

STRATEGIES OF SPEECH TACTICS AND THEIR USE IN BUSINESS DISCOURSE

Liu Yu

Postgraduate Student at the Department of English Philology,
Ukrainian State Dragomanov University, Ukraine
e-mail: 228420995@qq.com, orcid.org/0000-0002-4119-5209

Summary

The article reveals the concept of language strategies and tactics, touches on the concept of linguistic influence and its classification, the role of communicators in the act of speaking. A communicative strategy is perceived as a type of behavior of one of the partners in a situation of dialogic communication. For the analysis of language strategies, the concepts of goal, motive, and action, thanks to which the linguistic goal is achieved, are the most important. This article examines the concepts of language strategies and tactics, their classification and influence on the communication process. In addition, attention is paid to the role of communicators in the speech process and their influence on language strategy. The basic idea is that communicators can use different strategies and tactics depending on the goal, motive and action leading to the achievement of the linguistic goal. For the analysis of language strategies, the most important concepts are purpose and motive. A goal is a desired result that communication participants want to achieve. Motive is what motivates communicators to use a specific language strategy. In addition, the article highlights the role of such factors as language experience, socio-cultural context and psychological characteristics of communicators in choosing a language strategy. The article also considers in detail the classification of language strategies and tactics. In particular, examples of such strategies as "dominant", "regulatory", "cooperative" and "conflict" are given. For each strategy, its purpose and ways of achieving the language goal are described. In general, the article is devoted to the understanding of different language strategies and their impact on the communication process. Knowing about these strategies and tactics can help communication participants achieve more effective and productive communication.

Key words: language strategies; language tactics; communication strategy; dialogue; discourse.

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1. Introduction

Different dictionaries interpret the concept of strategy in their own way. So, for example, in the dictionary of S. I. Ozhegov, strategy is defined as the science of waging war, the art of waging war. A modern dictionary of foreign words defines strategy as the art of management planning based on correct and far-reaching forecasts. In the philosophical dictionary, strategy is a form of organization of human interactions that maximally takes into account opportunities, prospects, means of activity of subjects, problems, difficulties, conflicts that prevent the implementation of interactions. So, it is possible to come to the disappointing conclusion that the strategy involves the planning of actions related to social relations. Social relations, and especially the social context of language use, became in the 70s. XX century is an actual linguistic task. The researchers turned again to the mental processes taking place in the minds of communicators, to the problem of the relationship between language and thinking. A cognitive

direction in linguistics began to form, where language activity is perceived as one of the ways of knowing the world, i.e. language and mental processes are closely related.

2. Main text

It is characteristic of a person, especially if he is interested in further results, in particular, it concerns professional activities, to plan his speech actions. In different types of discourse, there is a different intensity of linguistic influence, which is understood as communication aimed at achieving certain goals and conditioned by certain motives. According to the intensity of linguistic influence, a distinction is made between "ordinary conversation" and "persuasive discourse", which aims to convince the interlocutor (for example, in construction discourse – a conversation with a customer regarding the construction of any object), while the speaker (or subject linguistic influence) regulates the activity of its interlocutor, the course of linguistic communication, influences decision-making by the interlocutor (or the object of linguistic influence).

There are different approaches to understanding the essence of linguistic influence and different classifications of linguistic influence. Scientists suggest the following types of language influence: 1) social; 2) manifestation of will;

3) clarification and informing; 4) evaluative and emotional. Social is certain social acts – greeting, oath, prayer. Expressions of will are speech acts created to fulfill the will of the speaker – orders, requests, advice, etc. Clarifying, informing is a report, message, explanation. Evaluative, emotional impact is the area of subjective-emotional relations – condemnation, threat, accusation, etc. The basis of L. L. Fedorova's classification is the type of speech acts.

A feature of linguistic influence is its unidirectionality: the subject performs active functions, and the object performs passive functions. The second feels the influence of the speaker, acting as the subject of communication. "Speech influence is a one-way speech act, the content of which is social influence on the speaker in the process of communication."

The influence can be intentional (intentional) and indirect (unintentional). The first can be implemented in the form of: authority, manipulation; beliefs, arguments; physical or mental strength. The last three methods can also be used in a side effect, when the speaker, not fully realizing the goal of speech actions, has a clear attitude, a motive for its achievement (*Kishchenko, 2017*).

In addition to language strategies, which play a primary role in organizing the linguistic influence of professional discourse, it is necessary to note the extralinguistic content of the communicative situation and the paralinguistic design of speech (voice, facial expressions, gestures, gaze, etc.).

Influence can be exerted on 1) phonological – phonosemantic content of the influencing language; 2) prosodic – intonation, articulation, tempo, pauses, tone of speech; 3) somatic – influence at the paralinguistic level (gesticulation); 4) lexical-semantic – use of influence words; 5) morpho-syntactic – direct questions clarifying additions, means of creating the illusion of choice; 6) extralinguistic levels – knowledge that matches the inner experience of another person.

