

**COMPARATIVE ANALYSIS OF WISH FORMS ON THE EXAMPLE OF TATAR  
AND ENGLISH ONLINE PUBLICATIONS**

***ANÁLISE COMPARATIVA DE FORMULÁRIOS DE DESEJO NO EXEMPLO DE  
PUBLICAÇÕES ONLINE EM TÁRTARO E INGLÊS***

***ANÁLISIS COMPARATIVO DE FORMULARIOS DE DESEOS SOBRE EL EJEMPLO  
DE PUBLICACIONES EN LÍNEA EN TÁRTARO E INGLÉS***

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**ABSTRACT:** This article is devoted to a comparative study of such verbal means of communication as wish forms. They are an important category of speech etiquette, the significance of which in culture and in the life of society as a whole is undeniable. This is probably one of the few units of speech etiquette that can function in parallel with many other phenomena of speech etiquette, such as greetings, farewells, condolences, thanks, advice, etc. The relevance of the topic is due to the growing interest of linguists in the problems of language and culture, the growth of intercultural relations, as well as the need to understand the place and role of verbal communication, as mutually reinforcing each other in one communicative situation, identifying their communicative-pragmatic features in typologically different structural languages, namely Tatar and English. An integrated approach to the study of verbal means of communication in the Tatar and English languages allows us to identify not only their language features, but also to show the national and cultural specifics of the Tatars and the British, to identify the similarities and differences between two completely different cultures. In this article, we decided to consider such most famous and common wishes as Birthdays, Valentine's Day, Christmas, Ramadan, Kurban Bairam, as well as more specific, local holidays like Saybantuy and Nauruz. The choice of this topic is not accidental, since language learning and knowledge of the culture of the country under study should always go side by side. They are inextricably linked to each other. Knowledge of the culture and traditions of the people give us the opportunity to better understand the language, since many words and expressions are a kind of reflection of their traditions. It is well known that the study of foreign languages begins with such seemingly simple formulas as greetings, farewells, thanks and wishes. This topic, in our opinion, allows you to plunge deeper into the culture of the studied country. The best way to realize and understand the depth of the language is to compare it with your native language. Identify both similarities and differences. For a more accurate and in-depth analysis, we decided to consider examples from online sources. This choice as a source is not accidental, since today the Internet is the richest and most complete source of information, since it is there that you can find standard template greetings and postcards. However, in this work, we tried to consider not

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so much the template greetings used as a model, but the greetings of politicians, celebrities and editorial staff of online publications. Since, living language, in our opinion, is the most interesting and accurate source for comparing two genetically unrelated languages. After analyzing this material, we came to the conclusion that, first of all, the content of the wish is chosen by the speaker with an emphasis on the generally accepted system of values of the listener, his own ideas about what is bad and what is good for the addressee, whether the wish is pleasant or unpleasant to the addressee.

**KEYWORDS:** Wish forms. Online publications. Tatar and english language. Congratulations. Celebrations.

**RESUMO:** *Este artigo é dedicado a um estudo comparativo de meios verbais de comunicação como formas de desejo. Eles são uma categoria importante da etiqueta da fala, cujo significado na cultura e na vida da sociedade como um todo é inegável. Esta é provavelmente uma das poucas unidades de etiqueta da fala que pode funcionar em paralelo com muitos outros fenômenos da etiqueta da fala, como cumprimentos, despedidas, condolências, agradecimentos, conselhos, etc. A relevância do tópico se deve ao crescente interesse de linguistas nos problemas de linguagem e cultura, o crescimento das relações interculturais, bem como a necessidade de compreender o lugar e o papel da comunicação verbal, como se reforçando mutuamente em uma situação comunicativa, identificando suas características comunicativo-pragmáticas em estruturas tipologicamente diferentes línguas, nomeadamente tártaro e inglês. Uma abordagem integrada para o estudo dos meios de comunicação verbal nas línguas tártara e inglesa nos permite identificar não apenas as características de sua língua, mas também mostrar as especificidades nacionais e culturais dos tártaros e britânicos, para identificar as semelhanças e diferenças entre duas culturas completamente diferentes. Neste artigo, decidimos considerar os desejos mais famosos e comuns como Aniversários, Dia dos Namorados, Natal, Ramadã, Kurban Bairam, bem como feriados locais mais específicos como Saybantuy e Nauruz. A escolha deste tema não é acidental, uma vez que a aprendizagem das línguas e o conhecimento da cultura do país em estudo devem andar sempre lado a lado. Eles estão inextricavelmente ligados um ao outro. O conhecimento da cultura e das tradições do povo dá-nos a oportunidade de compreender melhor a língua, visto que muitas palavras e expressões são uma espécie de reflexo das suas tradições. É bem sabido que o estudo de línguas estrangeiras começa com fórmulas aparentemente simples como saudações, despedidas, agradecimentos e desejos. Este tema, em nossa opinião, permite um mergulho mais profundo na cultura do país estudado. A melhor maneira de perceber e compreender a profundidade do idioma é compará-lo com o seu idioma nativo. Identifique semelhanças e diferenças. Para uma análise mais precisa e aprofundada, decidimos considerar exemplos de fontes online. Esta escolha como fonte não é acidental, pois hoje a Internet é a fonte de informação mais rica e completa, pois é nela que se encontram modelos de saudações e postais padrão. No entanto, neste trabalho, procuramos considerar não tanto o modelo de saudação utilizado como modelo, mas sim os cumprimentos de políticos, celebridades e redação de publicações online. Visto que a linguagem viva, em nossa opinião, é a fonte mais interessante e precisa para comparar duas línguas geneticamente não relacionadas. Depois de analisar esse material, chegamos à conclusão de que, em primeiro lugar, o conteúdo do desejo é escolhido pelo falante com ênfase no sistema de valores geralmente aceito do ouvinte, suas próprias idéias sobre o que é ruim e o que é bom para o destinatário, quer o desejo seja agradável ou desagradável para o destinatário.*

