

Turkish Language Social Etiquette Variations In Line With Social Norms

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ABSTRACT

This paper is written to illuminate the social reality of the Turkish socio-culture phenomenon in which there are many words or phrases, being used as social etiquettes among Turkish speakers and these words are unclear in their disposition according to Turkish social norms. Social norms are considerably commonly understood as the particular unwritten rules that are being shared by members of the same group or society such as greeting, apologies, farewells condolence, celebrations, etc. And, descriptive phenomenological analysis as a research design, assists in this way where focus on the way things appear to us through experience or come across in our consciousness. Thus, the Turkish language is rich in its cultural perspective, this research found 62 words or phrases as social etiquettes, widely common among Turkish speakers within Turkish language social settings. Besides this, there are certain social norms, interrelated with above mentioned 62 social etiquettes to define the meaning of these social etiquettes in meaningful way, there are 12 different social norms that are being discussed in this paper.

Keywords: Etiquettes, Social etiquettes, Turkish language, social norms, Descriptive Phenomenological analysis

INTRODUCTION

The Turkish population report by Grimes (1996) is clear that 90 % population speaks the Turkish language, and according to their national policy, Turkish is considered to be the national language in Turkey. Similarly, without any question, having a single major language or the most native speakers of a single language in a country out weight from its flows in countless ways (Akin, 2023; Evans, 2022). Besides this, Turkish society had rapidly changed from a rustic, customary, rural, imperious society to an unexpected present day, as a metropolitan, modern, democratic one still; it is on a changing stage. However, until certain prevailing ideals of a traditional, rural, agricultural society and a highly nationalistic state, a particular ideology had fueled variation.

it is undeniable that every language has its social etiquette. The Learner's Online Dictionary defines etiquette as the rules indicating the proper and polite way to behave (Tümkeya, 2024). Others, the Merriam-Webster Online Dictionary which expounds its further meaning while giving French word references such as "ticket" or "label attached to something for identification." The word etiquette was borrowed from French (and altered to "etiquette") which refers meaning in the sense of written protocols as description orders of precedence or behavior demand who are appearing in court during 16-century in Spain (Yildirim, 2021). And, these etiquettes applied to the court ceremonies themselves as well as the documents which attribute in another sense "proper Behaviour" to their "etiquette". Onward to this During 18 century, English people adopted both words and they accepted second word's meaning form the French (Tosi, 2020).

Deale & Lee, (2021) code of conduct is an etiquette that specifies the anticipation and conventional behavior in certain cultures, classes, or groups of people. Moreover, manners can shape numerous parts of individual social collaborations, which demonstrate a significant societal set of rules as well as a singular's status within the general public. Murphey, (2023) in Old French times, the word etiquette (or etiquette), which stands for "to attach," "to stick," or "to fix," is the source of the word "etiquette." However, the recent understanding of the term (etiquette) traced back associated with the royal court of French king Louis XIV (1638–1715). And, countries were reminded by small placards which were being called "etiquette," a kind of behavior that is expected from them in the court, e.g., they were not allowed to walk in certain areas of the palace gardens (Roosevelt, 2016). Likewise, language etiquettes refer to the words and phrases used to greet people, inquire about something, address someone, or use appropriate intonation to convey politeness for other things to comprehend or to be comprehended (Jdetawy & Hamzah, 2020). Post adds, "When you apply these principles consistently, etiquette becomes a tool that lets you build better relationships and be more successful in everyday aspect of your life (Gürbüz, 2023). Though this establishes the fact that etiquette is not outdated, nor is it a new concept, it is not an obsolete tradition either. Therefore, we now need to understand etiquette more than ever before.

On the other hand, social norms are rules of action shared by people in a given society or group; they define what is considered normal and acceptable behaviour for the members of that group (Cislaghi & Heise, 2020). They can influence, for instance, how people dress for a wedding, stand in line when buying something, shake hands when meeting someone, say bless you when someone sneezes, offer their seat on the bus to someone older, or speak quietly at the library, to cite a few examples (Brandon, 2017).

Turkish is full of social etiquette, which is spoken frequently in the daily routine of life within the social environment by its natives and even more by the non-natives who are part of its society. Social etiquette is spoken frequently within everyday conversation in Turkish, which is different from any other language in the world. Even more, these phrases are common among every class, status, profession, age and gender, which is an urging point to find the certain undefined reality regarding Turkish social etiquette variations or varieties according to the social norms.

The research paper will not only assist readers in understanding the Turkish language and its social impact but also define the abundance of social etiquette in the Turkish language and various social norms of Turkish culture.

THE RESEARCH QUESTIONS ARE AS FOLLOWS

- What and how are different social etiquettes in Turkish in line with social norms?
- Does the Turkish language have different social etiquettes following the different social norms?