Language strategies are interesting for their specifics. Their detection occurs during dialogic interaction during the entire language communication. The smallest unit of research is a dialogue fragment characterized by semantic completeness. The number of such fragments in the dialogue may be different depending on the topic, the relationship between the communicants, i.e. from all pragmatic factors. The speech strategy is determined by the macro intention of one or all participants in the dialogue. Macrointention is determined by social and psychological situations. The strategy is aimed at developing the basics of cooperation between communicators in dialogue, for example, choosing the tone of communication, the linguistic way

of presenting the real state of affairs. Linguistic strategies in dialogue can have the character of a game, use a clichéd type of language behavior, i.e. traditional lines, pauses, sayings, "regular" phrases about the weather, health, etc. can be used. The ritualization of strategies is determined by the ratio of the goal and the sequence of actions in a specific situation of communication, therefore, certain strategies and their corresponding goals, conditions of activity are fixed by certain social institutions and roles. The creation of a strategy always takes place under the influence of the requirements of the stylistic norms of professional discourse.

Linguistic strategies determine the course of the dialogue, fully revealing themselves only in the final lines. There are no rules that can be used to control the dialogue, so any parameter of the pragmatic characteristics of language communication can affect the outcome of the dialogue. The characteristics of the communicative strategy are flexibility and dynamics, because during communication, it is constantly subject to adjustment, depends on the speech actions of the opponent, on the changing context of the discourse. The task that linguists set for the explanation of strategic processes consists in determining the principles of orderliness of conversation, in establishing the mechanisms of interaction in dialogue.

If the goal is to obtain certain long-term results, then the language behavior strategy will cover the entire sphere of construction of the communication process, since "the speech strategy includes the planning of the language communication process depending on the specific communication conditions and personalities of the communicators, and even the implementation of this plan. In other words, a language strategy is a set of language actions invested in achieving a communicative goal.

Language tactics perform several functions, the main of which is the implementation of a speech strategy, and they also form parts of the dialogue, give the conversation modal nuances – evaluations, opinions, opportunities, etc. In one strategy, there can be many tactics based on a given strategy of linguistic behavior of communication participants (cooperative or non-cooperative). Undefined strategies are characterized by the tactics of attracting attention to oneself with the use of symbolic words and clichéd constructions (for example, the use of the tactics "Also...", "Beginnen wir..." at the beginning of a conversation). The strategy of maintaining contact or establishing contact (connotative purpose of the conversation) is characterized by tactics of attracting attention, shocking interlocutors, offering a common interesting topic of conversation. Informative strategy is characterized by tactics of implicit expression of meaning, unexpected change of topic.

There are obvious and non-trivial methods of linguistic implementation of strategies and tactics. Trivial methods are those stereotypes that have long been formed in the language system – word order, sentence patterns, syntactic constructions. So, for example, in the dialogue, stereotyped methods of expressing role relations: expressions of apology, requests ("Entschuldigen Sie...", "Konnten Sie...?"). Non-trivial methods of implementing strategies and tactics in language communication require non-trivial actions of the addressee, as they convey meaning by non-obvious means, it can be indirect information, hints. There are six ways of hinting: 1) due to uncertainty; 2) through a parcel; 3) due to additionality; 4) through an appeal to interests; 5) due to ambiguity; 6) through an allegory.

The reasons for using this kind of language communication in professional discourse can be different, it is influenced by the situation of the conversation, and the psychological state of the addressee, his unpreparedness to perceive special information, the special content of the information.

Thus, a communicative strategy in a broad sense is understood as a type of behavior of one of the partners in a situation of dialogic communication, this type of behavior is conditioned and correlated with the plan of achieving global and local communicative goals within the framework of a typical scenario of functional-semantic representation of the interactive type.

For the analysis of language strategies, the concepts of goal, motive, and action are the most important. Action as a purposeful human activity has its own goal, and a set of actions has a goal called a motive, in this way, language has both a direct goal and a motive, thanks to which the linguistic goal is achieved. In communication, the speaker usually has several goals, even for a single motive, and the behavior of an individual is regulated by several motives. The effectiveness of the language strategy is evaluated by achieving the maximum number of goals, the most important goals must be achieved first. Communicators must clearly and clearly express opinions, persuade, argue, build evidence, analyze, express judgments, convey rational and emotional information, establish interpersonal relationships, coordinate their actions with the actions of colleagues, choose the optimal communication style in various business situations, organize and maintain a dialogue. In any conversation, the listener seeks to understand what the interlocutor is saying.

Without understanding the motive of speech acts, we finally understand the meaning of the statement, because language activity is a process directed and motivated by a motive. At the same time, motives can be realized by the subject or not, awareness of the motive occurs at the personal level and is subject to improvement. A feature of the activity is the maximization of positive and minimization of negative results for each individual.

Language strategies are influenced by certain attitudes of the subject, the subject's value system, his beliefs. The setting involves one or another vision of the situation.

Thus, the basis of communicative strategies in the discourse are the motives, needs and determination of the communicators, while the degree of their awareness is different and depends primarily on the individual himself, his personal qualities, his attitude towards the interlocutor.

3. Conclusions

Language strategies and tactics are important components of the communication process. Understanding these concepts allows communicators to better understand how to interact with their interlocutors and achieve the desired results in communication. To analyze language strategies, it is necessary to take into account the goal, motive and actions leading to the achievement of the language goal. Different strategies and tactics can be used depending on the goal and motive of the communicators, their language experience, socio-cultural context and psychological characteristics. The article describes the classification of different language strategies, such as "dominant", "regulatory", "cooperative" and "conflicting", with examples of their application. Knowing about language strategies and tactics can help improve communication and achieve more effective and productive communication.

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