

COMMUNICATIVE STRATEGIES IN ENGLISH-SPEAKING DIALOGIC DISCOURSE

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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.

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.

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.

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. 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.

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.

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.

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. 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 :

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.