

CONGRATULATORY TEXT AS A SPEECH GENRE

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Abstract

This article analyzes congratulatory texts as a speech genre from linguistic, pragmatic, and linguocultural perspectives. Congratulatory texts are important speech phenomena that strengthen social relations between people, express positive emotional attitudes, and reflect cultural values. The article highlights the main features of congratulatory texts as a speech genre, their communicative purpose, structural components, formal and informal forms, national-cultural characteristics, and pragmatic functions. It also demonstrates the active manifestation of such concepts as respect, blessing, prosperity, family, household, and good wishes in Uzbek congratulatory texts.

Keywords

congratulatory text, speech genre, pragmatics, linguoculturology, speech act, communicative purpose, addressee, addresser, category of respect, national-cultural feature.

Introduction. In modern linguistics, it is becoming increasingly important to study speech phenomena not merely as a set of grammatical or lexical units, but in connection with social, cultural, and communicative processes. In everyday life, people use different forms of speech in different situations. Among them, congratulatory texts occupy a special place, because they are a speech genre that arises in connection with important events, holidays, achievements, ceremonies, and social occasions in human life.

A congratulatory text is not a simple form of greeting or felicitation; rather, it is a complex communicative unit that expresses the speaker's positive attitude, respect, joy, recognition, and good wishes toward the addressee. Interpersonal relations, speech etiquette, cultural values, and national mentality are reflected in it. Therefore, the study of congratulatory texts as a speech genre has important scientific significance for linguistics, pragmatics, linguoculturology, and translation studies.

In linguistics, the concept of a speech genre refers to a form of speech that develops in a particular communicative situation and possesses relatively stable content, structure, and stylistic features. A congratulatory text is also formed on the basis of such stable features: it contains structural components such as an address, the reason for congratulation, a positive evaluation, a wish, a blessing, and a closing expression.

In Uzbek congratulatory texts, expressions such as “Tug’ilgan kuningiz muborak bo’lsin” (Happy birthday), “Sizga mustahkam sog’lik tilayman” (I wish you good health), “Xonadoningizdan fayz-u baraka arimasin” (May grace and prosperity never leave your home), “Farzandlaringiz kamolini ko’ring” (May you witness your children’s maturity and success), and “Ishlaringizga rivoj tilayman” (I wish success in your work) are widely used. These expressions reflect such values of the Uzbek people as respect, sincerity, blessing, family, prosperity, and collectivism.

The essence of congratulatory text as a speech genre. A congratulatory text is a positive speech attitude expressed in connection with a particular event or occasion. It serves to congratulate the addressee on a certain achievement, holiday, date, or ceremony. Such texts usually have a positive emotional tone and perform the function of strengthening social ties between people.

As a speech genre, a congratulatory text is characterized by the following main features:

- Clarity of communicative purpose. The main purpose of a congratulatory text is to please the addressee, show respect, recognize his or her achievement or celebration, and express good wishes.

- Orientation toward the addressee. Every congratulatory text is directed to a particular person, group, organization, or community. For example, forms of address such as “Dear teachers,” “Respected colleagues,” “My dear friend,” and “Distinguished guests” clearly identify the addressee.

- Positive evaluation. In a congratulatory text, the addressee’s achievement, qualities, work, or the significance of the holiday is evaluated positively. For example, expressions such as “Your devoted work is worthy of praise” and “This achievement is the result of your hard work” have a positive evaluative meaning.

- The presence of wishes and blessings. Good intentions directed toward the future play an important role in congratulatory texts. In Uzbek, this is often expressed in the form of blessings: “May your life be long,” “May your happiness be complete,” and “May your intentions be fulfilled.”

- Reflection of cultural values. Congratulatory texts manifest the worldview, customs, religious-spiritual views, and speech etiquette of a nation.

So, as a speech genre, a congratulatory text is a textual unit that has a stable communicative purpose, a distinctive structure, a pragmatic function, and cultural content.

