

NATIONAL AND CULTURAL SPECIFICITY OF THE USE OF COMPLIMENT ADJECTIVES IN ENGLISH, RUSSIAN, AND UZBEK LINGUOCULTURES

Muslima Bahodirovna Erkaboyeva

Basic Doctoral Researcher, Kokand State University

E-mail: b_m_erkaboyeva@gmail.com

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Abstract. This study explores the national and cultural specificity of compliment adjectives within English, Russian, and Uzbek linguocultures. Grounded in comparative pragmalinguistics and linguaculturology, the research examines how socio-cultural values, worldview paradigms, and communicative etiquette shape the selection and semantic intensity of complimentary adjectives. The analysis categorizes adjectives based on cultural priorities, highlighting the divergence between Anglo-American individualism, Russian emotional depth, and Uzbek collectivist ethics of respect and modesty. By analyzing contextual usage patterns and underlying cultural archetypes, the paper reveals both universal pragmatic functions and culture-specific communicative strategies. The findings provide valuable insights for cross-cultural communication, contrastive linguistics, and translation studies.

Keywords: compliment adjectives, national-cultural specificity, linguoculture, comparative pragmatics, English language, Russian language, Uzbek language, communicative etiquette.

Annotatsiya. Ushbu tadqiqot ingliz, rus va o'zbek lingvomadaniyatlarida kompliment sifatlarining qo'llanilishidagi milliy-madaniy o'ziga xosliklarni o'rganadi. Qiyosiy pragmalingvistika va lingvokulturoloji tamoyillariga tayangan holda, ishda ijtimoiy-madaniy qadriyatlar, dunyoqarash modellari va muloqot etiketi iltifot sifatlarining tanlanishi hamda semantik intensivligini shakllantirish omillari tahlil qilinadi. Sifatlar madaniy ustuvorliklar asosida tasniflanib, ingliz-amerikan individualizmi, rus tilining emotsional teranligi va o'zbek jamoaviylik hamda ibo-hayo va hurmat etiketi o'rtasidagi tafovutlar ko'rsatib beriladi. Matniy qo'llanish namunalarini o'rganish orqali maqola ham universal pragmatik funksiyalarni, ham milliy muloqot strategiyalarini yoritib beradi. Tadqiqot xulosalari madaniyatlararo muloqot, qiyosiy tilshunoslik va tarjimashunoslik sohalari uchun amaliy va nazariy ahamiyatga ega.

Kalit so'zlar: kompliment sifatleri, milliy-madaniy xususiyat, lingvomadaniyat, qiyosiy pragmatika, ingliz tili, rus tili, o'zbek tili, muloqot etiketi.

Аннотация. Данное исследование посвящено выявлению национально-культурной специфики функционирования комплиментарных прилагательных в английской, русской и узбекской лингвокультурах. На основе принципов сопоставительной прагмалингвистики и лингвокультурологии анализируется влияние социокультурных ценностей, мировоззренческих парадигм и коммуникативного этикета на выбор и семантическую интенсивность качественных адъективов. В работе представлена классификация прилагательных по культурным приоритетам, отражающая различия между англо-американским индивидуализмом, русской эмоциональной душевностью и узбекской коллективистской этикой уважения и скромности. На основе контекстуального анализа раскрываются как универсальные прагматические функции, так и этноспецифические коммуникативные стратегии. Полученные результаты имеют практическую и теоретическую ценность для межкультурной коммуникации, сопоставительного языкознания и теории перевода.

Ключевые слова: комплиментарные прилагательные, национально-культурная специфика, лингвокультура, сопоставительная прагматика, английский язык, русский язык, узбекский язык, коммуникативный этикет.

INTRODUCTION

In contemporary linguistics, the study of language extends beyond structural and formal syntax to encompass the profound interplay between linguistic choices, cultural values, and communicative behavior. Language serves not only as a tool for information exchange but also as a repository of cultural codes, social norms, and community-specific worldviews [Schauer, 2009, 45]. Within this framework, speech acts of praise—particularly compliments—play a crucial role in establishing rapport, maintaining social equilibrium, and reinforcing cultural solidarity [Wolfson, 1983, 88]. Adjectives, owing to their inherent evaluative potential and semantic adaptability, function as the primary lexical vehicles for expressing compliments across diverse speech communities [Holmes, 1986, 489]. While the fundamental intent of a compliment—to acknowledge positive attributes—is universal across human societies, the choice of specific complimentary adjectives, their semantic intensity, and their contextual appropriateness are heavily governed by the unique national and cultural paradigms of each linguoculture [Manes, 1983, 97].

