

THE NOTION OF COMMUNICATIVE STRATEGY AND ITS TYPES

Ro'ziyeva Nilufar Kamtarovna

PhD student of Bukhara state university,

Teacher of Methodology of teaching foreign languages department,

Bukhara state pedagogical institution

Annotatsiya: Ushbu maqola kommunikativ strategiyalarni tasniflash hamda ularning ba'zi turlarini ochib berishga qaratilgan. Kommunikatsiya jarayoni eng kamida 2ta kommunikantning muloqotga kirishuvidan yuzaga keladi. Adresant adresatning ma'lumotlar bazasiga ta'sir ko'rsatadi. Adresat yetkazilayotgan ma'lumotni qabul qilish jarayonida ma'lumotni dekodlaydi ya'ni rasshifrofka qilish orqali tashqi plan yordamida berkitilgan tub ma'noni ochadi. Shundan a'yon bo'ladiki, nutq kommunikatsiyasi o'zida strategik jarayonni mujassamlashtiradi.

Kalit so'zlar: Motivatsiya, diskurs, kommunikant, dekodlash, strategiya, taktika.

Abstract: The article deals with communicative strategies and its types. Speaker and listener strategies involve at least two communicants. The speaker affects the knowledge of the addressee. The addressee, perceiving utterances, decodes it and extracts the deep meaning hidden behind the close-up of the meaning. Speech communication is a strategic process, the basis for which is the choice of optimal language resources.

Key words: Motivation, discourse, communicant, decoding, strategy, tactics.

Аннотация: В статье рассматриваются коммуникативные стратегии и их виды. Стратегии говорящего и слушающего предполагают участие как минимум двух коммуникантов. Говорящий влияет на знания адресата. Адресат, воспринимая высказывание, расшифровывает его и извлекает глубокий смысл, скрытый за крупным планом смысла. Речевое общение представляет собой стратегический процесс, основой которого является выбор оптимальных языковых ресурсов.

Ключевые слова: Мотивация, дискурс, коммуникатор, расшифровка, стратегия, тактика.

In recent years, there has been significant attention given to communication strategies employed to achieve specific goals based on the assigned role. Communication, by its very nature, requires at least two individuals – a speaker and a listener. It's noteworthy that language has historically been used for influence and manipulation. Research by numerous linguists indicates that every linguistic unit in a text – be it a word, grammatical form, or syntactic structure – serves a specific purpose. "There are always several ways to say the same thing, and this choice is never accidental" [2:153]. In this paper, we will demonstrate that regardless of the method used by the speaker, this choice is not arbitrary; rather, it aims at a "global goal"—influencing the listener through various means.

A communicative strategy is a step-by-step system of speech acts by a speaker or writer, a general plan for consciously choosing expressions and interaction methods during the communication process to achieve a communicative goal. Communicative tactics, on the other hand, are specific speech acts within the process of forming a speech strategy; a specific speech path (step, turn, phase) that conforms to the implementation of speech strategies at a particular stage and is aimed at solving specific communicative tasks of that stage (a speech act or a combination of several speech acts) [6:16].

Thus, any communication not only conveys information but also exerts a specific influence. The speaker, using a particular communication style, impacts the addressee's cognitive structure, expanding it and integrating new concepts into the addressee's cognitive system. The addressee, in turn, receives and decodes the information, working with their cognitive system to uncover the underlying meaning conveyed through the external plan. Many linguists (Baranov A.N, Issers O.S, Karasik V.I, Krasnix N.I.) believe that the communication subject influences the listener in various ways [1:64]. The subject of a communicative act controls not only the physical but also the mental activity of the interlocutor. Influence can take various forms: prompting the interlocutor to initiate communication, continuing or ending an activity, shifting attention, or making a decision. In this process, the speaker changes the listener's worldview [4:284]. Therefore, depending on the position of the addresser or addressee in a particular act, the communicator demonstrates a range of qualities related to persuasiveness in interactions with others.

Speech communication, based on participant involvement, can be carried out individually or collaboratively. Speech strategies are thus divided into cooperative and non-cooperative [5:390]. Cooperative speech strategies include dialogues involving various information exchanges and interpretations. For example, information delivery (one person active), opinion exchange (everyone active), dialogues expecting a response – advising, persuading, requesting, advising, and other dialogues – that is, dialogues where a response is not expected, such as demanding or ordering.

