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ПОЗДРАВЛЕНИЯ С ДНЕМ РОЖДЕНИЯ И ПОЖЕЛАНИЯ (НА МАТЕРИАЛЕ РУССКОГО И АНГЛИЙСКОГО ЯЗЫКОВ)

Аннотация: В статье исследуется разница между разными типами экспрессивов. На материале русского и английского языков показана национальная и культурная специфика поздравлений и пожеланий как речевых актов.

Ключевые слова: коммуникативная культура, речевой акт, экспрессив, поздравление, пожелание.

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ENGLISH VS. RUSSIAN BIRTHDAY GREETINGS AND WISHES

Abstract: The article explores the difference between such types of expressives as greetings and congratulations. The focus is on national and cultural characteristics of birthday greetings and wishes on the basis of English and Russian examples.

Key words: communicative culture, speech act, expressive, greeting, congratulation, well-wishing.

Politeness is one of the most important components of intercultural communication; politeness contributes to mutual understanding and expresses good intentions of speakers towards each other. The speech act of greeting/congratulating is important in establishing and maintaining positive relationship between the interlocutors. The failure to accomplish the speech act of greeting/congratulating leads to misunderstanding and negative effects in the process of communication.

Speech acts may be regarded as units of communication. The theory of speech acts was introduced by the Oxford philosopher John L. Austin and developed by the American philosopher John R. Searle, who distinguished the following basic types of speech acts: representatives, directives, commissives, expressives and declarations. The first three have received a considerable attention, but the latter two are less researched.

By representatives a speaker represents a state of affairs [2, p. 344], e.g. *It is warm today. Yesterday it rained in the evening.* By directives a speaker directs action by others [2, p. 106], e.g. *Help me to carry the suitcases, please.* By commissives a speaker commits him/herself to doing something [2, p. 64] (*I'll show you around*). By expressives a speaker gives expression to their psychological state [2, p. 133] (*I'm sorry I'm late again*). By declarations under

certain circumstances a speaker in authority performs a certain action (*I declare the meeting open*).

Herbert H. Clark, Stanford University, states that Searle's categories consist of different subgroups. Expressives fall into thanks, apologies, congratulations and greetings [1, p. 134]. If a hearer is offended by something, this enables the speaker to apologize. If a hearer has achieved something positive, it leads to congratulations. If a hearer has done a favour to the speaker, it enables the latter to thank the former. If a hearer approaches the speaker, it leads to the expressive act of greeting.

Greetings presuppose a certain reaction to a particular event. Thus, phrases (*Happy Birthday, Happy Halloween, Happy New Year, Merry Christmas*) which are said during celebration of birthdays, holidays are classified as greetings. Unlike them, congratulations are used when you are happy that someone has achieved something or when something nice has happened to them (*Congratulations on passing your driving test. Congratulations on your new job*).

In the Russian communicative culture both while celebrating the hearer's birthday / New Year Day and admitting their personal achievement a speaker says *поздравляю: Поздравляю с днем рождения! Поздравляю с Новым годом! Поздравляю с получением гранта! Поздравляю с окончанием университета!* D.R. Nizeeva studied congratulations as speech acts. According to her research, congratulation is a complex speech act which includes the following intentions: the intention of congratulating, the intention of addressing, the intention of well-wishing and the intention of naming oneself [4].

In this article we deal with the situation of birthday greetings in both the English and Russian languages. In the speech act of birthday greeting the intention of congratulating and the intention of well-wishing are realized, in some examples there is an additional intention of complimenting. The focus is on the intentions of congratulating and well-wishing in both the English and Russian languages. We selected 40 birthday congratulations (20 – in English, 20 – in Russian) on popular websites (www.shutterfly.com [3], pozdravok.ru [5]) and analyzed them. The goal of the article is to determine similarities and differences in English and Russian birthday greetings.

In Russian communicative culture a speaker greets a hearer on their birthday (*Поздравляю с днем рождения! С днем рождения! От всей души прими мои самые искренние поздравления с днем рождения!*) and then the speaker expresses wishes for the hearer. In English communicative culture greeting can come before and after well-wishing: *Happy birthday! I hope all your birthday wishes and dreams come true. Wishing you a day filled with happiness and a year filled with joy. Happy birthday!* The majority of English birthday greetings contain the phrase *Happy birthday!* or *Be happy!*

In both cultures the most common wish for a hearer is that of **happiness** (счастье) (refer to table 1): *This birthday, I wish you abundant happiness and love. Wishing you a very happy birthday! Sending your way a bouquet of*

happiness... Желаю тебе огромного счастья; безмерного счастья; много любви и счастья; бесконечного счастливого времени.