**PALAVRAS-CHAVE:** *Formulários de desejos. Publicações online. Língua tártara e inglesa. Parabéns. Comemorações.*

**RESUMEN:** *Este artículo está dedicado a un estudio comparativo de medios de comunicación verbales como las formas de deseo. Son una categoría importante de etiqueta del habla, cuya importancia en la cultura y en la vida de la sociedad en su conjunto es innegable. Esta es probablemente una de las pocas unidades de etiqueta del habla que puede funcionar en paralelo con muchos otros fenómenos de la etiqueta del habla, como saludos, despedidas, condolencias, agradecimientos, consejos, etc. La relevancia del tema se debe al creciente interés de lingüistas en los problemas de la lengua y la cultura, el crecimiento de las relaciones interculturales, así como la necesidad de comprender el lugar y el papel de la comunicación verbal, reforzándose mutuamente en una situación comunicativa, identificando sus rasgos comunicativo-pragmáticos en estructuras tipológicamente diferentes. idiomas, a saber, tártaro e inglés. Un enfoque integrado del estudio de los medios de comunicación verbales en los idiomas tártaro e inglés nos permite identificar no solo sus características lingüísticas, sino también mostrar los detalles nacionales y culturales de los tártaros y los británicos, para identificar las similitudes y diferencias entre dos culturas completamente diferentes. En este artículo, decidimos considerar los deseos más famosos y comunes como cumpleaños, día de San Valentín, Navidad, Ramadán, Kurban Bairam, así como días festivos locales más específicos como Saybantuy y Nauruz. La elección de este tema no es casual, ya que el aprendizaje de idiomas y el conocimiento de la cultura del país en estudio siempre deben ir de la mano. Están inextricablemente vinculados entre sí. El conocimiento de la cultura y tradiciones de la gente nos da la oportunidad de comprender mejor el idioma, ya que muchas palabras y expresiones son una especie de reflejo de sus tradiciones. Es bien sabido que el estudio de las lenguas extranjeras comienza con fórmulas aparentemente tan simples como saludos, despedidas, agradecimientos y deseos. Este tema, en nuestra opinión, le permite sumergirse más profundamente en la cultura del país estudiado. La mejor manera de darse cuenta y comprender la profundidad del idioma es compararlo con su idioma nativo. Identifica similitudes y diferencias. Para un análisis más preciso y profundo, decidimos considerar ejemplos de fuentes en línea. Esta elección como fuente no es casual, ya que hoy en día Internet es la fuente de información más rica y completa, ya que es allí donde se pueden encontrar plantillas estándar de saludos y postales. Sin embargo, en este trabajo, intentamos considerar no tanto la plantilla de saludos utilizada como modelo, sino los saludos de políticos, celebridades y personal editorial de publicaciones online. Dado que, en nuestra opinión, el lenguaje vivo es la fuente más interesante y precisa para comparar dos lenguajes genéticamente no relacionados. Después de analizar este material, llegamos a la conclusión de que, en primer lugar, el hablante elige el contenido del deseo con énfasis en el sistema de valores generalmente aceptado del oyente, sus propias ideas sobre lo que es malo y lo que es bueno para el destinatario, ya sea que el deseo sea agradable o desagradable para el destinatario.*

**PALABRAS CLAVE:** *Formularios de deseos. Publicaciones en línea. Idioma tártaro e inglés. Felicitaciones. Celebraciones.*

## Introduction

Wish is an important category of speaking etiquette. The significance of it in culture and in the life of society is undeniable. This is probably one of the few units of speaking etiquette that can function in parallel with many other phenomena, such as greeting, farewell, congratulation, condolences, thanks, advice, etc.

