

## **Abstract**

Graduation Level of Proficiency Paper

Specialist's Degree

**Title:** Apologizing in speech communication ethics in English belle-letres

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**Topical Importance:** is determined by the importance of analyzing communicative situations from the point of view of apologizing with the postulates of speech communication and their perlocutionary effect not only in terms of their pragmatic organization, but also as seen from consideration of politeness phenomena as strategies in social interaction.

**Goals:** The main purpose of this investigation is studying pragmatic parameters and factors that have a key influence on the choice of linguistic means used by communicators in the speech strategies of apologizing, as well as working out the tendencies towards speech postulates of apologizing in the process of communication.

**Task:** The main tasks are:

- to perform the analysis of speech communication theories; define general trends and differences in famous linguists' points of view;
- to perform the analysis of perlocution of apologizing from the point of view of speech postulates in the process of communication (verbal response, silence, gesture solo, silence + gesture);
- to make up a set of linguistic means used when speaking of apologizing in the communicative situations.

**Theoretical value and practical applicability:** is in the application of the identification of the factors affecting the selection of linguistic and non-linguistic means used by communicators to carry out effective and successful communication while apologizing.

The data obtained can be used in practice when developing courses on intercultural communication, pragmalinguistics, socio-linguistics, discourse analysis. The results of the current research can be also used by students when writing their research papers.

**Results:** The results of the study are interesting and compelling. The conclusions are well-designed, robust and solid.

**Implementation advice:** courses on intercultural communication, pragmalinguistics, socio-linguistics, discourse analysis. The results of the current research can be also used by students when writing their research papers.