Structural composition of congratulatory texts. Congratulatory texts often have a specific compositional structure. This structure may vary depending on whether the congratulation is formal or informal, the social status of the addressee, the situation, and cultural norms. However, most congratulatory texts contain the following structural components:

1. Address. This part indicates to whom the congratulation is directed. For example: "Dear teacher," "My dear friend," "Dear colleagues," and "Distinguished guests." The form of address is selected according to the addressee's age, status, profession, degree of closeness, and the formality of the situation.

2. Reason for congratulation. This part states the event or date on which the congratulation is being expressed. For example: "I congratulate you on your birthday," "Happy professional holiday," and "We sincerely congratulate you on your new position."

3. Positive evaluation and recognition. In this part, the addressee's work, qualities, achievement, or the significance of the occasion is emphasized. For example: "Your knowledge and experience have become an example for many," and "This success is the result of your tireless efforts."

4. Wish and blessing. This is one of the most important components of a congratulatory text. It expresses good wishes such as health, happiness, luck, success, peace, prosperity, and blessing. For example: "We wish you good health, family happiness, and great success in your future work."

5. Closing part. A congratulatory text usually ends with a sincere closing expression. For example: "Respectfully," "With best wishes," "With sincere wishes," and "With deep respect." These structural components show that congratulatory texts have a stable form as a speech genre.

Pragmatic features of congratulatory texts. From a pragmatic point of view, congratulatory texts belong to the group of expressive speech acts, because they convey the speaker's positive emotional attitude toward the addressee. Through a congratulation, the speaker shares the addressee's joyful occasion, expresses respect, and states good intentions for the future.

The pragmatic functions of congratulatory texts include the following:
creating a positive emotional impact on the addressee;

strengthening interpersonal relations;
observing social etiquette norms;
recognizing the addressee's achievement or celebration;
expressing respect and sincerity;
manifesting cultural values in speech.

For example, in the sentence "I sincerely congratulate you on your scientific achievement. I wish you great success in your future research as well," congratulation, recognition, and a future-oriented wish are expressed together. This shows that a congratulatory text has a complex pragmatic structure.

The pragmatic force of a congratulatory text depends on its appropriateness to the situation. In a formal setting, a very simple and informal congratulation may seem inappropriate. Conversely, sending an overly formal congratulation to a close friend may reduce sincerity. Therefore, when composing a congratulatory text, the addressee, situation, social distance, age, status, and rules of cultural etiquette should be taken into account.

Formal and informal congratulatory texts. From a stylistic point of view, congratulatory texts are divided into formal and informal types. Formal congratulations are usually expressed on behalf of an organization, institution, leader, team, or official person. In such texts, literary language norms, expressions of respect, a solemn tone, and social distance are maintained.

For example: "Dear teacher! We sincerely congratulate you on your professional holiday. Your devoted work in the field of education and your contribution to the upbringing of the younger generation deserve special recognition. We wish you good health, family happiness, creative excellence, and great success in your future activities." This text contains a formal address, professional recognition, positive evaluation, and an expanded wish.

Informal congratulations are used among close people, friends, family members, or peers. In such congratulatory texts, sincerity, brevity, emotional warmth, and a free style prevail. For example: "My dear friend, happy birthday! Always be healthy, happy, and cheerful. May all your dreams come true!"

In informal congratulatory texts, short, sincere, and direct expressions are often used. However, the common feature of both types of congratulation is that they serve to express a positive attitude toward the addressee.

Linguocultural features of congratulatory texts. Congratulatory texts are closely connected with national culture. In the process of congratulating, every nation relies on its own values, traditions, and norms of speech etiquette. The

following linguocultural features are clearly manifested in Uzbek congratulatory texts.

First, units with the meaning of blessing and prosperity are widely used in Uzbek congratulations. Expressions such as “Ilohim, umringiz uzoq bo’lsin” (May your life be long), “Xonadoningizdan fayz-u baraka arimasin” (May grace and prosperity never leave your home), and “Niyatlaringiz ijobat bo’lsin” (May your intentions be fulfilled) are connected with the religious and spiritual views of the people.

Second, the concepts of family and household occupy an important place in congratulatory texts. The Uzbek people’s family-oriented values are expressed in phrases such as “I wish you family happiness,” “May you witness your children’s maturity,” and “May your home be peaceful.”