The second most common wish in both cultures is that all hearer's **dreams and wishes may come true** (исполнение желаний): *Happy birthday! I hope all your birthday wishes and dreams come true. Поздравляю с днем рождения! Пусть все мечты сбываются, желания исполняются, цели достигаются, здоровье улучшается и деньги прибавляются. Пусть желания исполняются при одной мысли о них.*

The third most common wish is **joy** (радость): *May you be gifted with life's biggest joys and never-ending bliss. May the joy that have spread in the past come back to you on this day. Wishing you a very happy birthday! Желаю массу поводов для радости... Пусть жизнь будет наполнена радостными днями... Желаю, чтобы вся жизнь была полна радости, счастья...*

In half the Russian examples, the wishes for **health** (здоровье) are expressed. Health is perceived as the most important thing in a person's life (*желаю самого главного в жизни – здоровья; но самое главное, что просто необходимо пожелать, – это здоровья*), it often comes first in the long list of wishes (*Я желаю тебе крепкого здоровья, финансовой стабильности, гармонии во всём*). There is only one English example, where a speaker mentions health: *Wishing you a beautiful day with good health and happiness forever*. This fact can be explained by different attitude to health in Russian and English culture. Russians view health as a divine gift, something that is, to a large extent, beyond human control. That is why health wishes are so common. In English-speaking countries health is viewed as a person's responsibility; a person should undertake certain actions to stay healthy and fit.

You have **success** (успех) is when you achieve what you want or intend. It is on the list of most common wishes in Russian examples (*головокружительных успехов, успехов во всем, пусть по жизни сопутствует успех*), but in English communicative culture, success is not a common birthday wish, as success depends on hard work, determination of a person and it is a person who should work hard themselves to achieve success.

Luck/good luck (удача, везение) is understood as good things that happen to a person by chance, and this wish can be found in English examples: *This birthday, I wish you abundant happiness and love. May all your dreams turn into reality and may lady luck visit your home today*. In Russian communicative culture good luck (удача, везение) is quite a common wish: *пусть удача будет твоим путеводителем; везения во всём и всегда*.

Wishing **love** (любовь) is more typical of Russian communicative culture: *пусть любовь всегда будет рядом и доставляет тебе только удовольствие; пусть в семье тебя любят и ценят; (желаю) океан безумной любви, настоящей/бесконечной любви*. This wish is also present in English birthday greetings: *this birthday, I wish you abundant happiness and love*.

Surprise (сюрприз) is an unexpected or unusual event which can be both pleasant and unpleasant, so a speaker wishes only pleasant surprises to a listener on their birthday: *wishing you a day full of pleasant surprises*. This wish is often found in Russian birthday greetings: *желаем, чтобы судьба чаще дарила приятные сюрпризы; желаю, чтобы вся жизнь была полна приятных сюрпризов*.

Birthday is associated with **smile** (улыбка) in both communicative cultures: *It's a smile from me... To wish you a day that brings the same kind of happiness and joy that you bring to me*. (*Желаю*) улыбок; *пусть каждый день приносит улыбки*.

Common wishes in Russian communicative culture include *позитивное/отличное / хорошее настроение; хорошие эмоции / яркая радуга эмоций; карьерный рост; благополучие / деньги / достаток / процветание / финансовая стабильность; пусть тебя окружают только любимые / надежные друзья / добрые люди / искренние люди / преданные друзья*. In the English examples money, career are not on the list of wishes.

In English communicative culture there are some wishes that are not typical of Russian examples: *another adventure-filled year awaits you. Welcome it by celebrating your birthday with pomp and splendor. Wishing you a very happy and fun-filled birthday!*

In several English birthday greetings it is underlined that not the number of years you lived important but your achievements are: *Count your life by smiles, not tears. Count your age by friends, not years. Happy birthday! Count not the candles ... see the lights they give. Count not the years, but the life you live*.

In both communicative culture the intention of complimenting is often added to the primary intentions of greeting and well-wishing. A speaker explicitly attributes credit to the hearer, which contributes to mutual understanding and positively valued by both the interlocutors: *Happy birthday to one of the sweetest people I've ever known. After all, you yourself are a gift to earth, so you deserve the best. You are a wonderful person. Поздравлять хороших людей всегда приятно, а такого замечательного человека, как ты, – приятно вдвойне. Желаю ... всегда оставаться замечательным человеком с любящим сердцем и открытой душой*.

Thus, birthday greetings are of utmost importance in maintaining positive relationship between the interlocutors. The greeting is a complex speech act which includes the intentions of greeting itself, well-wishing and sometimes complimenting. Happiness, dreams and wishes coming true, joy, pleasant surprise, smiles are the most typical wishes for both communicative cultures. It is not characteristic for English-speaking countries to wish health or success due to the fact that these things are viewed as a result of determination and hard work. Such wishes as *деньги, карьерный рост, хорошие эмоции, пусть тебя окружают только надежные друзья* are found in the Russian examples; *adventure, pomp, splendor* – in the English ones.

Table 1. – The representation of wishes in English and Russian communicative cultures.

Wishes	English	Russian
Happy birthday! happiness / счастье	17	14
wishes and dreams coming true / исполнение желаний	7	10
joy / радость	5	4
health / здоровье	1	10
love / любовь	1	10
pleasant surprise / приятные сюрпризы / неожиданности	1	3
lady luck / везение / удача / удачные ситуации	1	7
adventure	1	–
Позитивное/ отличное / хорошее настроение	–	4
успех	–	6
smile / улыбки	3	6
хорошие эмоции / яркая радуга эмоций	–	3
приятные/яркие моменты, яркие впечатления, яркие / светлые / счастливые / позитивные / запоминающиеся / замечательные события	1	9
благополучие / деньги / достаток / процветание / финансовая стабильность	–	8
карьерный рост	–	1
окружают только любимые / надежные / преданные друзья, добрые / искренние люди /	–	5

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