### The aim of the study

The purpose of the work is to comprehensively study the variety of verbal means of etiquette communication using examples from Tatar and English online publications and their system description using such speech formulas as wishes.

## Methods

First of all, desire is a feeling, and desire is the wish to have this feeling namely to want (VDOVINA, 2001). In the literature there are various interpretations of the term “wish”. The following definition seems most accurate to us: a wish is “feel or express a strong desire or hope for something that cannot or probably will not happen”.

In the Tatar language, the noun “telək” carries the same meaning as in English, i.e. a wish. The word “telək” is derived from the verb teləy (desire). In the Tatar language, it is most often used in the tautological form of “telək teləy”.

It should be noted that the use of wishes, both in the Tatar and in the English languages, is associated with various communicative situations. In this regard, the wishes may be oral and written, as well as, according to Mekeko (2001), they are divided into standardized and individualized.

In the studied languages, standard wishes are used:

- 1) with insufficiently close acquaintance of the communicants;
- 2) in the absence of time for the production of non-standard wishes;
- 3) in the absence of the need to emphasize the nature of their attitude to the addressee;
- 4) with strictly official communication.

Individualized wishes are used:

- 1) when the addressee intends to emphasize his attitude to the addressee;
- 2) when the addressee wishes to strengthen the established contact (MEKEKO, 2001).

First of all, wishes are associated with the festivals, in most cases, they are pronounced during the celebration of any events. Let us analyze the features of using wishes in such communicative situation as “Congratulation”.

Holidays are an important part of society. The advent of new holidays indicates that profound changes are taking place in society. This fact indicates that the holiday is a significant cultural phenomenon that actively influences the formation of the social and cultural paradigm of society. The holiday is a model of historical action aimed at self-determination and self-realization of society.

Each nation has its own traditions and customs that have developed over many centuries and affect the norms of behavior in society, the perception and evaluation of the outside world by members of this society. This applies to both nationwide and family holidays. Tatar national holidays are divided into religious (Id al-Adha, Eid al-Fitr, Ramadan) and secular, celebrated depending on the time of the year.

Now we will consider all these holidays in details. The calendar cycle of national holidays and ceremonies of the Tatar people begins with Nauruz, which was celebrated on the day of the vernal equinox (March 21-22) according to the solar calendar. Shakirda (students of the madrasah) went around the house with songs-wishes of well-being and health, and in response received refreshments from the hosts:

Ah ishegeñ, kerəbez.  
Nəyğyz əytə kiləbez,  
Ash-kyter torabiz,  
Nəyğyz məbarəkbad.  
Abzy, esheñ uñ bulsyn,  
Küñelləreñ hush bulsyn,  
Nəyğyz məbarəkbad.  
Kazanga Barmak Kirk,  
Balykka Carmack Kirk,  
Shəkertkə akcha kirək,  
Nəyğyz məbarəkbad (TATAR ƏDƏBIYATE, 2005).

Despite the fact that nowadays Nauruz is rarely celebrated, and the above congratulations can most often be heard only in schools where children are told in a playful way about this holiday, nevertheless, local media do not forget to mention and congratulate on this holiday. For instance:

“Sezne barygyzny da chyn kuneldən “Nəyrəz” bəyrəme belən təbrik itəbez. Keshelərgə ber-berlərenə bulgan Ƴpkələrne onytyrga, gaepłären kicherergə, izge aməllər kylip, dus həm tynich yashərgə endəyne maksat itep kuigan bəyrəm nyatlren kushylyp kalabiz<sup>4</sup>.

After the end of spring field work, the Tatars conduct Sabantuy. This Turkic word consists of two words: "Saban" (plow) and "thuj" (holiday). Which is one of the most favorite holidays of Tatars. Earlier, on the eve of the holiday, traditionally, children collected gifts for future winners of the upcoming competitions. They went into the houses and wished the owners that the chickens would rush well, that the year should be fruitful, anticipating the wishes with the phrase: Ayagym jinel bulsyn! (May my foot be light). This holiday is considered to be one of the most beloved and revered holidays of Tatars. Let's have a look at the form of congratulations used by the Tatar president R. Minnekhanov: “Sezgə səlamətlek, bəkhət telim! Bez berdəm həm jinel məskhalyk!”<sup>5</sup>.

