

STRATEGIC PLANNING AS A KEY TO EFFECTIVE PROVOCATIVE COMMUNICATION

У статті розглядається провокаційне мовлення як особливий тип спілкування, внутрішньо розрахований на отримання відповідної інформації, коли мовець говорить не для того, щоб передати певну інформацію, а, навпаки, для її отримання, іншими словами, ми можемо говорити про „випитування” інформації. Стратегічне планування розглядається як головна умова ефективного провокаційного спілкування.

Ключові слова: *провокаційне мовлення, комунікація, мовленнєвий вплив, комунікативна стратегія, комунікативна тактика.*

There is no doubt that communication is an inseparable component of social life. Any communicative act enables the communication of the intentions, goals, desires and wishes of the participants. During intercourse people behave and communicate differently, according to the situation and the circumstances. We converse in order to give or provide information, to seek information, to enforce someone to do something, to persuade someone, it means that we want someone to do something and this desire of ours is communicated, to express our emotions like courage or fear, joy or sorrow, satisfaction or disappointment with appropriate gestures and words.

Every day we face the situations when we try to provoke somebody or someone tries to provoke us. Originally, provocation means an act or a word that incites a particular response, it is something that instigates, angers, or irritates. So, according to the definition provocation has two significant features: it is a premeditated, deliberate and conscious action and it brings some negative aftereffects to the one who is provoked. It indicates the manipulative nature of the provocation. In linguistics, provocation, which is **the object** of the investigation, is a type of intercourse, intended for receiving the needed information, i.e. the communicative action of the speaker (provocateur) for the purpose of provoking the response of the recipient in order to gain some information from him. In other words, we can call it inquiry or pumping. The person who provokes is called a provocateur; the one who is provoked is called a recipient. This type of communication still remains unexplored in full by linguists and it identifies the relevance of this issue.

During the process of communication its participants try to realize their communicative purposes by influencing each other, and the more planned the process is, the more effective the communication turns out. So, **the aim** of the paper is to consider the planning process as a key to effective provocation. **The subject** of the article is the communicative strategy as a provocateur's plan to achieve the communicative goal.

The basis for provocative communication is the speech influence, since it is understood as power to affect the opinions or behavior of the others by means of language. In linguistics, provocation is applied for the direct influence on the people, moreover they are “forced” to provide some piece of information against their desire, not even realizing it. The communicative process is “not only influence of the speaker on the recipient in order to achieve some results (i.e. to provide or receive some information, to incite someone to do something), but also mutual communicative activity, i.e. communicative interaction, that provides results for both interlocutors” [2, 140].

Effective communication occurs when a desired effect is the result of intentional or unintentional information sharing, which is interpreted between multiple entities and acted on in a desired way. Effective communication should generate the desired effect and maintain the effect, with the potential to increase the effect of the message. The process of communication includes not only phenomena occurring directly between participants in the communicative situation, but also involves a broader phenomenon in which there must be space for what precedes and what follows that process, i.e. the result. Therefore, effective communication serves the purpose for which it was planned or designed. Possible purposes might be to generate action, create understanding, inform or communicate a certain idea or point of view. When the desired effect is not achieved, factors such as communicative breakdowns are explored, with the intention being to discover how the communication has been ineffective.

Good communicators have little trouble in building trust and establishing rapport with their communicative partners. Every separate communicative situation appears differently effective for each participant and it's not equally effective for all of them. Depending on the intentions and communicative aims the interlocutors pursue, there can be distinguished illocutionary and interactive effectiveness of communication [3, 134]. Illocutionary effectiveness means the agreement between illocutionary force and perlocutionary effect, but effectiveness and the result of the communication

can be reached either in cooperative or non-cooperative way. Interactive effectiveness implies cooperation, mutual understanding, communicative harmony as the indicators of successful interaction. In the situations of the provocative communication the speaker fails to cooperate as provocateur disregards the recipient's intentions, purposes and interests. Moreover, in most cases the provocateur flouts the cooperative principles and Grice's maxims [5] (i.e. the maxims of quality, quantity, relation and manner), which in fact enable effective communication. Nevertheless, this doesn't prevent him from achieving the perlocutionary effect i.e. realization of the communicative aim.

Provocative communication just like any type of communication has some particular purpose, since communication is a purposeful and intentional activity. Hardly, can we find a speaker, who remains indifferent to the result of his/her communicative acts. Plans and intentions are mental states that we develop rationally in order to enable the fulfillment of our desires or our beliefs. The planning process is critical to our functioning both as rational individuals and as social beings, because it projects our attitudes and beliefs into time and social space, allowing them to affect our actions beyond the present and enabling us to coordinate our actions with those of others [4]. Communicative intention [1, 184] is preverbal aim of the provocateur that determines the communicative strategy. Effectiveness of provocative communication is explained through such terms as accomplishment of a goal and realization of an intention. For the provocation to be effective, it must be well planned. In order to realize the communicative goal and intention the provocateur should formulate communicative strategy and realize it by means of communicative tactics. As intentions are fulfilled, the provocateur proceeds step by step towards the eventual fulfillment of his/her aim.

Originally, strategy and tactics concerned military matter. So, strategy is the art or science of the planning and conduct of a war, while tactics is the art and science of the detailed direction and control of movement or maneuver of forces in battle to achieve an aim or task. "Strategy" is a term in such widespread use that in many cases it has come to mean little more than 'deciding', 'planning ahead' or merely 'doing something'. Properly understood, however, strategy is a collection of ideas, preferences and methods which explain activity and give it purpose, by connecting it to a desired effect or a stated goal.

