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Typology of Verbal and Communicative Strategy

Laylo Qahramonovna Baymurodova
Teacher of Karshi State University

Abstract: ***This article discusses the typology of speech and communicative strategy. Speech and communicative strategy is analyzed in terms of a pragmalinguistic, psycholinguistic, and cognitive approach. Methods of applying different communication strategies in different discourses are considered. The transition of communicative and speech strategies to communicative tactics according to the communication situation and the types of communicative tactics were analyzed using examples, as well as the definitions of research scholars were explained.***
Keywords: presentation, manipulation, convention, addressee, addresser, psycholinguistics, pragmalinguistics, cognitive linguistics, communicative tactics, communicative discourse, communicative tactics.

I. INTRODUCTION

Communicative strategy is one of the linguistic tools used in solving a particular and specific problem that arises in the process of any social activity. According to the linguistic encyclopedia, the term "communicative" is defined as synonymous with "communication". In English linguistics, the concept of “communication” is related to the exchange of ideas and information in the form of verbal and written signals, i.e. they are used as synonymous words (Brown, 1998; 299). There are three main types of communicative strategies that make up communicative activity, which describe certain social processes: 1) presentation; 2) manipulation; 3) convention (Mixaleva, 2009; 56). These types of strategies differ in their symmetry and communicative methods. In this case, the type of presentation involves a large amount of communication process, the manipulation type of communicative strategy is an active communicative process, and the convention type is an interactive communication process. Similarly, the main tools are the letter, the text, which is considered important for the presentation, and the message for manipulation, communication in the convention is important. The presentation type focuses on the effective use of verbal, nonverbal emotional means in speech, and the gaining expressiveness. Expressiveness is a way of implementing a communicative strategy through speech sensitivity. As O.S. Issers points out, “the effectiveness of speech is related to the main problem of linguistic analysis, the study of the speech and communication strategies used by the speaker and the analysis of the linguistic resources used to achieve their communicative purpose” (Isseris, 2011; 24). Speech sensitivity is directly related to the scope of speech strategy analysis. Speech strategy, in turn, is related to the art of speech, which includes not only the use of words, their ability and power to express the purpose of thought, but also the use of important nonverbal means that can be called “body language”. Effective use of all aspects of a person's activities related to language, appearance, voice characteristics, speech style, speech etiquette, ability to build a conversation, method of communication play an important role in the implementation of speech strategy. Therefore, the effective use of speech strategy is in a sense valued as a “profession” and has been practiced in many cultures for centuries as the art of oratory. Because, there have been many opinions over the centuries that oratory is an individual’s ability. Success in society does not always depend on professional skills, but communication skills are also important. Professionalism alone cannot be a guarantee of success. For this, there are also factors that you need to know how to attract people who work together and communicate with you, to be able to create and maintain your own unique image (Pustovalov, 1987; 33). In addition to demonstrating one's professional skills, the effective use of the art of public speaking is the key to success in any field. Therefore, in the process of speaking, not only to use the means of speech effectively, to pay attention to word choice, to adapt to the speech situation, to clearly understand the speech situation, but also in this process to be able to use body, hand movements, facial expressions and other non-verbal means effectively, as well as adapting them to the situation of speech and the meaning of the words used is also important.

According to O.S. Issers, "..... the strategy of speech movement covers all areas of building the communication process in order to achieve long-term expected results" (Isseris, 1999; 157). In a general sense, a speech strategy is a linguistic way of communicating the specific conditions of communication, the addressee and the implementation of a plan and goals planned in the communication process. Thus, a speech strategy can be expressed in the form of a set of speech actions designed to achieve a communication goal.

From a pragmatic-linguistic point of view, the strategy is defined as a “set of speech activities” in the “choice of specific communicative behaviors and language tools in the speaker’s communication chain”.

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In the cognitive approach, a communicative strategy is understood as a "set of speech actions aimed at achieving "communicative" goals, which in turn depend on the specific conditions of communication, the personal characteristics of the communicator and the effective use of linguistic tools in the implementation of the plan" (Isseris, 1999; 158).

From a psycholinguistic point of view, the strategy is "a way to organize the communication process in accordance with the purpose of the communicator", "to determine the direction of development and organization of influence activities through a full understanding of the situation" and "establish the topic of communication in the allotted time for communication." (Makhsudova, 2006; 62) In a broad sense, communicative strategy is understood as the successful implementation of the practical goals of the speaker in the communication process. O.N. Parshina understands the communicative strategy in determining the exact direction of speech behavior in a communication situation in order to achieve the goal of communication (Parshina, 1987; 59).

