotation. If we consider the word-for-word translation for this word, then in English it would be “*respected*”.

When communicating with the teacher in English, more participants chose the option “*Dear Teacher*” as the way of addressing.



Diagrams 6 and 7.



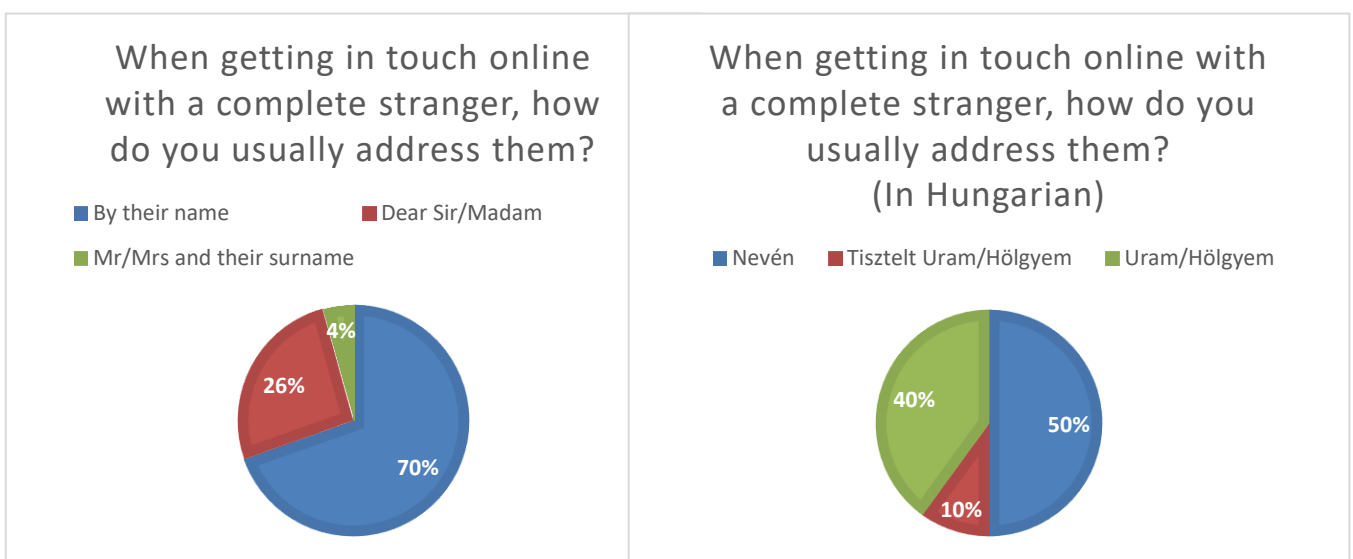
Diagrams 8 and 9.

The following two questions are quite the same, but in these ones the case of having an online conversation with a complete stranger is investigated. The first one is greeting: the answer choices were Hello, Hi, Good Morning/Afternoon/Evening. Also, there is an “other” option, which is also used, and some participant answered “*I do not write back to strangers*” in both languages. The diagrams below show the difference between the two languages.

The difference is pretty big. When communicating in English with a stranger, more people greet them using “*Hello*”. It could be regarded as a semi-formal way, while in Hungarian, the distribution of the using “*Helló*” and “*Jó reggelt/napot/estét (kívánok)*” is 40% each. The word “*Helló*” in Hungarian language is a borrowing, in the case of this language, it is an informal way of greeting someone. The most used informal word of greeting someone in Hungarian is “*Szia*”, which could be translated into English as “*Hello*” or “*Hi*”.

Next, the questions regarded addressing a complete stranger. The options were: by their name, Dear Sir/Madam, Mr/Mrs and their surname.

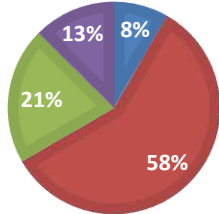
The difference is quite big between the two languages. Following diagrams show the percentage of different ways of addressing a complete stranger when having an online conversation.



The following question is about the usage of emojis during online conversation, where formal communication is required, with either the teacher, or any other person.