Consider another example: Sezne Tatar halkynyn gyzəl bəyrəme - Sabantue belən chyn kƳneldən kaynar kotlyym. Kup gasyrlar elek barlykka kiləp, Sabantuy Ƴzenn milli-uzenchəlegen saklap kala aldi. Bu bəyrəmdə tynichylyk, duslyk, birdəmlək ideallary da chagylysh taba<sup>6</sup>.

The most beloved and popular religious holidays of the Tatars, Kurban Bayram and Uraza Bayram, were borrowed from the Arabs after the adoption of Islam. They include a collective morning prayer in which all men and boys have to participate. Then the men are supposed to go to the cemetery and pray near the graves of their loved ones. At this time, women and girls cook at home treats. On holidays (each religious holiday lasted for several days), relatives and neighbors went round with congratulations. Particularly important was a visit to the parental home. Whenever possible, people tried to please each other with gifts, treats, and had dinner parties. In the days of Korban Gaete - the feast of the victims, they tried to treat as many guests as possible with meat, tables were set for two or three days in a row, and everyone entering the house had the right to treat themselves. Consider the following examples: “Bərəkətle Korban bəyrəme unaennan minem yərək tƳrennən chykkən in məkatdəs kotlaularimny kabul ituegezne Ƴtenəm (TATAR INFORM, 2016).

Consider another example: “Korban gaete hər yortka shatlyk həm tatulyk alyp kilsen, ə gailə uchag jylysy kiləchəkkə yshanych həm əmet uyatyp, kƳnellərne jylytsyn”

<sup>4</sup> Available: <https://tatar-inform.tatar/news/culture/21-03-2008/kazanda-n-r-z-b-yr-me-bilgel-p-telde-5543762>. Access: 10 Dec. 2020.

<sup>5</sup> Available: <http://prav.tatarstan.ru/>. Access: 10 Dec. 2020.

<sup>6</sup> Available: <http://kaibicy.ru/news/b%D3%99yr%D3%99m-kaytavazyi/kaybyich-rayonyi-bashlyigy-i-albert-rhmtullin>. Access: 10 Dec. 2020.

In recent years, Muslim holidays have begun to spread widely throughout Europe. In 2019, Teresa May congratulated all Muslims on her Twitter, which was duplicated on bbc news: “Sending my very best wishes to Muslims in the UK and around the world celebrating the festival of Eid al-Fitr” (METRO, 2019).

Or: “May Allah bring you peace and happiness this Ramadan” (BBC NEWS, 2019).

As can be seen from the above examples, the Tatars, being ethnic Muslims, use warm, detailed congratulations.

Speaking about the British holidays, we should highlight such holidays as Christmas Day –Boxing day, New Year’s Day, Good Friday, Easter Monday, May Day, Spring Bank Holiday, Late Summer Bank Holiday. Three Mondays (Easter Monday, Spring Bank Holiday, Late Summer Bank Holiday) are accompanied by fairs, mass entertainment, sports competitions, etc. On these holidays, citizens do not work. In addition, many other holidays are celebrated in the UK, for example: April Fool's Day - All Fools 'Day (April 1), Hallowe'en - All Saints' Day (October 31), St. Valentine's Day - Valentine's Day (14 February), Guy Fawkes Night - Guy Fawkes Night (November 5). It should be noted that during the mentioned holidays Brits do not have any days-off (MEKEKO, 2001, p. 63).

Despite the large number of holidays, festivals, ceremonies in the UK, congratulations are not always provided. Usually they congratulate on the occasion of Birthday, Wedding, Valentine's Day, Mother's Day, Christmas, New Year, Easter, passing exams, obtaining a driver’s license and other family or personal occasions. There are traditional stereotypical expressions inherent in each holiday, which, in turn, depend on many factors.

First of all, we would like to highlight one of the most important holidays celebrated around the world - Christmas. On this day, people give each other gifts, send postcards. In the past 2019, Prince Harry and his wife Megan, breaking the tradition, sent a greeting card with the words “Merry Christmas and a happy new year”, and at the bottom ends: “From our family to yours (THE GUARDIAN, 2019).

Consider another congratulation sent by US President Trump and his wife Melania: “The president and I want to wish each and every American a very merry Christmas [...] We say a special prayer for those military service members stationed far from home and we renew our hope for peace among nations and joy to the world [...]” (ABC NEWS, 2019).

As mentioned above, Christmas is a universal holiday celebrated all over the world. For centuries, living side by side with Russians, Tatars very often congratulate their friends and acquaintances on this holiday. Consider the example of congratulations of President R.

