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COMMUNICATIVE STRATEGIES IN THE ENGLISH DIALOGIC DISCOURSE

Formulation of the problem. Any interaction develops certain relationships between communicants, whose nature can be manifested both on the verbal and non-verbal levels (the level of actions) or at both levels at once. In other words, the process of speech interaction of communication partners in a particular situation of communication, namely their communicative behaviour, is the focus of researchers' attention.

Analysis of recent research and publications. Of great importance is the body of works devoted to the peculiarities of studying various aspects of the utterance functioning in dialogical speech and developing various aspects of the further division of dialogical interaction and the ways of their realization (N. Arutyiunova, A. Baranov, D. Berton, H. Heisner, M. Daskal, P. Zernetskii, G. Kultard, N. Novos-Tavskaya, A. Romanov, G. Sinclair, L. Sukhankina, S. Sukhikh, B. Techt-Mayer, D. Frank, B. Khalford, F. Hundsnursher, L. Chakhoyan and others).

Setting objectives. The study of speech activity in modern linguistics is characterized by communicative-pragmatic and linguistic-cognitive approaches that allow more verbal interpretation and nonverbal behavior of a person in various communication situations, including condition conflict speech interactions.

Any act of communication is not limited to the transmission of information. It is always conditioned by the need of the speaker to achieve a certain pragmatic effect, or ultimate goal, in some way to change the physical, spiritual, emotional state of the recipient or recipients. In recent years, the inalienable components of the discourse analysis have become communicative strategy and tactics. The interpersonal interaction of communicants consists in the fact that each interlocutor has their own strategy and tactics of communication for the realization of their communicative intention.

Presenting the main material. The most complete implementation of communicative behaviour is obtained in a dialogue, the invariant sign of which is the sign of interaction. The dialogue is recognized as the initial form of communication, which is explained by the peculiarities of human thinking and underlies human mutual understanding. Natural communication proves the contrary. There are cases when it is far better to achieve our communicative goals by being not totally explicit. To achieve his communicative intention, the speaker has to choose one of a range of different language and speech means we have at our disposal. Among them, there are discourse markers of a special nature presented in language as function words. In this article, we define them as pragmatic markers because we are going to prove that in dialogical discourse they are able to reveal various explicit and implicit pragmatic meanings and accordingly perform numerous pragmatic functions. It should be noted in this respect that meaning is understood in this article as it is defined by Channell – a broad term indicating all the propositions, which a listener can reasonably derive, taking into account contextual and background knowledge [1, p.95].

All language analysts mentioned above agree upon the fact that the main function of discourse markers is to provide cohesive ties within discourse fragments. In this article, we will try to show that cohesive function is not the only one, and by far not the most important one that these small language units can perform. To set the units under analysis apart from traditional discourse markers (see above) we define them as pragmatic markers. In addition to cohesive function, pragmatic markers can indicate the relevance of the information provided; besides, they are important means for realizing indirect speech acts and indirect discourse strategies.

Using componential analysis and the procedure of correlation, we came up with a list of special English pragmatic markers that play a significant role in the communication process and are united by the same invariant implicit semantics of contrast. In addition to performing cohesive functions, they convey implicit information, not only semantic but also pragmatic. Dialogical discourse was chosen as the object of our investigation because it perfectly demonstrates all the interactive characteristics and functional peculiarities of the pragmatic markers under analysis

The versatility of the dialogue attracted the interest of representatives of many scientific fields, but it received the greatest elaboration in linguistics, where the study of the theory and practice of dialogical speech has a long tradition. Many works are written on the material of the English language. In the publications of domestic and foreign authors, the questions of grammar, syntax, semantics and pragmatics of a dialogue as a kind of social communication of people are rather multifaceted.

The dialogue receives a different interpretation in theoretical concepts, but the sign of interaction is invariant for all its interpretations. Interaction in the dialogue is denoted as dialogic [2, p. 67]. In linguistics itself, dialogic interaction is the deep core around which a significant part of special knowledge has lined up and new scientific directions have been formed. An example of this is pragmalinguistics, lingvoxenology, linguistic personology, the problems and

methodology of which have developed substantially on the basis of the corresponding understanding of dialogical interaction. These circumstances actualize the theoretical necessity of studying the problem of the formation of communicative strategies for responding to a question in the English language.

Communicative strategy is one of the key moments that reveal the mechanism of interaction between communicants connected with the system of actions for choosing an adequate response, the line of behaviour of a person in a certain communicative situation, the manifestation of personal qualities of the interlocutor, the way to achieve a communicative goal.