Analyzing complimentary adjectives through a comparative lens across English, Russian, and Uzbek linguocultures is particularly instructive due to the distinct cultural archetypes these languages embody. Anglo-American linguoculture emphasizes individual achievement, autonomy, and polite distance; Russian linguoculture prioritizes emotional sincerity, warmth, and psychological depth; and Uzbek linguoculture is rooted in collectivist ethics, modesty, hospitality, and hierarchical respect [Herbert, 1990, 205]. The primary objective of this paper is to investigate how these underlying cultural priorities dictate the selection, frequency, and semantic nuances of complimentary adjectives in each language. By employing comparative-contrastive, contextual, and linguacultural analysis, this study identifies both cross-cultural universals and ethnospecific variations in adjectival compliment strategies. Ultimately, the insights gained contribute to contrastive lexicology, intercultural pragmatics, and translation studies, offering practical guidance for navigating cross-cultural interactions without misinterpreting culturally coded evaluative expressions.

MAIN BODY

The national and cultural specificity of complimentary adjectives is manifested through the distinct value orientations embedded within English, Russian, and Uzbek linguocultures. When speakers utter compliments, the selection of qualitative adjectives serves as an implicit reflection of what their society values most—whether individual autonomy, emotional authenticity, or social harmony and modesty. Evaluative adjectival modifiers do not merely describe qualities; they index cultural expectations and socio-communicative norms [Holmes, 1986, 492]. Comparative analysis reveals that while all three linguocultures utilize adjectives to evaluate appearance, character, intellect, and skill, the semantic weighting and contextual deployment of these words diverge significantly across cultural boundaries.

In English linguoculture, the choice of complimentary adjectives reflects a cultural orientation toward individualism, personal agency, and egalitarian politeness. Anglo-American communication etiquette favors compliments that recognize personal effort, taste, and independent achievements while respecting personal boundaries. Adjectives evaluating

appearance often emphasize stylishness or active effort rather than intrinsic physical traits, as seen in expressions like **“You look incredibly stylish in this outfit”** or **“Your new haircut is very flattering”** [Schauer, 2009, 50]. Furthermore, compliments addressing professional competence or intellect frequently employ adjectives that praise tangible efficiency and originality, such as **brilliant, impressive, resourceful, and articulate**; for instance: **“That was a remarkably insightful proposal you presented”** [Wolfson, 1983, 90]. English complimentary adjectives tend to maintain a degree of pragmatic balance, avoiding hyperbole that might be perceived as intrusive or insincere, thus preserving the recipient's personal space while offering positive face validation.

In contrast, Russian linguoculture places high value on emotional sincerity, psychological intimacy, and expressive intensity (*dushevnost*). Adjectival compliments in Russian frequently transcend mere politeness to express deep personal appreciation and genuine emotional resonance [Баранов, 2007, 84]. Aesthetic compliments in Russian rely heavily on expressive modifiers and emotive adjectival structures, as in **“Вы сегодня выглядите просто ослепительно”** or **“Какое замечательное и изящное платье”**. When praising character traits, Russian speakers lean toward adjectives that highlight warmth, empathy, and moral depth: **душевный, чуткий, отзывчивый, and искренний**; for example: **“Спасибо вам, вы очень чуткий и внимательный человек”** [Краснова, 2002, 122]. The semantic intensity of Russian complimentary adjectives is typically higher than in English, reflecting a cultural tradition where compliments are viewed not as routine social lubrication, but as spontaneous expressions of heart-felt admiration.