Minnikhanov mentioned in the newspaper “Shahri Kazan”: “Sezğə bəyrəmçə kutärenke rukh, nik səlamətlek, ilgə-kəngə tynychlyk, mullik, iminlek telim!” (SHAHRI KAZAN, 2015).

As can be seen from the two examples cited, each president in his congratulations uses the form of wishes that is most relevant for the country. But most importantly, living in a multinational and multiconfessional country, both want peace between their peoples.

Now we will consider the congratulation of the mayor of the Nizhnekamsk municipal region A. Metshin: “Sezğə chyn kyelemnən sulamləktlek, iminlek, barlyk ashləregezdə həm kylgan niyatləregezdə unyshlar telim. Əlege bəyrəm könnəre yərəkləregezgə yashəy köche estəsen, yortlarygiz hərvaqyt səu həm jylylyk hise belən tulip torsyn!”<sup>7</sup>.

The above congratulations refer to formal and, to some extent, impersonal congratulations. They are addressed to all people and at the same time to no one specific.

Now consider more personalized greetings for Christmas and New Year:

- Merry Christmas, my love! May the Christmas Starlight up our Christmas and bring warmth and happiness to our house!
- Merry Christmas to the most important person in my life! I can conquer the world with you by my side. May our love grow stronger with every Christmas we spend together.
- You are in every Christmas movie I watch. Thank you for being mine, honey.
- The day you walked into my life was the day I learned miracles were real. May this Christmas make you believe in fairy tales again. Merry Christmas, my one and only<sup>8</sup>.

Tatars, in turn, are not customary to express their feelings openly, so they try to avoid such passionate wishes. However, it should also be noted that despite the restraint, in the form of a kind of compensation, the Tatars like to use poetry for congratulations. For instance:

1. Yana elnyn ak karlary,  
Yana bəhet kiterсен.  
Ap-ak chanalarga təyap,  
Kysh babai belən kar kyzy  
Kychtənəch alip kilsen -  
Sine gel səendersen.
2. Yana elnyn sikhri irtəsəndə  
Kynelenə jyrlar uralsyn.

<sup>7</sup> Available: <https://e-nkama.ru/uprava/glava/61105/>. Access: 10 Dec. 2020.

<sup>8</sup> Available: <https://medium.com/>. Access: 10 Dec. 2020.



Yakty elmayyn beløn tarat,  
Ak kyshlarnyn salkyn buranin.  
Səu yalkynnarynnan balkyp kitsen  
Ally-gølle bəyrəm utlary.  
Yana elda Yana bəhet beløn  
Tuly Bulsyn Gomer Yullary<sup>9</sup>.

Compared to the wishes used in the oral form of speech, they are more emotional, expressive and expanded.

In Tatarstan, as in the UK, the following family holidays are celebrated: Birthday, Wedding Day, Mother's Day, etc. The main family holiday is Birthday.

In oral Tatar birthday greetings, the following wishes are used: Tugan kənen beløn! Tugan kənen bulsyn bulsyn! (Happy Birthday!)

In the British speaking etiquette, the most typical units expressing birthday wishes verbally are the followings:

Happy birthday (Happy Birthday!), May your shadow never grow less! (Wish you live many years!), Many happy returns of your birthday! (I wish you many years of life!), Wishing you a happy birthday and the very best always! (I wish you a lot of happiness on your birthday and all the best), etc.

In the formula of some wishes, there are constructions that give congratulations a raised emotionally expressive tone: May I offer you my congratulations on / upon ... (Let me bring my congratulations to ...), May I wish you ... (Let me wish you ...), Let me congratulate you ... (Let me congratulate you ...). For example: Let me congratulate you on the birth of child! - Let me congratulate you on the birth of a child!

During our research work we found out that in the UK according to the speaking etiquette special birthday cards with wishes for a birthday are sent only to certain dates: the 18th anniversary, the 21st anniversary, the 30th anniversary, the 40th anniversary, the 70th anniversary, etc. Unlike the British, Tatars send postcards regardless of certain dates. For instance:

Bugen cinen tugan kənen!  
Sin Dənyaga Kilgən kən.  
Monsu kəzdə bəyrəm yasap,

<sup>9</sup> Available: <https://intertat.tatar/news/>. Access: 10 Dec. 2020.

Nitschek tua belgensen ?! (KORBAN, 2003, p. 41). - Today is your birthday!

You came to this world.

On a dreary day, he presented the autumn festival,

How did you know when to be born ?!

In this example, we cannot determine the age of congratulations, since this is not the focus of attention. The main purpose of this message is to congratulate a person who was born in the fall on a wonderful holiday, happy birthday.