LITERATURE REVIEW

Certain words such as politeness and etiquette are interchangeable. Expression Etiquette is mentioned within (usually Büyük Türkçe Sözlük (2008a: 24), such as "(Ar. âdâb "ways, principles" and mu'âşeret "living together" combines to âdâb-ı mu'âşeret). However, there are certain rules in politeness for respect and manners that are confirmed in society to regulate the interactions between humans (Şimşek, & BULUT, 2019). Language spoken etiquette is a combination of a lot of various language varieties and certain spoken units, which represent a linguistics tool and accumulate in every individual society to serve and express a non-conflict, "normal attitude toward people, which means a benevolent attitude". The etiquettes are expressions of behavior in verbal form (Valsiner, 2005). In the same manner, speech etiquettes are also recognized as language etiquettes. There are indeed accepted sets of rules in line with the forms, contents, orders, characters, and situational relevance of an expression or utterance (Terkourafi, 2011). Besides this, language etiquettes are referred to as words or phrases that are being used to greet people, ask for permission, ask for something, address someone, use proper intonation to show politeness, etc. According to Agyekum (2005) defined as "the sequential organizations beyond a sentence either as activities of one person or as the interaction of two or more people (Watts, 2019). Kazakh etiquette, or âdep, is a way of keeping society's mutual relationships in check. It has developed unique characteristics. It is consistent with the practices of the Turkish ethnics and people of the East in many ways, which is partially reflected in the Sharia (Shadkam & Paltore, 2018).

The concepts in the social sciences are as fundamental and cross-disciplinary as the concept of social norms, commonly understood as the unwritten rules shared by members of the same group or society (Legros & Cislaghi, 2020). The study of social norms spans several disciplines, including philosophy (Nichols, 2002), sociology (Michalski, 2016). Social norms are not written in stone; they naturally evolve through time and sometimes can change very quickly (Bicchieri, 2005). One of the most frequently cited social norms theories, Fishbein and Ajzen's theory of reasoned action describes attitudes as internally-motivated judgments that people make about something, such as: "I don't like going to church" Social norms, instead, are beliefs about what other people do and approve of; for instance, "People around me go to church, and people important to me expect me to do likewise (Herath, 2010)." Second, various streams in social norms theory posit that norms apply within a 'reference group' (Slone, 2007). That is, different groups of people have different rules. Instance, a young man may feel unwilling to use foul language in front of his family but feel quite comfortable

using coarse language when alone with his friends; he adapts his behavior to the expectations of specific reference groups (Molinsky, 2013). Researchers have been aware of the influence of social norms informal rules of behavior that dictate what is acceptable within a given social context for a long time (Young, 2007; Mackie et al., 2015; Chung & Rimal, 2016). Generally speaking, there are three main schools of thought on social norms that respectively defined them as (i) behavioral patterns, (ii) collective attitudes, and (iii) individuals' beliefs about others behaviors and attitudes (Morris, 2012). However, scholars one school of thought in this tradition argue that social norms are one's beliefs about (i) what others do and (ii) what others approve and disapprove (Morris & Liu, 2015).

METHODOLOGY

This research paper is based on the qualitative method, where researchers rely on the descriptive phenomenological method as a research design to construe their research questions. Phenomenological researchers focus on the way things appear to us through experience or come across in our consciousness, whereas phenomenological researchers have a purpose in defining detailed descriptions of lived experience. The fundamental principle of descriptive phenomenology is to have a deep understanding of a phenomenon as being experienced by a participant in their real-life situation. The data of this article is based on unstructured interviews and close social observation to collect social etiquette in the Turkish language within Turkish particular social environment. These interviews are being conducted among native Turkish and four co-researchers from Turkey respectively from different cities Exerts 1 (Tobraz City), Exerts 2 (Kırklareli City), Exerts 3 (Kırşehir City) and Exerts 4 (KAHRAMANMARAŞ) to define the real sense of language within particular Turkish social context by (Colaizzi, 1978) who considered that participants of phenomenological study as co-researchers. He called for dialogic research where the dialogue occurs only among persons on equal levels, negating the distinction between researcher and participant.

DP has two distinct branches in its nature, the descriptive and the hermeneutic or interpretive. The first branch which is adopted for the lived experience festival study was developed from the philosophies of the earlier works of Husserl (1859-1938). The lived experience approach of phenomenology offered a well-grounded philosophy for the lived experience of social etiquettes to study within the native Turkish language context. "The overall aim of lifeworld research is to describe and elucidate the lived world in a way that expands our understanding of human beings and human experience (Dahlberg et al., 2008, p. 37). Colaizzi's (1978) distinctive seven-step process provides a rigorous analysis, with each step staying close to the data. The result is a concise yet all-encompassing description of the phenomenon under study, validated by the participants who created it.