Third, the category of respect is an integral part of congratulatory texts. In Uzbek, units such as “siz” (polite form of you), “hurmatli” (respected), “muhtaram” (honorable), “aziz” (dear), “qadrli” (esteemed), and “ustoz” (teacher/mentor) are used as means of expressing respect toward the addressee.

Fourth, the spirit of collectivism is strongly felt in Uzbek congratulations. Often, a congratulation is directed not only to the individual but also to his or her family, relatives, or team. For example: “We wish you and your family peace, health, and prosperity.” These features prove that congratulatory text is not only a linguistic phenomenon but also a cultural phenomenon.

The use of language units in congratulatory texts. Lexical, grammatical, and stylistic means play an important role in congratulatory texts. From a lexical point of view, words with positive meanings are actively used in congratulatory texts: “happiness,” “health,” “luck,” “success,” “prosperity,” “peace,” “joy,” “blessing,” “goodness,” “victory,” and “maturity.”

From a grammatical point of view, optative and imperative-desiderative forms frequently occur: “may it be,” “I wish,” “may it accompany you,” “may it never leave,” “may it come true,” and “may it continue.” For example: “May your happiness continue,” “I wish success in your work,” and “May your dreams come true.”

From a stylistic point of view, congratulatory texts contain an elevated tone, repetition, parallel structures, and figurative expressions. For example: “May your life be filled with joy, your heart with light, and your home with grace and prosperity.” Such expressions strengthen the emotional and expressive effect of the congratulatory text.

Types of congratulatory texts. Congratulatory texts are divided into several types according to their content and situation of use:

1. Personal congratulations. These are expressed on the occasion of a birthday, anniversary, personal achievement, or important date. For example: "Happy birthday!"

2. Family and ceremonial congratulations. These are used in situations such as weddings, the birth of a child, circumcision ceremonies, marriage, or moving into a new house. For example: "May your new family be strong and happy!"

3. Professional congratulations. These are expressed on the occasion of a professional holiday, appointment to a position, or scientific or labor achievement. For example: "We congratulate you on your professional holiday!"

4. Holiday greetings. These are connected with national and religious holidays such as Navruz, New Year, Independence Day, Ramadan Eid, and Eid al-Adha. For example: "Happy Navruz holiday!"

5. Formal congratulations. These are expressed on behalf of state organizations, educational institutions, enterprises, or teams. In such congratulations, the formal style and solemnity are strong.

6. Informal congratulations. These are used among friends, close people, and family members. They are short, sincere, and free in style.

Communicative functions of congratulatory texts. Congratulatory texts perform important communicative functions in society. First of all, they form and strengthen positive relations between people. Through a congratulation, the speaker shows that he or she shares the addressee's joy. This increases social closeness and solidarity.

Second, congratulatory texts demonstrate moral and etiquette norms. Expressing congratulations on a particular holiday or occasion is considered a social necessity in many cultures. Failure to congratulate may sometimes be interpreted as indifference or coldness.

Third, congratulatory texts have a positive psychological effect. A sincere congratulation creates feelings of joy, confidence, motivation, and appreciation in the addressee.

Fourth, congratulatory texts serve to preserve cultural memory. Especially in congratulations connected with national holidays, religious ceremonies, and family traditions, the values of the people are transmitted from generation to generation.

Conclusion. As a speech genre, a congratulatory text has distinctive communicative, pragmatic, linguistic, and linguocultural features. It serves to

strengthen social relations between people, express joy, show respect, convey recognition, and state good wishes.

The main features of congratulatory texts as a speech genre include a clear communicative purpose, orientation toward the addressee, positive evaluation, the presence of wish and blessing components, a stable structural composition, and the reflection of cultural values. In Uzbek congratulatory texts, such concepts as respect, blessing, family, household, health, peace, and children's maturity are actively expressed.

Thus, studying congratulatory texts as a speech genre helps to understand the relationship between language and culture more deeply, analyze the norms of speech etiquette, and identify the specific features of congratulatory forms in intercultural communication. A congratulatory text is not merely an expression of felicitation; it is an important speech genre that reflects a nation's mentality, system of values, and communicative culture.

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