ABSTRACT: The article is devoted to the comparative analysis of the forms of appeals in modern English and Russian languages. The study of references is carried out taking into account the speech situations in which they are used.

KEYWORDS: address, speech etiquette, speech situation, comparative analysis.

The concept of "conversion" is associated with the concept of the inversion of speech in general and with the concept of the inversion of a unit of language that performs the function of speech communication in particular. Turning in language is expressed by intonation and therefore has grammatical meaning. A sentence, if we understand it as a communicative unit of language, the integrity and completeness of which is expressed mainly by intonation and which, therefore, can be characterized as an intonational-semantic whole, this is an addressed sentence. When the so-understood sentence is exercising the communicative function, it, by virtue of its appeal, evokes one or another response from the side of one or those to whom it is addressed. Clarification of the inversion of the proposal and, at the same time, the clarification of who to whom the proposal is addressed and from whom thereby a response to the statement is evoked, is carried out by appeal. An appeal is a word or a combination of words that is part of the addressed, which performs the function of verbal communication of the sentence, as an intonational and communicative whole, which directly designates as the addressee of speech the one or those to whom the sentence is addressed, who is thus involved by the speaker in the speech act and who, depending on the nature of the statement (greeting, question, order, request, message, etc.), evokes one or another response, respectively expressed verbally, by action, or by both. An inverted proposal and an appeal is a proposal with a specified appeal, since, unlike a proposal without an appeal, it has a linguistic expression of clarification of its appeal. Clarification of the inversion of the sentence and, at the same time, the clarification of who the sentence is addressed to and from whom the response to the utterance is evoked, is carried out with the help of those grammatical means that it has in a particular language. In English and Russian, address is a syntactic category. In absence of a special vocative (vocative) form, the appeal in these languages is expressed in a non-specialized form. However, the general case of the address in English and the nominative in Russian are case-neutral independent forms, since in this function they are not opposed by any indirect cases. In the Russian language, the so-called "truncated form of the nominative" is also used in the function of address: mom, dad, Ol, etc. In English, such abbreviations are found not only in the function of address. For example: Pa (father) raised his head. In this language, initials are also used in the function of addressing in the function of a member of a sentence. In Russian, they are rarely found in the function of a member of a sentence in the epistolary form of address. The independent form of a noun is called a form. A noun in this form performs the function of a direct designation or a direct name of a person, object or phenomenon, either as an addressee of speech, that is, the one to whom they are talking, or as an object, that is, of whom, or what they are talking about ... Compare, for example, on the one hand: "Sorry, old thing! Poor prisoner! " he said, and put his arm around her. And on the other hand: Her own marriage, poor thing, hadn’t been successful but ...The forms of the number of a noun in an independent form express not singularity or plurality, but the entire (full) number of objects designated or called by it, which in English finds its linguistic confirmation in its incongruity with the article, as can be seen from the examples given.

By using the noun in an independent form, which directly denotes someone or something as the addressee of speech in an inverted sentence that performs its communicative function, or by using it as a separate communicative unit of the language, the independent form serves to express a vocative attitude, under which understands the relationship between the first and second persons. The vocative relation reflects the real or imaginary existing relation established at the moment of speaking between the addressee of speech and the speaker, and expresses the semantic connection between them. [1,p89] When an appeal is introduced into a sentence, at least two types of syntactic relations arise simultaneously: the indicated vocative relation, expressed in an independent form through its syntactic use as an appeal,
and the relationship between the appeal and the sentence as a whole, which reflects the relevance of the utterance to the one who denotes the word, constituting the appeal and which finds its intonational expression in the sentence. The connection of the address with the entire sentence as a whole is carried out using intonation: Would you like me to do it, Mr. Barkis? No, thankyou, aunt. Mary, somewhere. [2, p 120]. As can be seen from the intonation drawings, the appeal is either not percussive and is located at the end of a particular syntagma. Or shock and itself is a separate syntagma. In both cases, it is in the sentence, as in the intonation-semantic whole, which seems to be true for the Russian language as well. The above functions of the appeal, as a clarifier of the inversion of the proposal and at the same time the clarifier of the one to whom the proposal is addressed and from whom the statement evokes the answer, are carried out by the appeal in English and Russian in aggregate, using those forms of the noun constituting the appeal, which can be used to clarify … In English, such forms are number forms, and in Russian, also forms of the gender of a noun. By using the noun in an independent form in the function of address, its number form, and in Russian, gender forms also serve to express the grammatical meaning of clarifying the inversion of the sentence and, at the same time, clarifying who the sentence is addressed to and from whom the response is expressed. The implementation of the function of clarification of the inversion of the proposal and the function of clarifying who the proposal is addressed to and from whom the response is thereby evoked by the appeal finds its cumulative intonational expression by the fact of the inclusion of the appeal in the proposal as an intonational-semantic whole. [2,p.45] Depending on the everyday situation, on the purpose and nature of the utterance itself, as well as depending on the emotions expressed by the speaker, one or another of the functions collectively carried out by the address manifests itself most clearly, which finds its intonational expression. If the appeal is used in order to attract the attention of the person designated by him to the speaker himself and to his utterance and at the same time in order to stimulate a response, as well as when expressing emotions, it is intonationally isolated and bears stress. In this case, the function of address, as a clarifier of who the utterance is addressed to and from whom it evokes a response, manifests itself more clearly than its function of clarifying the inversion of the sentence. In Russian, such an address is accompanied by vocative intonation and, as in English, is isolated. According to academic grammar, vocative intonation is characteristic of an address located not only at the beginning, but also at the end of a sentence, with a pause separating the address at the beginning of a sentence. It is usually longer than the pause separating the appeal at the end of the sentence. If an appeal in English is used only with the aim of stimulating a response from the person (s) designated by it, it, apparently, may not be isolated. However, in this case, it is pronounced in an ascending tone. In Russian, at the end of interrogative sentences, it is also pronounced with a slight increase in tone. [1,p.45]