The following steps represent the Colaizzi process for phenomenological data analysis (Sanders, Shosha, 2012; Sundler & Palmér, 2019; Beck, 2013).

1. Every transcript needs to be read or re-read to gain a general sense of the phenomenon's context.
2. And then, from each transcript, extract certain significant statements of the undergoing study. These pertain statements should be recorded or noted down separately.
3. These significant statements should compose meaningful meaning.
4. Onward this, certain composed meaningful statements should be categories or clusters of themes or themes.
5. The study's findings, with their phenomenon disposition, should be integrated into an exhaustive description.
6. The basic structure of the phenomenon that is being carried out should be reported.
7. As a consequence, the validation of a particular phenomenon study should be sought, and the research participants should compare the researcher's descriptive results with their experiences.

RESULTS

The Turkish language is rich in demand for social etiquette and its variations according to Turkish social norms among every individual or group within the Turkish social environment. However, it is remarkably astonishing that 62 words or phrases in the Turkish language are considerably used as social etiquette among a person or a group of Turkish Indigenous in their everyday life. "What to Do, When to Do It, and Why defines Etiquette as, "a code of treating people with and making choices based on consideration, respect, and honesty" by Peter's post book "Essential Manners for Men" Post (2015).

Furthermore, this research found certain social norms that are interrelated with these social etiquettes to define their meaning in a meaningful way within the particular Turkish social norms.

Here are these 62 words or phrases that were found as social etiquettes among Turkish people.

1. "ELİNE SAĞLIK/ELLERİNE SAĞLIK" (May your hand be blessed?) It is a way of saying "thank you." or expressing appreciation for what someone has done. It is used primarily when someone cooks a delicious meal and it is also usable after a well-done work to express that they did a good job. It is feasible to use when someone fixes a broken device or paints a good-looking picture. Basically, when someone has completed a task

or done something productive

2. "TEŞEKKÜRLER" (Thanks) It is less formal than "teşekkür ederim." It is an expression of thankfulness for help or service received and appreciates positive behaviour.

3. "RICA EDERİM" (You are welcome) It is a response to thank you. It is used in response when someone thanks you

4. "AFİYET OLSUN" (Enjoy your meal) It is used to wish someone enjoy his or her meal, it can be before, during, and after they eat their meal.

5. "KENDINE İYİ BAK" (Take care of yourself) In other words, it means 'treat yourself well'. It is mostly used as a farewell phrase.

6. "KENDINE DIKKAT ET" (Take care of yourself) It means to be cautious with your well-being and actions in a positive manner. It is mostly used as a farewell phrase.

7. "KOLAY GELSİN" (May you have easiness on your work) It is used to wish someone ease on their job or tasks.

8. "GEÇMİŞ OLSUN" (Get well soon) It is used to wish someone good health when they have a health issue or have recovered from an illness. It is also used when something bad happens.

9. "SAĞ OL" (Thank you) It is used to express gratefulness and means 'thank you' in an informal way. It can be used while talking to family, friends, etc. The literal meaning of this phrase is "be healthy, be well".

10. "SEN DE SAĞ OL" (Thank you too) Expressing when you are thankful as well. It is also informal.

11. "BİR ŞEY DEĞİL" (No worries) the user of this phrase humbly receives thanks from a person's gratefulness.

12. "NE DEMEK" (You are welcome) It is used when someone thanks you.

13. "ŞEREF!" (Cheers!) Often used while toasting, people say 'Şerefe!' before raising glasses and drinking together.

14. "ÇOK YAŞA!" (Bless you) It is used when someone sneezes and to wish someone a long and healthy life.

15. "EFENDİM" (Yes) It is used when someone calls you by your name.

16. "BUYUR/BUYRUN" (Here you go) generally used to invite or present something to someone politely or to offer a service. It is mostly used to replace "come in" and as a response to "Can I ask you something."

17. "HOŞ GELDİNİZ" (Welcome) It is used to greet guests when they arrive at someone's home, event, workplace, etc.

18. "ALLAH RAHMET EYLESİN" (May rest in peace) It is being used when someone experienced the death of a loved one.

19. "BAŞINIZ SAĞ OLSUN" (Sorry for your loss) It is being used after someone passed away.

20. "HER ZAMAN" (Any time) It is used to indicate that something is going to happen continuously without anticipation. It is also used after someone thanks you.

21. "MEMNUN OLDUM" (Glad to meet you) the common and appropriate phrase to greet someone after they tell their name for the first time.

22. "SİKINTI DEĞİL" (No problem) It is used after someone apologizes to you. It is used to make them feel peace.

23. "İYİ GÜNLER" (Have a nice day) It is used to wish someone a good day. It is a polite and formal way to say goodbye.