Researchers suggest ways to apply different communicative strategies in different discourses. For example, E.I. Shegel emphasizes the effectiveness of the following strategies in political discourse, especially rallies: 1) the strategy of confidentiality of information; concealing information that others do not need to know or keeping negative facts about that information secret; 2) mystification strategy; a communicative strategy aimed at deliberately distracting the listener from information that helps to hide the truth; 3) anonymity or depersonalization strategy; aimed at absolving oneself of responsibility, the addressee uses the plural pronoun *"We"* instead of the personal pronoun "I". In Obama's speech, speech expression *"We are here because others realized that we gain more from cooperation than conquest"* can be an example. In this example, the addressee used a speech strategy aimed at hiding a personal relationship by depersonalizing his or her decision (Sheygal, 2004; 186). E. Sheigal commented on several other types of strategies used in communicative discourse. For example, a reformation strategy; a constructive image of the opposition is implied; delegation strategy (destruction strategy); is a strategy aimed at lowering the image and reputation of the opponent; amalgamation strategy (merger strategy); in this strategy, it is understood to attract the public or a particular group through the creation of a discourse called *'We'*.

In modern linguistics, extensive attention is paid to the study of communicative strategies into confrontal and nonconfrontal types (Grice, 1975; 41-58). The first type of strategy is applied to a conflict (problematic) situation. This strategy is applied to the analysis of the achievement of the goal as a result of active and free actions of the speaker, regardless of the interests and desires of the interlocutor. This type of strategy comes in three different forms: discrediting, calling, and threatening. Aggression plays a key role in achieving the goals of this strategy. If the expression of aggression is assessed as a demonstration of a negative attitude towards the interlocutor, the second event may be aimed at controlling the interlocutor's behavior, conveying his own thoughts and attitudes. In general, a confrontational strategy is applied to involving the speaker in situations that consciously lead to conflict. This situation is a pre-planned action by the addressee.

I. N. Borisova considers the existence of two types of communicative strategies: the first is a thoughtful, rational goal aimed at solving socio-practical problems, and the second is a discursive strategy (Borisova 2005; 87). Discursive strategy, in turn, is divided into informative, modal, pragmatic types. It should be noted that communicative and speech strategies are the product of a person's cognitive activity. In this regard, Levi refers to the attitude that strategy is a cognitive process in which the speaker expresses his communicative goal using specific language units (Levy, 1979; 197). Emphasized communicative and speech strategies can also shift to communicative tactics depending on the communication situation.

The most commonly used types of communicative tactics can be reflected in the followings:

1) *Negative-informative Tactics:* the information conveyed by the addressee has a negative character and, as far as possible, the speech action aimed at mitigating the impact on the psycho-emotional state of the addressee. This speech movement is related to the choice of lexical means of language, the implicit expression of information. This event has national cultural characteristics. Negative information conveyed by negative-informative tactics can also be expressed by the addressee in a special explicit way. This tactic is related to the relationship between the addressee and the addressee, in which the addressee uses explicit lexical means that negatively affect the psychological state of the addressee in conveying information;
2) *Collaboration Tactics:* Use the views of the addressee in their own interests; the desired result is achieved based on an environment of mutual trust; The tactic of making a promise is to make an obligation to fulfill the will of the addressee and to gain the trust of the addressee in this obligation;
3) *Warning Tactics:* Warning of actions that may adversely affect the situation or the reputation of the addressee during communication;