Communicative strategy in connection with its dynamism, dependence on a multitude of factors of the objective and subjective series is a very variable category, which can be considered sufficiently studied only with respect to a historically and meaningfully concrete communicative situation and constantly needs both fixation of changing trends and their theoretical understanding [3, p.220-221].

The study of communicative strategies in English-speaking dialogic discourse is important from the point of view of teaching English, since it reveals certain stereotypes of communicative strategies in the dialogue, the features of their implementation in hermeneutic, sociocultural, gender and other aspects. Thanks to this, the richness of the forms of organization of the communicative space is revealed, which contributes to the expansion of the opportunities for the formation of the language competence [4, p.2-4].

The main selection criteria types of discourse as communicative samples of speech activity are those that are associated with such categories as addressee, situational, informative, intentional, strategy and tactics discourse, cogenesis, coherence, functionality, and can be discerned in terms of a semiotic model - formal, functional and content criteria [5, p. 233-236].

A.D. Belova highlights the types of discourse in the field of communication and the varieties of discourse - by the nature of communication and addressable characteristics [6, p. 12]. The phenomenon of contact is determined by the fact

that it is based on its functional parameter: discourses are distinguished by the criterion broadcasting service to serve certain areas, communication situations, separate groups of communicants and realize various communication goals. Communicative-social criterion is founded on the basis of V.I. Karasik classification, which distributes discourses to institutional and non-institutional.

The development of intercultural communications, the expansion of the functioning of English, the involvement of various population groups in the process of its study, and primarily at the level of the dialogical speech, makes it urgent to study dialogic interaction in English in at least three respects [7, p.74]:

1. In connection with the need to study the dialogical interaction in the aspect of socio-cultural factors;
2. In terms of identifying trends in the development of communicative strategies for dialogue interaction in diachronic at different stages of the New English language;
3. With the aim of extracting practical experience in constructing communicative strategies.

Conclusions. The analysis of the material made it possible to define communicative strategies as a set of speech realizations possible in specific communicative circumstances and reflecting the whole range of semantic potencies, as well as the process of choosing one variant from the set of possible communicants. The specificity of the communicative strategy is cognitive-activity character and consists in the duality of its functioning as a structurally-cognitive entity which includes many variants of realization, and procedural, connected with the choice of a certain variant.

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Анотація

Л.ПОЛІЩУК, Т.ПУШКАР. КОМУНІКАТИВНІ СТРАТЕГІЇ В АНГЛОМОВНОМУ ДІАЛОГІЧНОМУ ДИСКУРСІ

Стаття присвячується дослідженню процесу мовного впливу комунікації в певній ситуації спілкування, а саме, комунікативну поведінку, яка отримує найбільш повну реалізацію в діалозі. Діалог має варіацію інтерпретацій в теоретичній концепції, але головним для всіх його трактувань є ознака взаємодії. Аналіз матеріалу дає можливість визначити комунікативні стратегії, можливі в конкретних комунікативних

варіаціях і які відображають весь сектор смислових потенцій та вибір комунікантом одного варіанта з безлічі можливих.
Ключові слова: діалогічний дискурс, діалог, комунікативна поведінка.

Аннотация

Л. ПОЛИЩУК, Т. ПУШКАР. КОММУНИКАТИВНЫЕ СТРАТЕГИИ В АНГЛОЯЗЫЧНОМ ДИАЛОГИЧЕСКОМ ДИСКУРСЕ

Статья посвящается исследованию процесса речевого воздействия партнеров коммуникации в определенной ситуации общения, а именно их коммуникативное поведение, которое получает наиболее полную реализацию в диалоге. Диалог имеет вариацию интерпретаций в теоретической концепции, но главным для всех его трактовок является признак взаимодействия. Анализ материала дал возможность определить коммуникативные стратегии как множество речевых реализаций, которые возможны в конкретных коммуникативных обстоятельствах и отражают весь спектр смысловых потенций, а также процесс выбора коммуникантом одного варианта из множества возможных.
Ключевые слова: диалогический дискурс, диалог, коммуникативное поведение.

Summary

L.POLISCHUK, T. PUSHKAR. COMMUNICATIVE STRATEGIES IN ENGLISH DIALOGIC DISCOURSE

The article highlights the research of process of vocal influence of partners of communication in the certain situation of intercourse, namely their communicative conduct which gets the most complete realization in a dialogue. A dialogue has a variation of interpretations in theoretical conception, but the main of all its interpretations is a sign of co-operation. The analysis of material enabled determination of communicative strategies as a great number of vocal

realisation, possible in concrete communicative circumstances and reflecting all spectrum of semantic potencies.
Key words: dialogical discourse, dialogue, communicative behaviour.