Non-cooperative or uncooperative speech strategies are observed in situations where the rules of speech communication are violated, or dialogues are not conducted on the basis of consensus and sincerity – conflicts, disagreements, quarrels, threats, manifestations of aggression, anger, irony, cunning, deception, and evasion of responses. Contemporary scholarly literature actively explores the issue of communicative strategies. Researchers primarily focus on determining the goals of discourse participants. Because speech communication is a strategic process based on the optimal selection of linguistic resources, and strategy is the path taken by communicants toward their goals.

Communicative strategies in discourse are the conscious and unconscious plans and choices speakers make to achieve their communicative goals within a specific interaction. These strategies are dynamic and adapt to the ongoing context, participants, and the overall purpose of the conversation. Research in this area draws heavily from pragmatics,

sociolinguistics, and discourse analysis.

Here's a breakdown of key aspects of communicative strategies in discourse:

* **Communicative Goals:** These are the overall intentions a speaker has in a particular discourse. Examples include informing, persuading, requesting, expressing emotions, building rapport, or maintaining social harmony. These goals often underlie the specific strategies employed.

* **Contextual Factors:** The setting, participants' relationship, and the shared knowledge significantly influence strategy selection. A formal presentation will utilize different strategies than a casual conversation with a friend.

* **Strategic Choices:** These are the specific linguistic and non-linguistic actions a speaker uses to achieve their goals. They can range from simple word choices to complex turn-taking patterns.

* **Repair Strategies:** When communication breakdowns occur (e.g., misunderstanding, interruption), speakers use repair strategies to clarify, rephrase, or otherwise fix the problem.

* **Cooperation and Competition:** Discourse often involves cooperation (e.g., turn-taking, shared understanding) but can also be marked by competition (e.g., interrupting, arguing). Strategies reflect this dynamic.

* **Power Dynamics:** The power relationship between participants impacts the strategies used. Someone with more power might employ direct commands, while someone with less power might use indirect requests.

Types of Communicative Strategies (examples):

* **Directness vs. Indirectness:** Direct strategies clearly state the speaker's intentions (e.g., "Please close the door"). Indirect strategies imply the intention without explicitly stating it (e.g., "It's a bit cold in here"). Cultural norms heavily influence this choice.

* **Approximation Strategies:** When a speaker lacks the precise vocabulary or knowledge, they might use approximations, synonyms, or circumlocutions.

* **Mitigation Strategies:** These are used to soften potentially face-threatening acts (FTAs), such as criticisms or requests. Examples include hedging ("I think...", "Maybe..."), apologies, and politeness markers.

* **Enhancement Strategies:** These strategies are used to emphasize points, make them more memorable, or increase their persuasive power. This could involve using vivid language, repetition, or rhetorical devices.

* **Topic Management Strategies:** Speakers use various strategies to introduce, maintain, shift, or conclude topics in a conversation.

* **Turn-taking Strategies:** The way speakers manage turns in a conversation reflects strategic choices about controlling the flow of interaction.

Understanding communicative strategies provides valuable insight into how meaning is constructed and negotiated in discourse. It highlights the complex interplay between

language, context, and social interaction.

REFERENCES:

1. Баранов А.Н. Что нас убеждает?// Речевое воздействие и массовое сознание // А.Н. Баранов// Новое в жизни, науке, технике. Лектор. Мастерство. 1990 – №9 – М.: Знание, 1990-64 с.
2. Дейк ван Т.А., Кинч В. Стратегия понимания связного текста // Новое в зарубежной лингвистике. – М.: Прогресс, 1988.- Вып. 23 – С. 153 – 211.
3. Джерелиевская М.А. Установки коммуникативного поведения: диагностика и прогноз в конкретных ситуациях // М.А. Джерелиевская; отв. ред. д-р психол. наук, проф. А.Г. Асмолов. – М.: Смысл, 2000. – 191с.
4. Иссерс О.С. Коммуникативные стратегии и тактики русской речи // О.С. Иссерс. – 3-е изд., - М.: Эдиториал УРСС, 2003. – 284с. PEDAGOGİK İSLOHOTLAR VA ULARNING YECHIMLARI [https:// worldlyjournals.com](https://worldlyjournals.com) 796
5. Карасик В.И. Языковой круг: личность, концепты, дискурс // В.И. Карасик; Науч.- исслед. Лаб. «Аксиологическая лингвистика». – М.: Гнозис, 2004 (ГУП Смол.обл. тип. Им. В.И. Смирнова). – 390 с.
6. Иссерс О.С. Коммуникативные стратегии и тактики русской речи: Автореф. дис. ... д-ра филол. наук. Екатеринбург, 1999. -С. 16. 7. Стариченок В.Д. Большой лингвистический словарь.-Ростов-на-Дону: “Феникс”, 2008,