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4) *Accusatory Tactics:* Focused on the specific person, the speaker uses negative connotative methods of expression. This tactic is also expressed in cases aimed at assessing the behavior in social, economic and similar social relations, in terms of its relevance to the speech situation, the events that preceded the speech situation. This can be done with the active participation of deictic units in addition to lexical-stylistic means. This situation has made it possible to identify types of speech strategies such as negatively targeted, positively targeted, and neutral. Directly, these species also cover a number of types of micro strategy. Negative targeting strategies include: 1) repression strategy - exposing the negative aspects of the opponent, targeted discrimination (this tactic is carried out using lexical units with negative connotations in conflict situations, linguistic units in metaphorical use, deictic means aimed at specific mistakes of the opponent and pointing to these errors, etc.); 2) Critical strategy - is a purposeful walk in personal, social life, profession. The addressee puts forward arguments that work in their favor against the addresser. This strategy is implemented in order to express the advantages of the addressee over the addresser. In this strategy, the discourse dexterity, which serves as a reference to the shortcomings and mistakes in the activities of the addressee, the social process, the use of lexicon revealing the shortcomings, uses metaphorical expressive units in relation to certain situations; 3) the strategy of demonstration of superiority - to convey to others, to brag about the work done in social life, professional activity with the help of speech units; 4) provocative strategy - aimed at disrupting the psycho-emotional state of the interlocutor by changing the tone of voice in relation to the addressee, the use of taboo vocabulary, the use of vocabulary that touches the delicate points of the addressee, including sensuality. A positively targeted strategy can include the following: 1) Critical evaluation and response strategy - this is done by providing sufficient evidence against the evaluated critique, by self-demonstration. Relationship is the main goal of communication. In this case, the speaker can act as both addressee and addresser. In this case, the "I" deixis is used more often. For example: - As our genius Stalin said, there are many alien elements among us! - The new chairman clicked every word. "Find out that!" Once, when I am the chairman, I consider it my duty to talk with such saboteurs in the rightful place (O. Khoshimov, 62); 2) strategy of motivation, coercion - a call to action in order to reach a certain decision, is observed in convincing the addresser in a direction beneficial to the addressee. This case is also related to oratory ability and is also used in the collective call function. In this round, the pronoun *"WE"* will be the main tool. For example: - *Ўртоқ колхозчилар!* – деди (Закунчи) баланд, жарангдор овозда. *Ҳурматингиз учун раҳмат, ўртоқлар! Тўғри, мени ҳам аграном дипломим йўқ. Лекин законний битта гапни айтиб қўяй: раз менга хўжаликни ишониб топширдиларингми, қаттиқ ишлаймиз. Ҳурматли райкомимиз олдида ваъда бериб айтаманки, келаси хўжалик йилида сабзавот ҳосилдорлигини икки ҳисса оширамиз!* (U. Hoshimov, 62) Neutral strategy consists of the following: 1) cooperation strategy - is carried out by addressing the views and comments of the addressee for the purpose of their interests. It focuses on maintaining the relationship between the speaker and the interlocutor, continuing the communication process. It is also a situation where the addressee and the addressee seek to find mutually beneficial aspects of communication. Compare: *That is what the world is for. It gives to me whatever I want from it.'*

'God has blessed you,' said the old man. *'It is only work that I have known. And now I can get no more.'*

'I must go home,' said Morley, rising and buttoning his coat. *'I stopped here only for a smoke. I hope you may find work.'*

'May your kindness be rewarded this night,' said the old man.

'Oh,' - said Morley, *'you have your wish already. I am satisfied. I think good luck follows me like a dog. I am for yonder bright hotel across the square for the night. And what a moon that is lighting up the city to-night. I think no one enjoys the moonlight and such little things as I do. Well, a good night to you'*(O'Henry, 131). *Бояги шарпа секин-секин яқин келди. Салом берди. - Кечирасизлар, келинойи, -деди, овози қалтираб. – Робияхонда бир оғиз....*

Зухра келин шиддатли экан. Лип этиб, олдимни тўсдида, шарпага рўпара бўлди.

- *Ҳа сизмисиз, Очилбой! –деди кескин оҳангда.*
- *Мен....Келинойи.. –Кечирасизлар.....*

Нима гап, Очилбой! – Зухра келин унинг довдираб қолганидан дадилланиб дағдаға қилди. –Етти номус – бир ўлим! Бу нимаси ярим кечада, қиз боланинг йўлини тўсиб! Кўрганлар нима дейди? (O. Khoshimov, 79);

In these parts the speech acts such as *"We work hard… (қаттиқ ишлаймиз.)", "We double our contribution (икки ҳисса оширамиз)", "God has blessed you", "I hope you may find work", "May your kindness be rewarded this night", "I am satisfied"* are aimed at maintaining the continuity of the communication process. The Uzbek phrases used by the addressee (Zukhra's bride) *"Seven honors - one death!" What is it in the middle of the night, blocking the path of a girl? (Етти номус – бир ўлим! Бу нимаси ярим кечада, қиз боланинг йўлини тўсиб)"* can be an example of a provocative strategy. In this case, it is aimed at achieving the goal by touching the addressee's youthful pride, his dignity. Yu.M.Ivanova highlights, analyzing the discourse processes, distinguishes between variable, complementary and introductory types of communicative strategies (Ivanova, 2003; 21). O.L.