24. "ALLAH'A HAVALE EDİYORUM" (I leave it to the God) It is used when someone gives up, accepts, or resigns from a situation or outcome, particularly in the challenges or issues beyond their control. It is a religious term.

25. "BEN DE MEMNUN OLDUM" (I am also glad)

It indicates mutual pleasure. It is used to mention that you are also pleased.

26. "TANIŞTIĞIMA MEMNUN OLDUM" (I am glad to meet you) It is used while meeting someone for the first time; this is the common and appropriate approach to greeting them.

27. "BEN DE TANIŞTIĞIMA MEMNUN OLDUM" (I am glad to meet you, too) This indicates the mutual pleasure of meeting someone for the first time; this is the common and appropriate approach to greeting them.

28. "BAYRAMINIZ KUTLU OLSUN" (May your Bayram be blessed) It is used to express warm wishes and blessings. It is a respectful way of celebrating special occasions. This is the formal way of celebrating.

29. "İYİ BAYRAMLAR" (Have a good holiday) It is used to wish someone a happy holiday. It is an informal way of celebrating.

30. "ALLAH'A ISMARLADIK" (We leave you in God's care) It is an informal way of saying goodbye. This is a phrase for expressing good wishes and is also a religious term.

31. "GÜLE GÜLE" (Goodbye) It is used when someone is leaving. It is used for both formal and informal situation.

32. "AFFEDERSİNİZ" (Excuse me) It is casually used for minor inconveniences. It is used to take someone's attention.

33. "ÖZÜR DILERİM" (I am sorry) It can be used when expressing regret for a serious mistake or formal apologies.

34. "ÖNEMLİ DEĞİL" (It is not important) It is used to reassure someone that the issue is not important. It is used after someone thanks you and apologizes.

35. **"HAYIRLI İŞLER"** (May your work be blessed) It is used to wish someone good luck in their job. It is also used while leaving from somewhere or entering somewhere. This is an informal and religious term.
36. **"İYİ ŞANSLAR"** (Good Luck) It is used when expressing support and encouraging someone
37. **"ŞANSIN BOL OLSUN"** (May you have plenty of luck) It is used for wishing someone to be very lucky in their actions or attempts.
38. **"DOĞUM GÜNÜN KUTLU OLSUN"** (Happy birthday to you) It is used for celebrating someone's birthday.
39. **"SAĞLIK OLSUN"** (May you have health) It is used to express consolation when something bad happened.
40. **"GÜLE GÜLE KULLAN"** (Use it with a smile) It is used while giving a gift to someone or when someone buys something new.
41. **"SIHHATLER OLSUN"** (May you have health) It is used when someone gets a new haircut or shaves his beard. It is also used after someone has a shower.
42. **"MUTLU BAYRAMLAR"** (Happy holidays) It is used for celebrating holidays.
43. **"İYİ EĞLENCELER"** (Have fun) It is a way of expressing good wishes for someone to have a great time.
44. **"BAŞARILAR"** (Wishing you success) It is used for wishing someone a good achievement in their activities or attempts.
45. **"AYNEN ÖYLE"** (Exactly) It is used to confirm someone's statement. It indicates that you are in the same opinion as the speaker.
46. **"ALLAH ALLAH"** (Oh my God) It conveys astonishment, wonder, or amazement. It is additionally suitable to convey amazement or appreciation. It is informal. It provides different meanings according to intonation. This is a religious term.
47. **"YAPACAK BİR ŞEY YOK"** (There is nothing to do) It is used when there is no solution to a problem. It is mostly used if a person feels desperate.
48. **"BAŞIMIZA DERT ALDIK"** (We have gotten into trouble) It is used when someone unexpectedly encounters a problem. This is an informal phrase.
49. **"DERTSİZ BAŞIMIZA DERT AÇTIK"** (We brought trouble upon ourselves) It is used when a group of people unnecessarily creates trouble for themselves. This phrase can be used when a problem occurs needlessly and becomes complicated.
50. **"KOLAYSA BAŞINA GELSİN"** (May it come your way if it is easy) If it is an easy job, the person might wish the same easiness for the person who says 'Kolay gelsin'. However, if the job requires hard work, the person sarcastically complains to the person who said 'Kolay gelsin' and sub-messages, 'If you think it is easy, you should try it too.'
51. **"YAŞA BE"** (Well done!) It is used when someone accomplishes a noteworthy success and achieves a difficult task. "Yaşa be" is an informal and enthusiastic way of showing appreciation to someone. It may be used after a football player scores a goal.
52. **"GÖRÜŞÜRÜZ"** (See you) A common phrase to say goodbye and is more suitable for informal contexts.
53. **"SELAM"** (Hi) A common greeting phrase. "Selam" is an informal phrase and is mostly used among acquaintances and friends. A more relaxed and sincere way to greet someone. Often preferred in written communication.
54. **"YENIDEN GÖRÜŞÜRÜZ"** (See you again) Expresses that you expect to see the other person again. It is possible to use in both formal and informal contexts.
55. **"YEMİN EDERİM"** (I swear) It is used to emphasize the seriousness of the situation. Assures truthfulness of something. It adds a stronger meaning to statements. People mostly say while convincing someone or while promising.
56. **"CANIN SAĞ OLSUN"** (Let your soul be healthy) It may be used to console someone when they apologize or if someone is worried about causing a potential problem to you. "Canın sağ olsun" can be translated to English as "No worries". However, this is not a valid response to "thank you". This phrase is often used as a response to these two situations mentioned above.
57. **"MARHABA"** (Hello) This is the most common first greeting phrase in Turkish. "Merhaba" is feasible in both formal and informal contexts.
58. **"GÖRÜŞMEK ÜZERE"** (Until we see each other) The formal version of "Görüşürüz" (See you).
59. **"ALLAH'A EMANET OL"** (May God protect you) it has two meanings; one of them is used like "take care of yourself," and the other one is used when someone goes somewhere.
60. **"HOŞBULDUK"** (We are honored) It is a response to "Hoş geldiniz."
61. **"MAALESEF"** (Unfortunately) It is used as apologies when something bad happens or commit a mistake.
62. **"TAMAMDİR"** (All right) Informal way of saying "okay". It can be used as confirmation, agreement, or assurance.