As mentioned above, greeting cards in the UK are sent only on specific dates. It is curious that people who have reached the age of 100 receive congratulations not only from relatives and acquaintances, but also, necessarily, a congratulatory telegram from the Queen of Great Britain. Note that most of the wishes on the occasion of this event are individualized. Refer to the examples:

The heart that loves is always young.

Wishing you a year filled with love and joy.

Happy birthday -

A heart full of love never grows old.

I wish you a year, love and joy are filled, I tell you.

Happy Birthday!

For the addressees of the older generation, wishes are typical - advice, first of all, not to grieve over your age. Sometimes these wishes are expressed in poetic form:

Another Birthday?

Before you start feeling old

And depressed,

Just keep this in mind ...

I have pant horse than you!

Happy birthday -

Another birthday!

Before you start to feel older

And also depressed,

Do not forget

I am older than you!

Happy Birthday!

Short wishes of the following type are also widespread: Stay young! - Stay young!

Tatars, congratulating newly-minted parents on the birth of a child, as a rule, say: Ozyn Gomerle Bulsyn (May he be a long-liver), Təyfikly bulyp yssen (Let grows well-disposed), Imanly bulyp yssen.

The British also decided to send wishes on the child's birthday and when he turns 1 year old. Parents report in the newspapers about the birthday of the child, and the mother, as a rule, receives congratulations from relatives on the wishes of good health and an early return home:

Congratulations - a ready - made family.

We hope you are all doing well, despite the shock,

And that you will be going home soon. - Congratulations to the newly made family.

We hope that despite the shock, you'll do everything right,

And soon you will come home.

Most Tatar greetings are individualized wishes that contain wishes for health, happiness, bright and prosperous days, success in one's personal life, etc. For instance:

Yaz Bashynda Tugangadyr

May koyashi kebek yakty sin

Keche janly, saf kynelle,

Izgeleklər Belen Tula syn.

Tugan kənen belen təbriklibez

Səlamətlek telep in elek.

Gomernen hərber kəne ytsen

Yakty hayyallarga kymelep! -

You were born, apparently, in the early spring,

You were bright like the May sun.

You are humble and noble

Your soul is full of holiness.

Happy birthday

And most importantly - we wish you health.

May every day be yours

Immerse yourself in bright dreams!

In the process of analyzing written wishes in the Tatar language for the birthday, we did not find greeting cards for certain dates, except for congratulations on the round date - the anniversary.

50 yash ul kyp tә, az da,

50 yash ul - oly yul.

Turlese bulgandir yulda,

Yullar jinel bulmy ul.

Avyr chakta bireshmәden,

Sinmadyн, sygylmadyн.

Tormyshyn davyllarynda

Aumadyн, egylmadyн (KORBAN, 2003, p. 63). - 50 years - not a lot and not a little,

50 years is a long way.

There was probably all

There are no easy ways.

You didn't lose yourself in difficult minutes,

Not broken and not bent.

During the hurricanes of life

Did not fall or bend.

In recent years, in connection with active globalization, it has become fashionable among Tatar youth to celebrate Valentine's Day. It is believed that this holiday has existed for more than 16 centuries, but the holidays of Love have been known since ancient pagan cultures. For example, the Romans in mid-February celebrated the festival of eroticism. Lupercalia, in honor of the goddess of love Juno Februata.

The holiday also has a specific “culprit” - the Christian priest Valentine. This story dates back to about 269, while the emperor Claudius II ruled the Roman Empire. The Roman army experienced an acute shortage of soldiers for military campaigns, and the commander was convinced that the main enemy of it was marriage, since the married legionnaire thought much less about the glory of the empire, but how to feed his family. To preserve the military spirit in the soldiers, the emperor issued a decree prohibiting legionnaires from marrying. But the soldiers fell in love from this not less. Fortunately for them, a man was found who, not fearing the imperial anger, began secretly to marry the legionnaires with their lovers. He was a priest named Valentine of the Roman city of Terni (Valentine of Terni). He reconciled quarreling,

helped to write love letters and, at the request of the legionnaires, gave flowers to objects of their passion. Since the end of the 19th century, thanks to English and American entrepreneurs, Valentine's Day became a very profitable business enterprise around the world.

Despite the fact that congratulatory valentines are not printed in the Tatar language in Tatarstan, young people actively congratulate each other. To do this, they use the following formulas: *Izge Vəli Kəne belən!* (Happy Valentine's Day!), *Sin Minem yərəgəmdə!* (You are in my heart!). Unfortunately, there are not enough formulas for congratulations on this day, and many of them are tracing-paper from English.

