

power grid (2), through the power contacts (5), the magnetic actuators are attached to the lighting grid (3).

The proposed model is useful not only for changing natural light and electricity consumption in line, but for lighting the streets late at night. This model allows to automate the village street lighting and to save electricity and community funds. In the result we have automated control street lighting which saves at least 50 % of electricity and maintains comfort for the inhabitants of the village.

The time at which the vehicle will travel range of the motion sensor, determined by the following formula:

$$t = \frac{2R}{V}$$

where R - radius of action of the motion sensor, m (22); V - vehicle speed, m/s.

During the experiment, the sensor range of vehicles was at different speeds (40 - 60 km/h). The delay motion sensor was installed within 5 - 6 seconds, and it did not work, that was connected with the task. Thus, as the village is a place with the vehicles of much less speed, more studies have been conducted when driving a tractor, the speed of which was 20 - 45 km/h. The studies have shown that even with a minimum speed (the speed of a cyclist is 15 - 18 km/h) the motion sensor also did not work.

The motion sensor will work and energy-saving lamp will illuminate the road for at least 20 seconds, whereas the majority of the peasants are old people. The invention relates to the field of electrical engineering and is used to automate the management of objects depending on the light conditions, the availability of electric supply of consumers. The motion sensor activates for 5 seconds while the man is passing and does not respond to the movement of vehicles. The light is turned on only when the person will be in the zone of the motion sensor. The result is – automated control of street lighting which saves energy and money of the rural community budget. Total savings with energy-saving lamps will be 90%.

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POLITENESS AS A KEY TO SUCCESSFUL COMMUNICATION

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Human communication has always been a very essential part of people's lives. This phenomenon is considered as "giving or exchanging information, messages, etc.", hence it is a speaker-listener interaction [4; 53]. People can inform others or be informed about something, share experiences and discuss their ideas during collaborative actions. Communication is always purposeful – "some motivation leads you to communicate" [3; 10]. Its success is achieved in case when a speaker accomplishes his or her goal and there is harmony between interlocutors. In the epoch of globalization, value of communication, that includes functioning of all human activities, is increasing and its effectiveness is becoming extremely significant.

Knowledge of principles, communication is based on, regulates behaviour of partners, providing opportunities for positive interaction, helping to avoid tensions and conflicts. One of the most important principles is a Politeness Principle that enables creating a favourable atmosphere for a conversation and friendly environment for realization of interlocutors' intentions. It is also understood as a meaningful tool in order to "to survive and flourish together" in "the world's

continued health” [6; 12]. Thus, acting in accordance with the Politeness Principle is vital in the modern society. The purpose of the paper is to offer a review of the fundamental works regarding the phenomenon of politeness and clarify the peculiarities of its expressing in interpersonal interaction, that makes the topic of our research of high priority.

The notion of politeness has received a lot of definitions. A Dictionary of Linguistics and Phonetics describes politeness as “a term which characterizes linguistic features mediating norms of social behaviour, in relation to such notions as courtesy, rapport, deference and distance” [2; 373]. In J. Holmes’s opinion, it shows “positive concern for others ...” [5; 5]. According to P. Brown and S.C. Levinson, politeness “like formal diplomatic protocol presupposes that potential for aggression as it seeks to disarm it and makes possible communication between potentially aggressive parties” [1; 345]. Besides, the scholars present a notion of “face” and differentiate “negative face” and “positive face”: “negative face” means a communicator who wishes to preserve his or her autonomy, whereas “positive face” refers to an individual’s wish to be liked by other people [1; 13].

G. Leech sees politeness as “relationship between two participants whom we may call self and other” [7; 131]. Also, the linguist distinguishes the Maxims of the Politeness Principle: the Tact Maxim (it provides an other’s independence), the Generosity Maxim (it stresses an interlocutor’s significance), the Approbation Maxim (it reduces expressing of dispraise), the Modesty Maxim (it refers to accepting by a listener minimum of praising), the Agreement Maxim (aims to avoid disagreement) and the Sympathy Maxim (means to be supportive) [7; 131]. For instance, the phrase “*Can I take your key?*” sounds more tactful than “*I’m going to take your key*”. Another example does not contain any criticism and illustrates using the Approbation Maxim: “*I was amazed by your speech in public*”. Otherwise, there is disapproval in the phrase “*You could give a better speech*”, that is regarded as definitely impolite.

It is necessary to note that means and forms of politeness messages vary from one culture to another. We are to bear in mind we can’t exist beyond our culture and its standards, for this reason, “our ways still seem the “normal” ones” [6; 11]. However, some of them may not be appropriate or interpreted as characteristics of proper behaviour in other community or society. Furthermore, there are gender differences in showing politeness during conversations. J. Holmes claims that initially it follows from the fact men and women understand purposes of interaction differently, and as a result, they use language unequally [5; 2].

In conclusion, effectiveness of communication is predetermined by following the Politeness Principle. Some signs of politeness might be misinterpreted due to interlocutors’ ethnic background and gender distinctions. Taking into account the considered factors will help to avoid misunderstandings, that can be regarded as a benefit for successful communication.

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