LINGUOCULTURAL ASPECTS OF ADDRESS FORMS IN ENGLISH AND GERMAN

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ANNOTATSIYA: Ushbu maqolada ingliz va nemis tillaridagi murojaat shakllarining lingvomadaniy xususiyatlari qiyosiy tahlil qilingan. Murojaat birliklarining qo‘llanishida ijtimoiy mavqe, yosh, hurmat, rasmiylik va shaxslararo munosabatlarning o‘rni yoritilgan. Ingliz tilidagi *you, Mr, Mrs, Ms* hamda nemis tilidagi *du, Sie, Herr, Frau* kabi murojaat shakllarining lingvistik va pragmatik xususiyatlari o‘rganilgan. Tadqiqot natijasida ikki tilda murojaat shakllarining umumiy va farqli jihatlari aniqlanib, ularning milliy madaniyat va nutq etiketi bilan bog‘liqligi asoslangan.

Kalit so‘zlar: lingvomadaniyat, murojaat shakllari, ingliz tili, nemis tili, nutq etiketi, hurmat, ijtimoiy masofa, rasmiylik, pragmatika.

АННОТАЦИЯ: В статье представлен сравнительный анализ лингвокультурологических особенностей форм обращения в английском и немецком языках. Рассматривается влияние социального статуса, возраста, уважения, степени официальности и межличностных отношений на выбор обращений. Исследуются лингвистические и прагматические особенности английских форм *you, Mr, Mrs, Ms* и немецких форм *du, Sie, Herr, Frau*. В результате исследования выявлены общие и отличительные характеристики обращений в двух языках, а также обоснована их связь с национальной культурой и речевым этикетом.

Ключевые слова: лингвокультурология, формы обращения, английский язык, немецкий язык, речевой этикет, уважение, социальная дистанция, официальность, прагматика.

ABSTRACT: This article presents a comparative analysis of the linguocultural aspects of address forms in English and German. It examines the influence of social status, age, respect, formality, and interpersonal relationships on the choice of address expressions. Particular attention is given to the linguistic and pragmatic features of English forms such as *you, Mr, Mrs, Ms* and German forms including *du, Sie, Herr,* and *Frau*. The findings reveal both similarities and differences in the use of address forms in the two languages and demonstrate their close relationship with national culture and speech etiquette.

Keywords: linguoculture, address forms, English, German, speech etiquette, respect, social distance, formality, pragmatics.

INTRODUCTION

Language is not only a means of communication but also a reflection of national culture, social values, and interpersonal relationships. One of the important elements of communication is address forms, which express respect, familiarity, social distance, and the relationship between speakers.

English and German provide interesting examples for studying address forms from a linguocultural perspective. Although both languages belong to the Germanic language family, they differ in the ways they express formality and informality.

In English, the pronoun *you* is used in both formal and informal communication. In German, however, two different pronouns are used: *du* for informal communication and *Sie* for formal situations. These differences demonstrate how linguistic structures reflect cultural norms and social relationships.

The purpose of this research is to identify the linguistic and cultural characteristics of address forms in English and German and to determine their role in intercultural communication.

METHODS

The research is based on comparative, descriptive, and contextual analysis. English and German address forms are examined in relation to their grammatical structures and communicative functions.

The comparative method identifies similarities and differences between the two languages. The descriptive method examines the main types of address expressions, while contextual analysis explores their use in formal and informal communication. Linguocultural analysis is applied to determine how social relationships and cultural traditions influence the choice of address forms.

RESULTS

The comparative analysis shows that address forms in English and German perform similar communicative functions, but their grammatical and cultural characteristics differ.

In English, the pronoun *you* is used regardless of whether communication is formal or informal. Therefore, speakers often use titles and surnames to express respect and social distance.

Examples include:

- Mr Brown;
- Mrs Johnson;
- Ms Taylor;
- Professor Smith;
- Sir and Madam.

The use of first names, such as John or Mary, generally indicates familiarity or a less formal relationship.

In German, the distinction between formal and informal address is expressed through the pronouns *Sie* and *du*. The pronoun *du* is commonly used among family members, friends, and close acquaintances, whereas *Sie* is used in formal communication, particularly when addressing strangers or professional contacts.

Examples:

- *Wie heißt du?* – What is your name? (informal).
- *Wie heißen Sie?* – What is your name? (formal).
- *Herr Müller* – Mr Müller.
- *Frau Schneider* – Mrs/Ms Schneider.

The main differences between English and German address forms are presented below.

Feature	English	German
Second-person pronoun	You	Du / Sie
Informal address	First name, you	Du + first name
Formal address	Title + surname	Sie + Herr/Frau + surname
Respect	Mr, Mrs, Ms, Sir	Herr, Frau, Sie
Social distance	Mainly contextual	Grammatically and contextually expressed

The findings also indicate that age, professional status, social distance, and cultural traditions influence the selection of address forms. In German, the transition from *Sie* to *du* often indicates a closer relationship between speakers. In English, similar changes are usually expressed through the use of first names and more informal conversational language.

DISCUSSION

The analysis demonstrates that address forms are closely connected with cultural values and social conventions. The English language generally relies on

contextual and lexical expressions to indicate politeness, whereas German has a more explicit grammatical distinction between formal and informal address.

This difference can be explained through the theory of power and solidarity developed by Brown and Gilman (1960). According to their approach, pronoun selection reflects social hierarchy, authority, and interpersonal solidarity.

Braun (1988) also emphasizes that forms of address are important linguistic instruments for establishing and maintaining social relationships.

In intercultural communication, misunderstanding address conventions may lead to inappropriate or impolite expressions. Therefore, learners of English and German should develop not only grammatical knowledge but also sociocultural and pragmatic competence.

CONCLUSION

The research confirms that address forms in English and German represent important linguistic and cultural elements of interpersonal communication. Both languages use address expressions to demonstrate respect, familiarity, and social relationships. However, their methods of expressing formality differ.

The English pronoun *you* is used in both formal and informal situations, while German distinguishes between *du* and *Sie*. This distinction reflects the specific cultural and communicative conventions of German-speaking communities.

It can be concluded that understanding address forms is essential for effective intercultural communication, foreign language teaching, and the development of communicative competence. Their study provides valuable insight into the relationship between language, culture, and social interaction.

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