According to the definition by Dumbaugh & Kohli, (2024), certain rules of action were being shared by the general public in a particular society or group, and these society members or group members elaborate on what is considered normal or acceptable behavior for the member of the society or a group is called as social norm. This particular definition of social norm highlights that social norms pertain to rules among society or groups to be followed by its members. Social norms are rules or standards for behavior that serve as guides for

people's actions, help create expectations about how others will act, and promote greater coordination in social life (Smith, 2020). Therefore, social etiquettes had a prevailing existence under certain rules of the society or group, which were being sorted out with the assistance of descriptive phenomenological analysis of this study, such as certain themes that were governing Turkish social etiquettes. There are "11" different social norms in which Turkish language speakers are using different social etiquettes in a Turkish language context. In this research, Turkish social etiquettes were under the functionality of various social norms in which these social etiquettes were atrocious (Dulayeva & Khalel, 2023).

After a deeper analysis, there are "12" types of social norms, which are mentioned below in the table, with their particular social etiquettes and dispositions in the sense of meaning according to the social norms.

The below table shows the thematic-based social norms of Turkish social etiquette.....

Eating Commendation / Wishes	Eline sağlık/Ellerine sağlık (May your hand have health always)	It's a way of saying "thank you" or expressing appreciation for what someone has done. It is used primarily when someone cooks a delicious meal and is also usable after a well-done job to express that they did a good job. It is feasible to use when someone fixes a broken device or paints a good-looking picture. Basically, it is used when someone has completed a task or done something productive.
	Afiyet olsun (Enjoy your meal)	It is used to wish someone enjoyment before, during, and after they eat their meal.
Health wishes	Geçmiş olsun (Get well soon)	It is used to wish someone good health when they have a health issue or have recovered from an illness. It is also used when something bad happens.
	Çok yaşa! (Bless you)	It is used when someone sneezes. Moreover, to wish someone a long and healthy life.
	Sağlık Olsun (May you have health)	It is used to express consolation when something bad happened.
	Sihhatler olsun (May you have health)	It is used when someone gets a new haircut or shaves his beard. And it is also used after someone has had a shower.
Wishes	Kolay gelsin (May it come easy to you.)	It is used to wish someone ease in their job or tasks.
	İyi günler (Have a nice day.)	It is used to wish someone a good day. and to say goodbye politely and formally.
	Hayırlı işler (May your work be blessed)	It is used to wish someone good luck in their job. It is also used while leaving from somewhere or entering somewhere. This is an informal phrase.
	İyi şanslar (Good luck)	It is used when expressing support and encouraging someone.
	Şansın bol olsun (May you have plenty of luck)	It is used for wishing someone to be very lucky in their actions or attempts.
	Güle güle kullan (Use with a smile)	It is used while giving a gift to someone or when someone buys something new.
	İyi eğlenceler (Have fun)	It is a way of expressing good wishes for someone to have a great time.
	Başarılar (Wishing you success)	It is used for wishing someone a good achievement in their activities or attempts.
Gratitude Interaction /	Teşekkürler/ Teşekkür ederim (Thanks)	It is less formal than "teşekkür ederim." It is an expression of thankfulness for help or service received and appreciation for positive behavior.
	Rica ederim (You are welcome)	It is a response to thank you. It is used when someone thanks you.
	Sağ ol (Thank you)	It is used to express gratefulness and means 'thank you' in an informal way. It can be used while talking to family, friends, etc. The literal meaning of this phrase is "be healthy, be well".
	Sen de sağ ol (Thank you too)	Expressing when you are thankful as well. It is also informal.
	Bir şey değil (No worries)	The user of this phrase humbly receives the thanked person's gratefulness.
	Ne demek (You are welcome)	It is used when someone thanks you.
	Efendim (Yes!)	It is used when someone calls you by your name.
	Buyer/Buyrun (Here you go)	It is generally used to invite or present something to someone politely or to offer a service. It is mostly used to replace "come in" and as a response to "Can I ask you something?"