In the UK on Valentine's Day - St. Valentine's Day, people are especially emotional and sentimental. Usually, wishes for this event are individualized, although sometimes standardized wishes are also found. According to the traditions characteristic of this holiday, the wish is used mainly in written speech. In terms of tonality, wishes can be:

- 1) comic: Here's the to my heart ... use it before I change the lock (Use the key from my heart, use it until I change the lock);
- 2) satirical: If you believe all this you must be ... (If you believe in all this, then you must be ...);
- 3) sentimental: I want to be near you all the time (I want to be with you all the time).

Often there are very emotional individualized wishes that have a detailed form. As a rule, they begin with stylistically elevated turns: *With all my heart I wish you ...* (I wish you from the bottom of my heart ...); *My heartiest congratulations on / upon ...* (My heartiest congratulations on ...).

For example: *Sweet heart, I just want you to know I love you with all my heart and I can't wait to be with you where I can hold you in my arms! You're so precious to me, I Really need you in my life! .. I just want the whole world to be ale to see that you're the light of my life and nothing is going to stop me from being with you. I love you always forever (MEKEKO, 2001)*

Based on these wishes, we can conclude that regardless of the type of wishes (individualized or standardized), the social factors of the addressees and addressees and the tone in which they are expressed, through the wishes for Valentine's Day, there is an eternal theme - Love.

After a comparative analysis of units of the thematic group "Wishing", N.M. Mekeko noted that in the UK this holiday is celebrated by people of almost all generations. "Valentine's

greeting cards are received not only by young people, but also elderly people and children” (MEKEKO, 2001).

Despite the fact that a greeting card is one of the most common types of congratulations (apart from a personal meeting), in recent years, congratulations by phone or email have become popular.

Thus, the Tatars and the British have a lot of holidays, and each of them is accompanied by different wishes, depending on the nature of the event.

According to Vdovina (2001), a fundamentally important difference between congratulations and wishes as etiquette statements is that they obey not the general rules of communication, but their own rules, existing traditions. Because a person perceives congratulations as the norm, as something natural. On the other hand, in the absence of the expected congratulations, the automatism of normal communication is impaired, since the person who was not congratulated, becomes an unpleasant event, no matter how small it is.

Using wishes to greet someone is a kind of occasional use of wishes expressions, since the frequency of this situation determines the functioning of a rather limited range of units as a greeting. Analyzing the cases of using wishes in the communicative situation “Greeting” in the Tatar language, we came to the conclusion that in most cases they are used to greet a person who is currently working. Of these, we can single out expressions as *Alla yardəm birsen* (May God help us), *Alla kuet birsen* (May God grant you strength). The beginning of the work itself is accompanied by the expressions: *Khodayga tapshyrdyk* (With God), *Kherle sөгatty* (Good afternoon).

Sometimes when visiting a loved one, the interlocutor at the entrance to the house makes a wish to *Heerle berakat birsen yortka* (May God send abundance to this house). This wish is most often expressed by older people. In this case, the speaker mentally turns to God.

Most of the wishes of the Tatars in this case fulfill only one of their functions - the function of regulating interpersonal relationships. We haven't found such examples in English.

High-frequency functioning of wishes in the communicative situation “Farewell”. Farewell is the final phrase following the thematic part of the dialogue, in which the results of speech interaction are summarized, the prerequisites are laid for the resumption of contact in the future (VDOVINA, 2001). arise Depending on this, subsequent remarks can arise. Most often such wishes are used as a means of smoothly completing communication with the mutual desire of interlocutors.

In the UK in most of the wishes in the communicative situation “Farewell” are standard wishes that are realized with a specific indication of what they want, i.e., only the object of desire is expressed: With kind regards, With best wishes.

The final phrases may also contain wishes expressing the author’s interest in the affairs of the addressee, willingness to provide assistance, advice, etc. The most commonly used in the Tatar language are expressions such as *Yulna ak jəimə, Isən-sau yər, Khærle səgattyə, Kærle yul, Khoday yardəmennən tashlamasyn* (May God not leave you on the way). The following expressions can be cited as an example from English speech: Be careful, I wish to meet you next time and make all possible, I hope you have a lovely holiday etc.

It should be emphasized that the choice of wishes at parting also depends on the situation, personal relationships of the communicants, their mood, communication style.

In both languages, the range of wishes functioning in the “Gratitude” situation is limited. It is well known that gratitude is a feeling of gratitude, a willingness to respond with a service to the assistance provided, attention; manifestation, expression of this feeling.”

In the UK, after a dinner party, celebration, gift, etc. it is customary to send cards with gratitude, which is sometimes accompanied by her wishes. Therefore, in English speech, the wish in the thematic group “Gratitude” is more often realized in writing. Having analyzed the thank-you cards, N.M. Mekeko came to the conclusion: despite the fact that they represent individualized wishes, they can be divided into two groups: comic and sentimental. Here are some examples:

To thank you for your generosity. I should like to offer you my first born child. Oh heck, take them all! “Thank you for your generosity.” In gratitude I offer you my firstborn. Yes, even though there, take them all!

