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**LINGUISTIC ETIQUETTE IN
AKAKI TSERETELI'S
PUBLICIST LETTERS**

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ABSTRACT

Linguistic etiquette is manifested differently in texts of different styles (literary, official-business, publicist, etc.). Akaki Tsereteli's journalism contains quite a wealth of material in this regard.

Akaki's publicist letters cover current issues of his epoch (19th century). The author often portrays the vicious sides of the society of that period but tries to disguise his ideas under the guise of linguistic ethics. That is why his writings frequently display euphemistic passages, words, and phrases, which, to be understood, sometimes require taking the epoch and the political situation in the country into consideration.

Akaki Tsereteli's journalism pays considerable attention to the adherence to linguistic ethics. By applying various linguistic means (personal, demonstrative, and indefinite pronouns, verb forms, address forms, parenthetical words, and phrases, omitting a word or group of words, substituting words, using phraseological units, antithesis, etc.), the writer tries to make the message clear and understandable, so as not to name a specific addressee, not to humiliate the author or the reader, which, in general, creates an interesting picture of polite speech and, one might say, eloquence.

Keywords: Georgian journalism, linguistic etiquette, Akaki Tsereteli.