	Önemli Değil (It is not important)	It is used to reassure someone that the issue is not important. It is used after someone thanks you and apologizes
Farewell / Farewell response	Kendine iyi bak (Take care of yourself)	In other words, it means 'treat yourself well'. It is mostly used as a farewell phrase.
	Kendine dikkat et (Take care of yourself)	It means to be cautious with your well-being and actions in a positive manner. It is mostly used as a farewell phrase.
	Allah'a ısmarladık (We leave you in God's care)	It is an informal way of saying goodbye. It is also a religious phrase for expressing good wishes.
	Güle güle, (Goodbye)	It is used when someone is leaving. It is both formal and informal.
	Görüşürüz (See you)	A common phrase to say goodbye and is more suitable for informal contexts.
	Görüşmek üzere (Until we see each other again)	The formal version of "Görüşürüz" (See you).
	Yeniden görüşürüz (See you again)	Expresses that you expect to see the other person again. It is possible to use in both formal and informal contexts.
	Allah'a Emanet Ol (May God protect you)	It has two meanings; one of them is used like "take care of yourself," and the other one is used when someone goes somewhere.
Greeting/greeting response	Hoş geldiniz (Welcome)	It is used to greet guests when they arrive at someone's home, event, workplace, etc.
	Hoşbulduk (We are honored)	It is a response to "hoşgeldiniz."
	Merhaba (Hello)	This is the most common first greeting phrase in Turkish. "Merhaba" is feasible in both formal and informal contexts.
	Selam (Hi)	A common greeting phrase. "Selam" is an informal phrase and is mostly used among acquaintances and friends. A more relaxed and sincere way to greet someone. Often preferred in written communication.
	Memnun Oldum (Glad to meet you)	the common and appropriate phrase to greet someone after they tell their name for the first time.
	Ben De Memnun Oldum (I am also glad)	It indicates mutual pleasure. It is used to mention that you are also pleased.
	Tanıştığıma memnun oldum (I am glad to meet you)	It is used while meeting someone for the first time; this is the common and appropriate approach to greeting them.
	Ben de tanıştığıma memnun oldum (I am glad to meet you, too)	This approach indicates the mutual pleasure of meeting someone for the first time, and it is common and appropriate to greet them this way.
Condolence	Allah rahmet eylesin (May rest in peace)	It is being used when someone experienced the death of a loved one. This is a religious phrase.
	Başınız sağ olsun (Sorry for your loss)	It is being used after someone passed away.
	Canın sağ olsun (Let your soul be healthy)	It may be used to console someone when they apologize or if someone is worried about causing a potential problem to you. "Canın sağ olsun" can be translated to English as "No worries". However, this is not a valid response to "thank you". This phrase is often used as a response to these two situations mentioned above.
Interaction Response	Her zaman (Any time)	It indicates that something will happen continuously without anticipation. It is also used after someone thanks you.
	Allah'a havale ediyorum (I leave it to the God)	It is used when someone gives up, accepts, or resigns from a situation or outcome, particularly in the challenges or issues beyond their control. It is a religious phrase.
	Başımıza dert aldık (We have gotten into trouble)	It is used when someone unexpectedly encounters a problem. This is an informal phrase.
	Dertsiz başımıza dert açtık (We brought trouble upon ourselves)	It is used when a group of people unnecessarily creates trouble for themselves. This phrase can be used when a problem occurs needlessly and becomes complicated.
	Kolaysa başına gelsin (May it come your way if it is easy)	If it is an easy job, the person might wish the same ease for the person who says 'Kolay gelsin'. However, if the job requires hard work, the person sarcastically complains to the person who said 'Kolay gelsin' and sub-messages, 'If you think it's easy, you should try it too.'
Agreement Confirmation	Aynen öyle "Exactly"	It is used to confirm someone's statement. It indicates that you are in the same opinion as the speaker.
	Tamamdır (All right)	Informal way of saying "okay". It can be used as confirmation, agreement, or assurance.