The appeal, which stimulates the response to the utterance, can be pronounced in Russian with interrogative intonation. In the case when the use of the address does not pursue the goal of attracting the attention of the person designated by him to the utterance and stimulating his response, the function of the address, as a clarifier of the inversion of a sentence, manifests itself more clearly than its function, as a clarifier of who a response is triggered. In this case, in English, it is at the end of a particular syntagma of a sentence and does not bear stress. In the Russian language, as the academic grammar indicates, the appeal in this case stands out weakly or does not stand out at all. The firm word order in English and fluent in Russian leaves its mark on the combination of words in the function of address. The inflectional nature of the Russian language makes it possible to widely use in circulation not only adjectives, participles, first-person possessive pronouns and nouns as post-positive definitions. If in combination in the function of address there are two determinants, one of which is expressed by the possessive pronoun of the first person, and the second - by the name of the adjective, then they can be located in any sequence (my beloved sister, my beloved sister, my beloved sister, my beloved sister). The definition, expressed by the participial phrase, can also be found not only in the postposition, but also in the preposition (the region suffering in captivity; guests called by me). The inflectional nature of the Russian language allows us to separate the defining term of the appeal from its defined by words - the members of the sentence. For blood and tears, who wanted reckoning. We see you, forty-first year. The analytical structure of the modern English language contributes to the localization of the defining term in combinations, matching references. The definition, expressed by a possessive pronoun, is in preposition. In the postposition, the form "mine" is occasionally encountered, which is perceived at the present time as archaism. The definition expressed by the participle of the present or the past tense, apparently, is always prepositive (workingclass, respectedsir). The adjective definition is usually used prepositively (sweetchild). The address, where the name of the adjective in the function of definition is in the postposition, is rare and is perceived as archaism (ladyfair). The word "dear" and the combination "my dear", "my beloved", 'my sweet" and "my hearty" are found in circulation both in the preposition and in the postposition, while being used in the function of a prepositive definition to "sir", "Madam", "Mr / (Mrs) Brown", etc. The word “dear” and the combination “my dear” serve only as an indicator of the degree of familiarity of the speaker with the person designated by such a reference. Such combinations and the word "dear" in the postposition, apparently,
can be considered as a separate application (Alicedear, Philmyhearty). The noun in the possessive case is used in address in the function of the prepositive definition (Walter's uncle). A noun in general, a case - in the function of a non-sentence definition, is found in circulation only in a preposition (Members of the Iron Guard of the Black Legion). In English, the first-person possessive pronoun usually precedes the adjective to form a frame (my pretty child). Appeals like "good my lord" are rare and are perceived as archaisms. The definition expressed by the participle in the English address is always postpositive. In English, the defining member of the appeal is never separated from its defined in other words - the members of the sentence. After examining the address in English and Russian, we came to the conclusion that the address is a word, or a combination of words, which is part of the address, which performs the function of verbal communication of the sentence, as an intonational-semantic whole.

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