When communicating with either your teacher, or any other person, where formal speech is required, are you using any emojis?

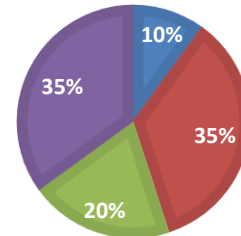
■ Yes ■ No ■ Occasionally ■ If I am acquainted with them



When communicating with either your teacher, or any other person, where formal speech is required, are you using any emojis?

(In Hungarian)

■ Igen ■ Nem ■ Szükség esetén ■ Csak hogyha ismerem az illetőt



Diagrams 12 and 13.

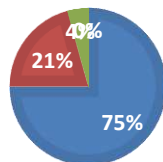
The result shows a big difference. In English communication the usage of emojis when having a formal conversation is regarded inappropriate, while in the case of communication in Hungarian, the percentage of not using, and the usage of them if one is acquainted with the communicant partner is splitted: 35% each.

The last two multiple choice questions are the ways of expressing gratitude, and apologizing in online conversation.

In Hungarian language there are several ways of doing it. The most often used one is “Köszönöm (szépen)”. The following charts show the difference between the two languages.

How do you express gratitude or thanks in online communication?

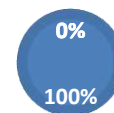
■ Thank you/Thanks ■ I appreciate it
■ Thanks a lot ■ I can't thank you enough



How do you express gratitude or thanks in online communication?

(In Hungarian)

■ Köszönöm/Köszí (szépen) ■ Örök hála
■ Isten fizesse meg ■ Hálám örökké üldözni fog

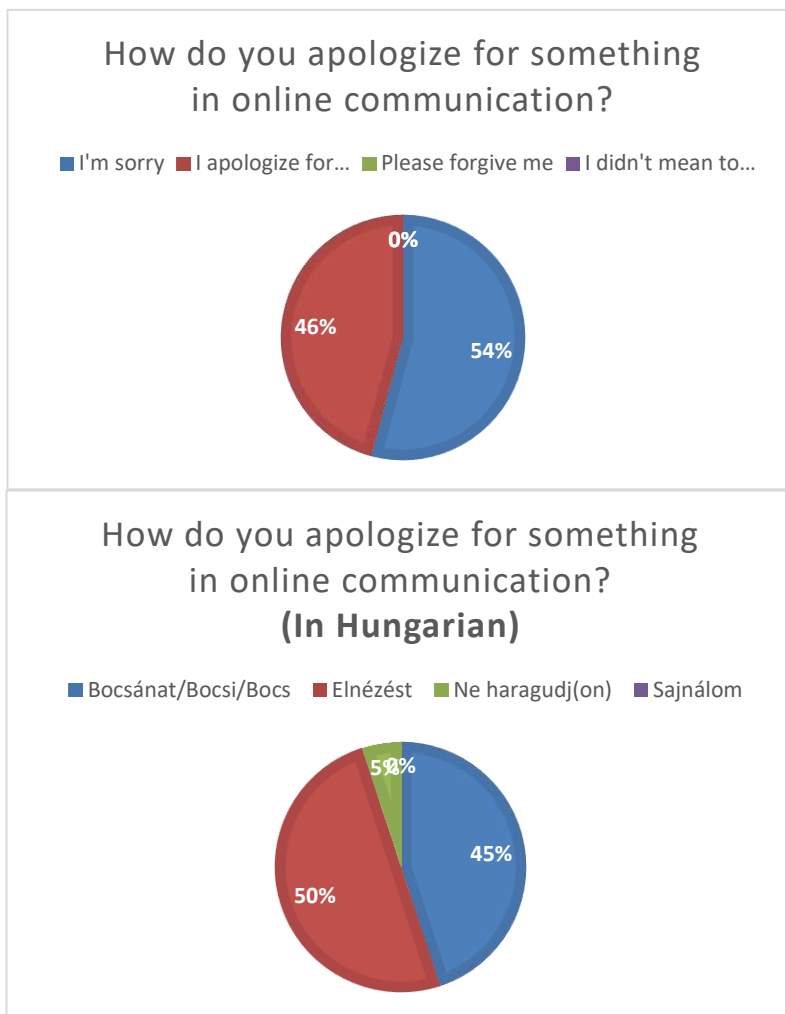


Diagrams 14 and 15.