	Yapacak bir şey yok (There is nothing to do)	It is used when there is no solution to a problem. It is mostly used if a person feels desperate.
Apologize/ apologize response	Affedersiniz (Excuse me)	It is casually used for minor inconveniences. It is used to take someone's attention.
	Maalesef (Unfortunately)	It is used as an apology when something bad happens or commit a mistake
	Özür dilerim (I am sorry)	It can be used when expressing regret for a serious mistake or formal apologies.
	Sıkıntı değil (No problem)	It is used after someone apologizes to you. It is used to make them feel peace.
Expressing Emotions	Allah Allah (Oh My God)	It conveys astonishment, wonder, or amazement. It is also suitable for conveying amazement or appreciation. It is informal and provides different meanings according to intonation. This is a religious phrase.
	Şerefe! (Cheers!)	Often used at parties, people say 'Şerefe!' before raising glasses and drinking together.
	Yaşa be! (Well done!)	It is used when someone accomplishes a noteworthy success and achieves a difficult task. "Yaşa be" is an informal and enthusiastic way of showing appreciation to someone. It may be used after a football player scores a goal.
	Yemin ederim (I swear)	It is used to emphasize the seriousness of the situation., assure the truthfulness of something., and add a stronger meaning to statements. People mostly use it while convincing someone or while promising.
Celebrations	Mutlu Bayramlar (Happy holidays)	It is used for celebrating holidays.
	İyi Bayramlar (Have a good holiday)	It is used to wish someone a happy holiday. It is an informal way of celebrating.
	Bayramınız Kutlu Olsun (May your Bayram be blessed.	It is used to express warm wishes and blessings. It is a respectful way of celebrating special occasions. This is the formal way of celebrating.
	Doğum Günün Kutlu Olsun (Happy birthday to you)	It is used for celebrating someone's birthday.

DISCUSSION

Acceptably, there are maximum social etiquettes in the Turkish language, as the Turkish language has extreme demands of socio-cultural impact where there are certain social norms among Turkish society or groups to stand out with its uniqueness. And, in this research, 12 different types of social norms are discovered for the use of Turkish social etiquettes, in which different Turkish social etiquettes are utilized for a particular type of social norms among the Turkish speakers.

Here, these all-social norms are discussed with their specific social etiquette.

1. EATING COMMENDATION / EATING WISHES

In this social norm, the speaker wishes about eating or an event in which someone is eating something. There are three social etiquettes among Turkish speakers which are as

"Eline sağlık/Ellerine sağlık" and "Afiyet olsun", "Sihhatler olsun"

2. HEALTH WISHES

In this social norm where the speaker talks about health or good health wishes for another person, there are two social etiquettes which are mentioned here, "Geçmiş olsun" and "Çok yaşa", "Sihhatler olsun", "Sağlık Olsun"

3. WISHES

Here, 10 different types of social etiquette are being used to convey good wish or good words that Turkish people use for various reasons or in various social settings or social conditions. These are as follow.....

"Kolay gelsin", "İyi günler", "Hayırlı işler", "İyi şanslar", "Şansın bol olsun", "Güle güle kullan", "İyi eğlenceler", "Başarılar"

4. GRATITUDE / INTERACTION

In this category of social norms, there are 8 different words or phrases which are common to have everyday interaction or gratitude among people. These words or phrases are mentioned below.

"Teşekkürler", "Rica ederim", "Sağ ol", "Sen de sağ ol", "Bir şey değil", "Ne demek", "Efendim", "Buyer/Buyrun", "Önemli Değil"

5. FAREWELL / FAREWELL RESPONSE

Here speaker gives farewell while using certain Turkish social etiquettes to another person which are mentioned below.

"Kendine iyi bak", "Kendine dikkat et", "Allah'a ısmarladık", "Güle güle", "Görüşürüz" "Görüşmek üzere", "Yeniden görüşürüz", "Allah'a Emanet Ol"

6. GREETING/GREETING RESPONSE

In this social norm speakers give and receive greeting from others while having certain Turkish social etiquettes. Below mentioned Turkish social etiquettes are used for greeting and for greeting response.

"Hoş geldiniz", "Hoşbulduk", "Merhaba", "Selam", "Tanıştığımıza memnun oldum", "Ben de tanıştığımıza memnun oldum", "Memnun Oldum", "Ben De Memnun Oldum".

7. CONDOLENCE

This is about the condolence type of social norm during which the speaker uses three different Turkish social etiquettes to define his / her grief or sorrow with another person.

"Allah rahmet eylesin", "Başınız sağ olsun", "Canın sağ olsun"

8. INTERACTION / RESPONSE

This is a social norm about everyday conversation among Turkish speakers where they have particular social etiquettes to give responses or have an interaction for communication.