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Mikhaleva considers three strategies of communicative discourse: 1) the strategy of reduction (position, prestige), the main purpose of which is to change the position of the opponent; 2) a strategy to increase the importance of its position in the development strategy; 3) theatrical strategy that creates a theoretical approach to the situation (Mikhaleva, 2009; 57). These types of strategies are seen as phenomena specific to both social and political discourse. Therefore, the discourse strategy distinguishes between strategies that have a psychological orientation that affects the rhetoric and the psychological state of the addressee, based on clear examples of argumentation and appeal tactics. Communicative discourse affects almost all areas of human cognition. The fact that communicators have a common source of knowledge in the process of verbal communication ensures that the information directly expressed is understandable to the speakers. Communicative purpose is a key component of pragmatic analysis. The effective or ineffective outcome of the goal depends on the speaker's ability to use language, speech acts, as well as the expressive stylistic and figurative capabilities of the language, and the skill of choosing nonverbal aids. The speech situation plays an important role in the realization of the communicative goal. To achieve a communicative goal, the speaker must compose his or her sentence in such a way that the emphasis on the message that is most important to him or her serves to determine the basis of the strategy. Accordingly, the speaker evokes the expected reaction in the interlocutor, i.e., influences him. Speech and communication strategies cover a variety of speech acts as part of a communication discourse. These speech acts are related to the use of certain structures, sentences, phrases ranging from certain lexical units. These linguistic means are carried out using tactics such as persuasion, please, cooperation, accusation, provocation, promise, and warning. Speech strategy is reflected in the method of expressiveness, communicative strategy is focused on the targeted solution of social issues within the framework of cooperation tactics.

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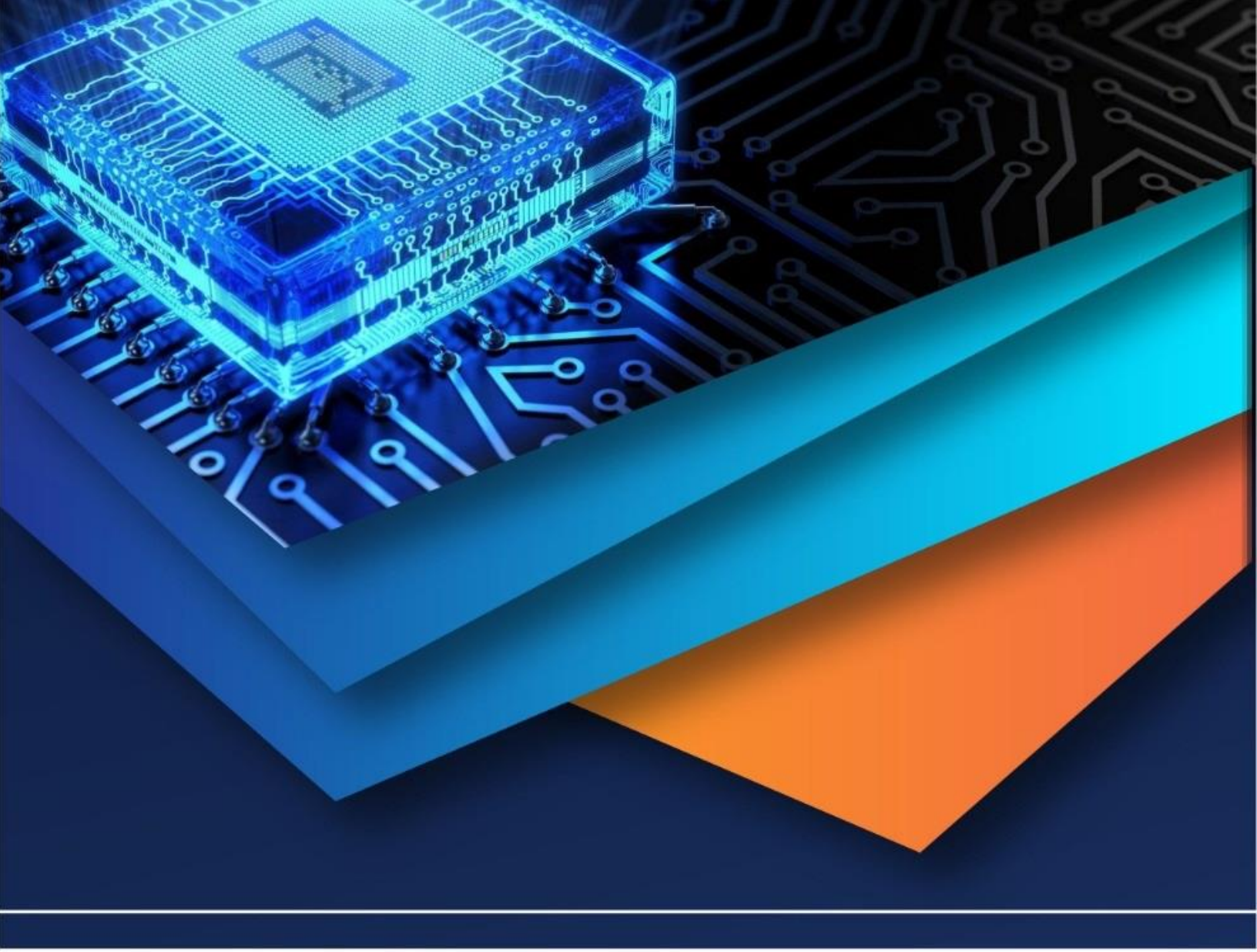

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