As it is seen in the charts, in Hungarian conversation is only the most frequent variant of saying thanks used. Still, there are some interesting expressions for saying gratitude in Hungarian, which are also included. These are “Isten fizesse meg”, which is used mostly by elderly, and in

English it would sound like “*May the Lord pay you back*”, and “*Hálám örökké üldözni fog*”, which means “*My gratitude will chase you forever*”.

The ways for apologizing in both languages has also a broad way of doing it. The most often one used in English is “*(I am) Sorry*”. In Hungarian there are two most frequent expressions for apologizing: “*Bocsánat*” and “*Elnézést*”. The diagrams 16 and 17. are presenting the difference of saying apologies in English and in Hungarian.



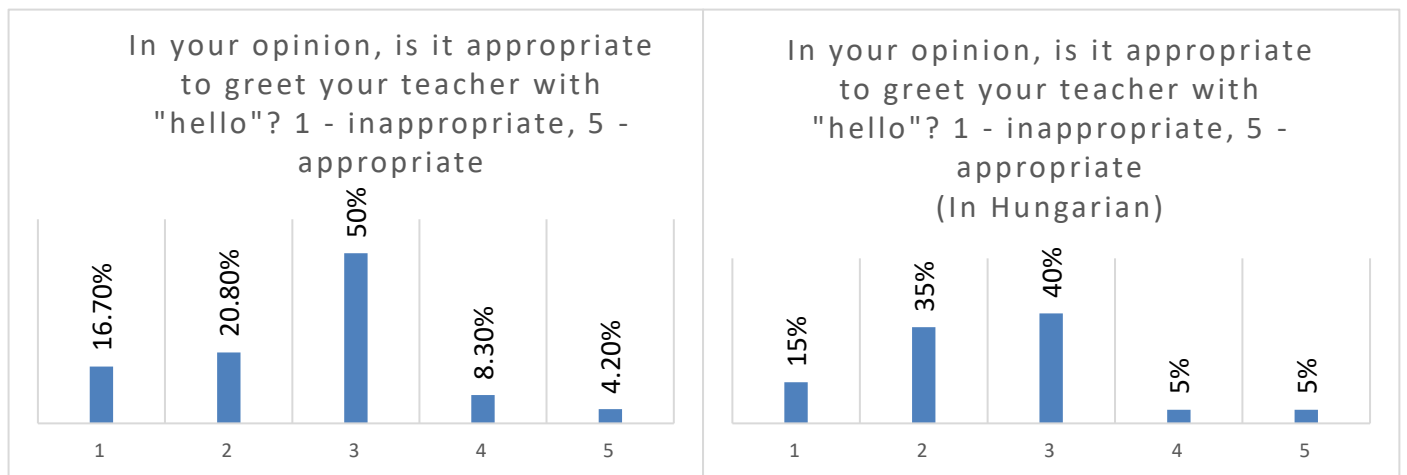
Diagrams 16 and 17.

The Hungarian, the words “*Bocsánat/Bocsi/Bocs*” and “*Elnézést*” are the most used ones, as it was mentioned before. “*Bocsi/Bocs*” are mostly used in informal situations, like when the person has a conversation with a friend.

In English, “*I’m sorry*” and “*I apologize for...*” are the most frequently used by communicants.

Next, five questions are interval scale questions, investigating whether it is appropriate or inappropriate to greet with hello to the teacher, and a stranger; whether it is appropriate or inappropriate to address the teacher and a complete stranger by their name; whether it is appropriate or inappropriate to use emojis, when formal communication is required. It is investigated in both English and Hungarian.

