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ANNOTATION

The present article is about the linguo cultural peculiarities of the speech etiquette units in the English. The author of the article discusses the role of the speech etiquette units in the process of communication. The ways of expressing gratitude, appreciation, asking a request in the two languages are also discussed in the article. The structure and semantic peculiarities of speech etiquette units of the English and Russian languages are also discussed in the article. The author of the article claims that the speech etiquette units are to be discussed thoroughly and given in the practical English books

Keywords: linguo cultural, speech etiquette units, expressing gratitude, appreciation, apologizing, giving a request.

Speech etiquette refers to the accepted and expected forms of communication in a particular culture. It encompasses the rules and norms that govern the use of language in social interactions and communication, including verbal and nonverbal aspects. Speech etiquette often varies across cultures, and understanding and following these norms is crucial for effective communication and for showing respect towards others.

Speech etiquette may include elements such as:

- 1. Politeness:** Using polite language, respectful tones, and appropriate greetings for different social situations.
- 2. Formality:** Adapting the level of formality in speech based on the context and the relationship between speakers.
- 3. Turn-taking:** Obeying rules about when to speak and when to listen in conversations or group discussions.
- 4. Nonverbal cues:** Understanding and responding to nonverbal cues such as eye contact, gestures, and body language.
- 5. Respect for authority:** Using language that shows respect for individuals in positions of authority or for elders.



Speech activity, on the other hand, refers to the various communicative behaviors and actions involved in verbal interaction. It encompasses the spoken exchanges and language practices that occur in everyday communication settings. This includes speaking, listening, asking questions, giving responses, seeking clarification, and engaging in various forms of verbal interaction.

Effective speech activity involves:

1. **Active listening:** Paying attention and responding appropriately to the speaker's message.
2. **Expressiveness:** Conveying thoughts and emotions clearly through speech.
3. **Pragmatics:** Understanding the social and cultural conventions of language use, such as politeness strategies, indirect speech, and conversational implicature.
4. **Turn management:** Skillfully managing and participating in turn-taking during conversations.
5. **Contextual adaptation:** Adjusting one's speech and language use to suit the specific social, cultural, and situational contexts.

SUMMARY COMPLETION: In this article, I have described that both speech etiquette and speech activity are essential aspects of effective verbal communication. Being mindful of speech etiquette and engaging in appropriate speech activities can help individuals navigate diverse social situations, build positive relationships, and communicate effectively within their cultural and linguistic communities

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