Especially for you, with heartfelt gratitude. - Especially for you, my sincere gratitude.

The absence of this tradition in the Tatar language does not make it possible to conduct a comparative analysis of the written wishes used in the communicative situation “Gratitude”. Often expressions of gratitude through the expression of wishes are found in oral speech. In most cases, these wishes are based on a call to divine power. For example: *Khoday uzene mene belen kaytarsin* (May God give you a hundredfold), *Alla Yardəmenen tashlamasin*. Often there are expressions of gratitude in writing when addressing the editorial office of a newspaper or magazine. Let us turn to the example of gratitude addressed to the chief editor of the newspaper “Akcharlak”: *“Isənmesez, hərmətle Gabdelfət Safin! Bu hatymny sezgə chiksez rəkhmətləremne jitkery əchen yazam. Gabdelfet, “Tatarstan - Yana Gasyr” kanalyndan senen “Yaraly yazmyshlar” isemle tapshyruygizny karagach, telsez kaldym hətta ber məl .....*

Jyrchylarnyr ber-bersenə bulgan mənəsəbətə tetrenderde mine.... Gabdelfet, Enem, Ses tanylgan jirchy, Tatar Khalkyna Matur, tyren echtəlekle, shəp gazet bylək ituche genə tygel, nechke künelle shəhes tə ikənsəz. Shundy olug, bəkhətsəz jyrchylarnyn yazмышyn bitaraf kala almaganygiz, halyknyn kyzən achkanygiz əchen men rəkhmətle bez Sezgə! Allanyñ rəhmətlərə yausyn!” (AKCHARLAK, 2009, p. 7). - Hello, dear Gabdelfat Safin! I am writing this letter to express my infinite gratitude to you. After watching on the TV channel “Tatarstan - a new century” your program “Wounded Fates” simply remained without words [...] The relationship of the singers to each other deprived me of peace and sleep. Gabdelfat, you are a famous singer and not just a person who presented a newspaper with deep meaning, you are an extraordinary person. You did not remain indifferent to the life of such famous singers. Thank you for opening your eyes to the people a thousand times! God help you!

Thus, expressing gratitude in writing requires an explanation of the reasons, motives for a given speech action, in other words, it is necessary to explain why, in fact, the speaker thanks his addressee.

In most cases, we meet wishes in advertising texts, since the purpose of advertising is to arouse the consumer’s desire to buy and turn this desire into a necessity. That is why many advertising texts end with phrases containing various wishes that enhance the motive of the advertisement and give it an emotional coloring. Being a special type of text and possessing tremendous power of psychological impact on society, advertising actively functions as one of the most important means of intercultural communication.

We did not find advertising texts in the Tatar language, in English we can cite as an example:

Learn English successfully with ELS (MEKEKO, 2001, p. 114) - Successfully learn English with ILS.

Most often, the wishes used in advertising texts are modal designs, with forms of imperative mood, in them, as a rule, only the object of desire is expressed.

## Results and discussion

After analyzing the material on the topic, we can say that, first of all, the content of the wish is chosen by the speaker with an emphasis on the generally accepted system of values of the listener, his own ideas about what is bad and what is good for the addressee, whether the wish is pleasant or unpleasant to the addressee (AKHMETZYANOV; MULLAGALIEV, 2018; GIMADEEVA *et al.*, 2019; KONDRATEVA; SABIROVA; PLOTNIKOVA, 2018;



NURGALIEVA *et al.*, 2019; NURTDINOVA; SADYKOVA, 2019; SATTAROVA; SABIROVA; KONDRATEVA, 2019).

## Conclusion

Wishes, as a natural norm of communication, have tremendous power to influence a person, since they are aimed at creating a good mood in the interlocutor. As we see, wishes in both Tatar and English have various forms of use, which characterizes them as the most common unit of speech etiquette.

An indispensable element of desire is the element "I want it to be so with you" (WIDOW, 2001, p. 52). The content of the wish is chosen by the speaker with emphasis on the generally accepted system of values, on the idea of the listener's value system, and finally, his own ideas about what is bad and what is good for the addressee, whether the wish is pleasant or unpleasant for the addressee.

Thus, wishes are multifunctional etiquette statements that can convey not only the meaning of the wish, but also combine their own meaning with others, in particular, greeting, farewell, advice, gratitude and compliment. A specific feature of wishes as etiquette utterances is their attachment to certain communicative situations.

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