"Her zaman", "Allah'a havale ediyorum" "Başımıza dert aldık", "Dertsiz başımıza dert açtık", "Kolaysa başına gelsin"

9. AGREEMENT / CONFIRMATION

Here, Turkish speakers have agreement or confirmation with the help of social etiquettes which are mentioned such as "Aynen öyle", "Yapacak bir şey yok", "Tamamdır"

10. APOLOGIZE/ APOLOGIZE RESPONSE

It is about apology social norms where there are two social etiquettes in the Turkish language. These are such as "Özür dilerim", "Affedersiniz" "Sıkıntı değil", "Maalesef"

11. EXPRESSING/ SHARING EMOTIONS

In this social norm where there is a condition in which a speaker is expressing or sharing emotions with others, there are three different types of social etiquettes in the Turkish language which are as followed.

"Allah Allah", "Şerefe", "Yaşa be", "Yemin ederim."

12. CELEBRATION

This is about celebration of a certain event or festival or a particular religious or non-religious holiday where there are specific social etiquettes in the Turkish language which are as follows.

"Mutlu Bayramlar", "İyi Bayramlar", "Bayramınız Kutlu Olsun", "Doğum Günün Kutlu Olsun"

CONCLUSION

Every culture has its unique social etiquette, which makes that culture valuable and distinctive. The next generation inherits this social etiquette through particular social norms. Moreover, social etiquette transfers from generation to generation in a particular society or a group of people who follow certain social norms. Thus, the Turkish language has 60 social etiquettes, which are ascertained according to definite social norms such as Interaction, response, apology, condolence, farewells, and wishes. Turkish has a lot of social ethics which is impossible to find in any other language. During the conversation when someone says "başımıza dert aldık", "dertsiz başımıza dert açtık" and "Allah'a havale ediyorum", as a response, listener can say "yapacak bir şey yok" and "aynen öyle" which mean "it doesn't matter", "there is nothing to do" and approving it. Sometimes, listeners also use "Allah Allah" to express their emotions. In addition to this, Turkish also uses "sağlık olsun" to express that the thing that happened is not more important than you. People can also use it by themselves. People can make wishes to have pleasant conversations, and people feel that they care about each other. For instance, these words "Kolay gelsin", "İyi günler", "Hayırlı işler", "İyi şanslar" are to have good wishes for others. However, Every language has two types of wishes: negative and positive. As an example, when someone passes away, Turkish people use "Allah rahmet eylesin" and "başınız sağolsun." Moreover, people use these phrases as a response; most people repeat, "sağ ol" and "teşekkür ederim" to thank people who understand our sorrow. Then this paper found that Turkish people have positive wishes. After someone says "iyi günler" and "iyi eğlenceler" as a response, a person can say "Sana da" and "iyi günler" to make their good wishes come true for them too. To wish luck, people use "başarılar" or "şansın bol olsun." and "iyi şanslar.". To respond to it, people use "sana da", "sağ ol" and "teşekkürler". It means I wish you luck too. When people say "güle güle kullan", you can say "teşekkürler" and "teşekkür ederim" to thank them. People use "sıhhatler olsun" when someone gets a new haircut and takes a shower. As a response, replies can say "teşekkür ederim." When someone is working, you can say "kolay gelsin" and "hayırlı işler" for his job with good wishes. If they are co-worker, mostly can say "sana da kolay gelsin." and "sana da hayırlı işler" but if they are not co-workers just can say "teşekkür ederim" to thank them. When someone is eating, the person who cooked the meal says, "Afiyet olsun." This Turkish social etiquette can be before, after, or during something someone is eating that meal. Then, there are words for farewell phrases. When someone leaves from somewhere, they say "Allaha ısmarladık" and "Güle güle." In addition to this, someone can use "kendine iyi bak." And, there is the response is "Sen de kendine iyi bak." There are greeting words; when someone says "hoş geldiniz," as a response, you can say "hoş bulk." When someone says "teşekkür ederim" and "sağol", as a response you can say "rica ederim", "sen de sağol", "ne demek", "bir şey değil." and "her zaman". All these social etiquettes can be used as a response to an answer. When you met people they say "tanıştığımıza memnun oldum." and "memnun oldum", as a response replied "ben de memnun oldum", "ben de tanıştığımıza memnun oldum." which means "nice to meet you too.". Apologizing is the greatest virtue. When people apologize, they use "özür dilerim" and

"afedersin". As a response, speakers can say "önemli değil" and "sıkıntı değil". It means that it is not important; do not worry. Celebration phrases are also used differently than other languages. When people say "bayramınız kutlu olsun" and "iyi bayramlar", you can say "sana da iyi bayramlar." and "sizin de bayramınız kutlu olsun" to celebrate certain social or religious festival. In the health category the words used "geçmiş olsun" and "çok yaşa", in response one replied "teşekkür ederim" and "sağ ol".

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