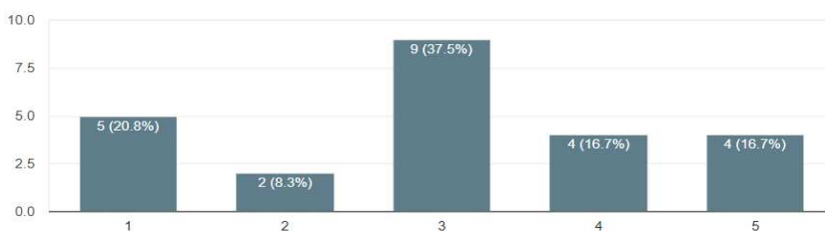
The following charts show the results of the survey (1 – inappropriate; 5 – appropriate):



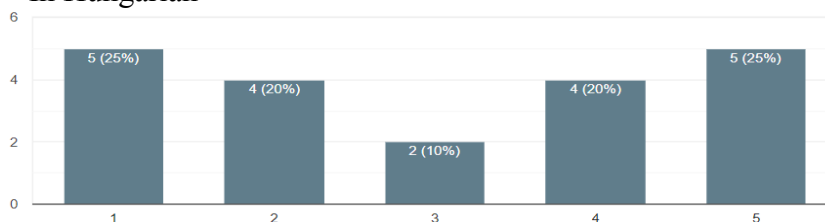
Diagrams 18 and 19.

As the diagrams show, the opinion of the participants is something of between yes and no. In both languages they chose mostly “3”, which means it is regarded appropriate in some cases, like if someone has a close relationship with the teacher.

The next is about appropriateness of addressing the teacher by their name:



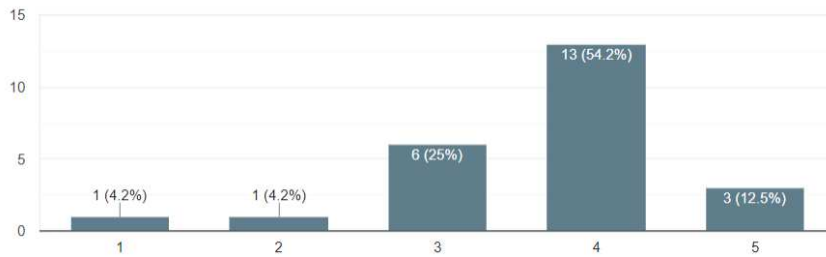
In Hungarian



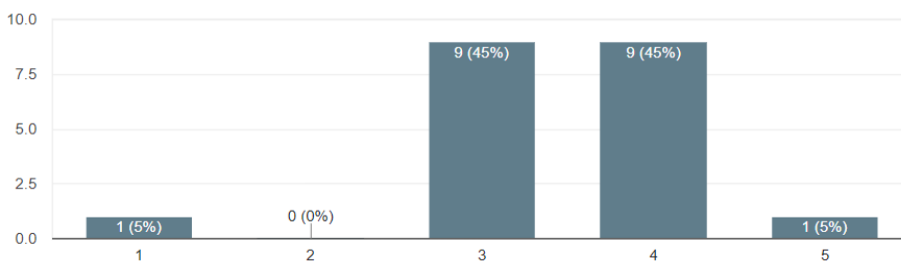
Diagrams 20 and 21.

In the case of English language, the majority of participants chose the number 3, which again means, that it is neutral, while in the case of Hungarian language, participants chose number 1 and 5, and the percentage is the same for both: 25% each.

The following charts show whether it is appropriate or inappropriate to say “Hello” to a complete stranger:



