

## EMPHATIC APOLOGY IN GERMAN LINGUACULTURE

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**Key words:** *speech genre, emphatic apology, utterance, speaker, addressee, malicious act.*

In the proposed article, apology is considered as a speech genre (hereinafter SG), which is a set of lingua-pragmatic meanings typical of the implementation of apology in German. At the heart of such SG lies the pragmatic intention or set of pragmatic reasons inherent in the SG under investigation.

For the reason given in the proposed study, we distinguish the following subtypes of SG of apologies:

1) emphatic apology (a) apology in the interests of the speaker; b) an apology in the interests of the listener; c) an apology in the common interests)

2) etiquette apology

3) formal apology

The purpose of the article is to analyze and implement a pragmatic description of emphatic apology as one of the subtypes of SG of apology; to distinguish the differences of emphatic apology from other subtypes of the studied SG.

The main factors of emphatic apology are considered to be the high degree of seriousness of the harm done to the addressee; the speaker's awareness of his or her responsibility for the action taken; psychological discomfort experienced by the addressee as a result of a negative act; the desire of the addressee to plead guilty and to restore the balance in their relationship. In such a case, the speaker's communicative purpose is to express his/her negative attitude/negative evaluation of his or her own action and to take responsibility for the situation that led to his/her behavior.

Emphatic apology is divided into *apology in the interests of the speaker, the listener, and in the mutual interests of both interactors*. The main criterion for distinguishing between these three subtypes of emphatic apology is the direction of interest or the need for apology.

An emphatic apology is distinguished from etiquette or official apology by the fact that in a situation of emphatic apology, the speaker expresses his feelings about the event that occurred and caused harm to the addressee. At the center of the emphatic apology there is a speaker who sincerely seeks to have the addressee forgive him and his emotions, namely deep psychological discomfort and recognition of his responsibility for his negative act.

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