In Uzbek linguoculture, the deployment of complimentary adjectives is fundamentally anchored in collectivist ethics, the philosophy of modesty (*kamtarlik*), and hierarchical respect (*hurmat-izzat*). Direct self-aggrandizement or overly blunt personal praise can cause discomfort; hence, complimentary adjectives are carefully selected to reflect moral integrity, family upbringing, and social grace [Formanova, 2014, 62]. When complimenting appearance, Uzbek speakers frequently choose adjectives that convey subtle beauty, inner warmth, and propriety, such as **malohatli, iboli, zebo**, or figurative expressions like **istarasi issiq**; for instance: **“Milliy libosingiz o‘zingizga juda xushbichim va malohatli yarashibdi”**. Compliments evaluating personal character heavily feature adjectives denoting humility, politeness, and social devotion: **kamtarin, xushmuomala, shirinso‘z, and oqibatli**; as illustrated in: **“Sizdek kamtarin va oqibatli insonlar davramizga fayz bag‘ishlaydi”** [Iskandarova, 2008, 44]. Furthermore, professional or artistic skill is routinely praised using adjectival idioms like **qo‘li gul** (golden-handed/masterful), which honors the individual's dedication without inducing arrogance.

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DIMENSION / ASPECT	 ENGLISH LINGUOCULTURE	 RUSSIAN LINGUOCULTURE	 UZBEK LINGUOCULTURE
 CORE CULTURAL VALUE	Individualism, self-reliance, achievement	Emotional sincerity, depth of soul, spiritual closeness	Respect for elders, modesty, collectivism
 FOCUS OF COMPLIMENTS	Personal achievement, appearance, skills, intelligence	Personality, inner qualities, emotional warmth, kindness	Character, manners, family values, generosity, hospitality
 TYPICAL COMPLIMENT ADJECTIVES (EXAMPLES)	<i>brilliant, talented, intelligent, beautiful, stylish, amazing</i>	<i>душевный, искренний, прекрасный, добрый, умный, замечательный</i>	<i>oqibatli, mehribon, chiroyli, latofatli, saxovatli, odobli</i>
 COMMUNICATION STYLE	Polite, restrained, indirect, value of personal space	Warm, expressive, direct, emotionally open	Respectful, indirect, modest, attentive to social hierarchy
 SEMANTIC INTENSITY	Moderate (avoid exaggeration)	High (strong emotionality)	Balanced (soft and respectful)
 UNDERLYING CULTURAL ARCHETYPE	Autonomous individual striving for success	Deep soul (духовная глубина)	Noble and humble person (odobli inson)



SUMMARY: While the pragmatic function of compliment adjectives is universal, their selection, semantic intensity, and contextual use are deeply shaped by national-cultural values and communicative etiquette.

Cross-linguistic comparison demonstrates that these adjectival preferences create distinct communicative strategies. Where English speakers use objective, performance-oriented adjectives to maintain polite distance, Russian speakers employ emotionally charged adjectives to build psychological closeness, and Uzbek speakers utilize value-laden, modesty-affirming adjectives to uphold community ethics and social respect. Recognizing these ethno-cultural nuances in adjectival selection is essential for avoiding intercultural miscommunication and capturing the authentic pragmatic intent behind praise.

CONCLUSION

This comparative analysis of the national and cultural specificity of complimentary adjectives in English, Russian, and Uzbek linguocultures highlights the profound connection between lexical choice and underlying societal values. While qualitative adjectives universally serve as the primary linguistic instruments for bestowing praise, the specific attributes highlighted and the semantic intensity conveyed are deeply culture-bound. Evaluative adjectival modifiers do not operate in a vacuum; rather, they reflect the socio-communicative priorities and philosophical frameworks of their respective speech communities.

The findings demonstrate that English complimentary adjectives prioritize individual agency, active achievement, and polite distance, aligning with Anglo-American values of autonomy and egalitarian respect. In contrast, Russian adjectival compliments emphasize emotional sincerity, moral depth, and expressive warmth, functioning as vehicles for psychological intimacy and heartfelt connection. Uzbek linguoculture stands out for its emphasis on collectivist ethics, modesty, and social harmony, where complimentary adjectives frequently highlight moral integrity, family upbringing, and respectful grace rather than individual vanity or overt self-assertion.

Ultimately, understanding these ethno-cultural variations in adjectival selection is vital for enhancing intercultural competence and preventing communicative friction in global discourse. Recognizing that a compliment's form and meaning are shaped by distinct worldview paradigms enables smoother cross-cultural dialogue, more accurate translation strategies, and a deeper appreciation of the linguacultural diversity underlying human speech interaction.

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