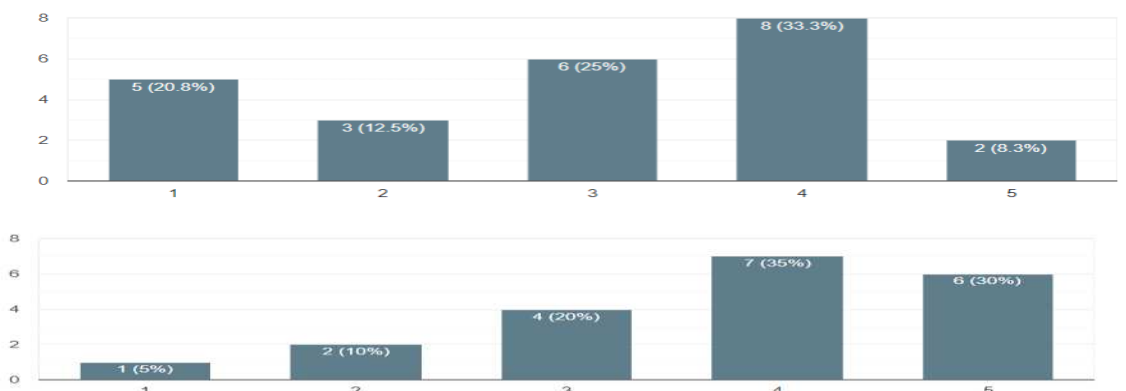
In Hungarian



Diagrams 22 and 23.

Both linguistic cultures show quite identical results, thus as opinions show, it is appropriate to say “Hello” to a complete stranger, when getting in touch with them online.

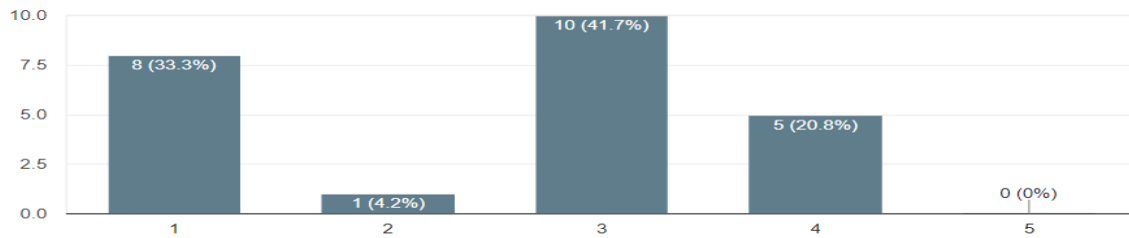
The next diagrams show the appropriateness of addressing a complete stranger by their name:



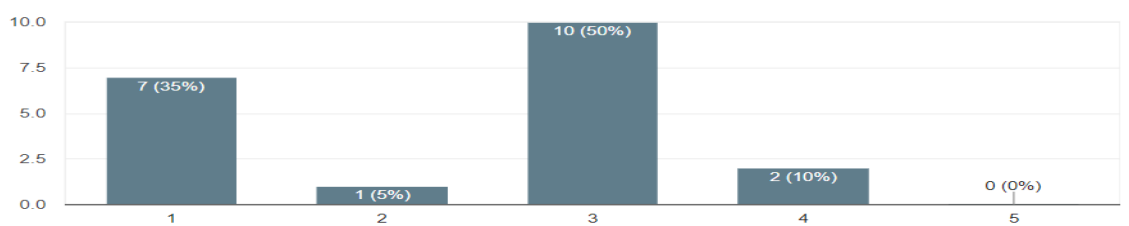
Diagrams 24 and 25.

In both cases, in English and Hungarian it is appropriate to address a stranger by their name.

In the following scale question, the appropriateness of using emojis when having a formal conversation is investigated.



In Hungarian



Diagrams 26 and 27.

The English and Hungarian cases show the neutral appropriateness of using emojis when having a formal online communication, as the diagrams above present.

The last three questions in both English and Hungarian sections are open-ended ones. The participants were asked the following questions:

- “How would you express disagreement or criticism in online communication?”
- “How do you adapt your online communication style when communicating with someone from a different cultural background?”
- “Have you ever experienced a communication breakdown or cultural misunderstanding in online communication with someone from a different cultural background? If so, please describe the situation.”

The following tables show some answers given by the participants.

How would you express disagreement or criticism in online communication?	
English	Hungarian
<i>Good sir, you are a grand fool if you reckon so. Yours is but a mere echo of my vast knowledge. Id suggest you reconsider your stance on the topic.</i>	<i>Illedelmesen</i>

<i>I would say thank you for your criticism, I will try to fix it</i>	<i>Nem értek teljesen egyet (ezzel)</i>
<i>I will tell them my point of view</i>	<i>Nem értek egyet</i>
<i>I understand where you are coming from, but...</i>	<i>Elmondom róla a saját véleményem</i>
<i>I would express my disagreement or criticism in a cultural and polite way.</i>	<i>Elnézést, de...</i>
<i>This is slightly differ from my point of view, because...</i>	<i>Nekem egy kicsit eltér a véleményem ettől, mivel...</i>
<i>You are wrong/ I don't agree with you.</i>	<i>Elnézést nem értek egyet</i>

Table 1.

Most of the responses are may said to be appropriate, but there are some that show poor manners, like in the “*Good sir, you are a grand fool if you reckon so. Yours is but a mere echo of my vast knowledge. Id suggest you reconsider your stance on the topic.*”.

<i>How do you adapt your online communication style when communicating with someone from a different cultural background?</i>	
English	Hungarian
<i>Unless they use a different language i have no reason to treat them differently. I don't usually talk fancy or snobbish so that wouldn't be a problem</i>	<i>Sehogy. Ugyanígy bánok velük.</i>
<i>I would adapt to that person's culture</i>	<i>Nem sokban változtatok a megszokott stílusomon</i>
<i>I'm trying to use their terminology and style.</i>	<i>A kulturális hátteret veszem figyelembe és hozzá próbálok igazodni</i>
<i>I am always trying to adapt to their culture as well</i>	<i>Igyekszem alkalmazkodni a személy kultúrájához amennyire csak lehet</i>
<i>It depends on who I am talking to.</i>	<i>Attól függően alakítanám át, hogy kivel kommunikálok.</i>
<i>Be respectful: Show respect for the other person's culture and beliefs. Avoid making assumptions or generalizations about their culture and be open to learning from them.</i>	<i>Legyen tisztelettudó: Mutasson tiszteletet a másik fél kultúrája és hite iránt. Kerülje a feltételezéseket vagy általánosításokat a kultúrájukról, és legyen nyitott arra, hogy tanuljon tőlük.</i>
<i>Before making contact with someone. I will check what cultural differences we have</i>	<i>nem mindig alakítom át</i>
<i>I made a joke about there culture</i>	<i>Próbálok leegyszerűsíteni és formális maradni.</i>
<i>I try to write stay simply and formally</i>	<i>Helyzettől függően</i>

Table 2.

<i>Have you ever experienced a communication breakdown or cultural misunderstanding in online communication with someone from a different cultural background? If so, please describe the situation.</i>	
English	Hungarian
<i>No</i>	<i>Nem</i>
<i>I don't recall</i>	<i>Nem emlékszek ilyen esetre.</i>
<i>I don't remember the situation, but I'm certain that I had.</i>	<i>Biztos vagyok benne, hogy volt erre eset, de nem tudom félidézni.</i>
<i>We had different pronunciation for some words.</i>	<i>Biztos vagyok benne, hogy volt erre eset, de nem tudom félidézni.</i>
<i>Never</i>	<i>Nem</i>
<i>Yes of course. For example when I play a game with a slavic person they are usually rude and toxic</i>	<i>Természetesen tapasztaltam. Különböző weboldalakon, fórumokon illetve játékok chat rendszerén belül rengeteg ilyet tapasztaltam.</i>
<i>for no reason at all.</i>	<i>NEM</i>
<i>I have not</i>	<i>nem tapasztaltam</i>

Table 3.

3.3 Conclusions

The summary describes a series of diagrams that present the results of a study on the appropriateness of speech etiquette in online communication in English and Hungarian cultures. The participants' opinions on whether it is appropriate to address teachers by their name are presented, with most participants in both languages choosing option "3," which means it is appropriate in some cases, such as having a close relationship with the teacher. The charts also show that it is generally neutral to address a teacher by their name in English, but in Hungarian, the opinions are divided between options "1" and "5." The appropriateness of saying "Hello" to a complete stranger is regarded as appropriate in both linguistic cultures.

GENERAL CONCLUSIONS

Today's world could not be imagined without digital communication. It has become the part of our everyday life, and speech etiquette plays a crucial role when having a conversation with any person online.

The objectives of the study, while working on this thesis, were outlined. In this study, we explored speech etiquette as an object of linguistic research, with a focus on the online communication context in Hungarian and English linguistic cultures.

In Part I, we provided a definition of speech etiquette, and examined its essence, features, functions, and key components. We identified speech etiquette as an important aspect of communication, which regulates the use of language in social interaction, and shapes interpersonal relationships.

In Part II, we analyzed the communicative and pragmatic features of Hungarian and English linguistic cultures in online communication. We investigated ways of greeting people, addressing people, expressing disagreement or criticism, expressing gratitude, apologizing, and adapting to communication style when interacting with people from different cultural backgrounds. We found that linguistic cultures differ in their approaches to these aspects of online communication, and that cultural norms play a significant role in shaping speech etiquette.

In Part III, we compared the speech etiquette of Hungarian and English linguistic cultures in online communication. We used a mixed-methods research design using questionnaire, and analyzed data collected from participants, who were students of Rákóczi College. Our findings showed that while there were similarities in the speech etiquette of both cultures, there were also notable differences in terms of the use of language and the cultural values that underpinned communication behaviour.

This paper has demonstrated the importance of speech etiquette in effective communication and has provided a comprehensive analysis of the speech etiquette of online communication in Hungarian and English linguistic cultures. The study has shown that cultural and social norms significantly influence speech etiquette, and understanding these norms is crucial for successful communication. The study has also highlighted the need for individuals to adapt their communication style when communicating with people from different cultural backgrounds. This paper contributes to the growing body of literature on speech etiquette and provides a valuable resource for individuals and organizations that engage in cross-cultural communication.

РЕЗЮМЕ

Сучасний світ неможливо уявити без цифрового спілкування. Воно стало частиною нашого повсякденного життя, а мовленнєвий етикет відіграє вирішальну роль у спілкуванні з будь-якою людиною онлайн.

Під час роботи над цією дипломною роботою було окреслено завдання дослідження. У цьому дослідженні ми розглянули мовленнєвий етикет як об'єкт лінгвістичного дослідження, зосередившись на контексті онлайн-спілкування в угорській та англійській лінгвокультурах.

У першій частині ми надали визначення мовленнєвого етикету, розглянули його сутність, особливості, функції та ключові компоненти. Ми визначили мовленнєвий етикет як важливий аспект комунікації, який регулює використання мови в соціальній взаємодії та формує міжособистісні стосунки.

У другій частині ми проаналізували комунікативно-прагматичні особливості угорської та англійської лінгвокультур в онлайн-спілкуванні. Ми дослідили способи вітання, звернення до людей, висловлення незгоди чи критики, висловлення подяки, вибачення та адаптації до стилю спілкування при взаємодії з людьми з різним культурним досвідом. Ми виявили, що лінгвістичні культури відрізняються у своїх підходах до цих аспектів онлайн-спілкування, і що культурні норми відіграють значну роль у формуванні мовленнєвого етикету.

У третій частині ми порівняли мовленнєвий етикет угорської та англійської лінгвокультур в онлайн-спілкуванні. Ми використали змішаний метод дослідження з використанням анкетування та проаналізували дані, отримані від учасників, які були студентами ЗУІ ім. Ференца Ракоці. Наші результати показали, що, незважаючи на схожість мовленнєвого етикету в обох культурах, існують також помітні відмінності у використанні мови та культурних цінностях, які лежать в основі комунікативної поведінки.

Ця робота продемонструвала важливість мовленнєвого етикету для ефективної комунікації та надала комплексний аналіз мовленнєвого етикету онлайн-спілкування в угорській та англійській лінгвокультурах. Дослідження показало, що культурні та соціальні норми суттєво впливають на мовленнєвий етикет, а розуміння цих норм має вирішальне значення для успішної комунікації. Дослідження також підкреслило необхідність для людей адаптувати свій стиль спілкування, коли вони спілкуються з людьми з різним культурним походженням. Ця робота є внеском у все більшу кількість

досліджень мовленнєвого етикету і є цінним ресурсом для людей та організацій, які беруть участь у міжкультурній комунікації.

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Ім'я користувача:
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