The terms "strategy" and "tactics" are used in linguistics as well. Communicative strategy is a high level plan to achieve one or more communicative goals. Strategy becomes ever necessary when it is known or suspected there are insufficient resources to achieve these goals. The strategy defines how the speaker will achieve the objectives he/she's identified. And the communicative tactics is the complex of steps for realization of this plan. If the strategy is considered as global, then tactics is local. Thus, the communicative strategy combines the planning process of communication, which is necessary for achieving the perlocutionary effect, the realization of provocateur's communicative aims. So, the provocateur tries to arrange his speech or dialog with the recipient so that he reaches the necessary result. Strategic communication must by definition be at the heart of influence, and influence is fundamental in the pursuit of strategic goals.

For the provocateur strategic and tactical planning is absolutely conscious task. The more precise strategy the provocateur chooses, the more successful and effective the result of the provocative communication appears. Appropriate strategy leads to the perlocutionary effect of the communication i.e. the realization of provocateur's communicative aim. Any strategy is connected with planning of the communicative process and considering the personal features of the interlocutor i.e. his/her psychological "diagnosis" and specific circumstances and conditions of the communicative situation.

For example:

[CUT to the Second District Police station. GILLIAN is watching CAL interrogate JACQUELYN on a TV screen] JACQUELYN [on video]: Why would I know what happened to Miss McCartney? CAL [on video]: You tell me. JACQUELYN [on video]: Why would I know? CAL: 'Why would I know?' When eyebrows go up like yours, the person knows the answer to the question they're asking. JACQUELYN: But I don't. I don't- I don't feel well. CAL: Morning sickness? You argued with Miss McCartney the afternoon that she was murdered. JACQUELYN: No, I didn't. You don't know what you're talking about. CAL: I know when you're lying. JACQUELYN: I'm not lying! CAL: I know why you fought with her. JACQUELYN [upset]: I didn't! [CAL pulls out the photo of Miss McCartney arguing with JACQUELYN in her car] CAL: This your car? JACQUELYN: I didn't kill Miss McCartney. CAL: Now, that's the truth. I know you didn't, but you know who did. So, tell me about the argument. JACQUELYN: I don't have anything to say. CAL: You know, James Cole is innocent. He's going to go to prison for the rest of his life. You really gonna let that happen? [JACQUELYN is getting more upset and emotional. She looks like she is about to cry.] CAL: I mean, maybe you couldn't stop the murder but you can stop this. You have to stop this. JACQUELYN [emotional]: I...I can't. CAL [getting impatient]: Jacquelyn... [GILLIAN interrupts, coming in silently and handing CAL a folded note. CAL reads the note and looks upset. Written inside is "Bring this to me in 5 minutes and look grim."] CAL: I guess it doesn't matter anymore. You're gonna have to live with this because James Cole just hanged himself in his jail cell.

[JACQUELYN cries and shakes her head. GILLIAN is watching the interrogation on the TV again] JACQUELYN [crying]: *I didn't think that anything would happen to James because he's a minor. I didn't know that he was gonna...Oh my God.* CAL: *Why did Principal Castle recognize your car when I showed him the photograph? You were involved with him, weren't you? Castle took advantage of you.* JACQUELYN: *He didn't take advantage of me. We're in love. He loves me.* CAL [nodding in a yeah-sure way]: *You're pregnant with his baby, aren't you?* JACQUELYN: *He was gonna leave his wife to be with me. He told me, but Miss McCartney saw us parked in my car up the hill beside school. We didn't--we didn't know, but she saw us. And then later that day she came up to me in the parking lot, freaking out like she had to be all worried about me when, I mean, I was the one who went after him.* CAL: *And then you argued about turning him in.* JACQUELYN: *I begged her not to. He hadn't done anything wrong. She didn't listen. She said she was gonna turn him in, so I told him. You know, he said that everything would be okay, that he would talk to her, but I didn't know he was gonna kill her. I didn't know...*](7)

It's the communicative situation of interrogation. The provocateur is Cal, who investigates the crime and Jacquelyn is the recipient. The interaction between them develops dynamically via asking-answering tactics. The provocateur chooses the manipulative strategy, which appears to be relevant here and corresponds the pragmatic aim of the provocateur i.e. to get from Jacquelyn the truthful information about the killer of Ms. McCartney. Jacquelyn as a recipient tries to pursue her aim i.e. to protect herself. So, the manipulative strategy is realized by means of the following tactics:

- the tactics of provoking sympathy (You know, James Cole is innocent. He's going to go to prison for the rest of his life. You really gonna let that happen?). The provocateur tries to arouse Jacquelyn's pity, as her classmate James will be imprisoned for the murder he didn't commit.
- the tactics of reproach, blame (I guess it doesn't matter anymore. You're gonna have to live with this because James Cole just hanged himself in his jail cell). This tactics appears to be the most effective as it influences the psychological and emotional state of the recipient. The point of the manipulative strategy is in control over recipient's emotions.
- the tactics of deception is key here although it is expressed nonverbally. Cal's assistant Jillian brought the note with text "Bring this to me in 5 minutes and look grim." Though this note didn't hold any evidence about James death, it played the key role here. The provocateur's deception led to the needed result and psychologically incited the girl to tell the truth. The combination of the verbal and nonverbal expression of the mentioned tactics as well as direction and control over recipient's emotions helped the provocateur to realize his communicative aim.

The provocateur as a skillful speaker always chooses the adequate and proper tactics and strategies which correspond the recipient's psychological "diagnosis" and specific circumstances and conditions of the communicative situation.

Jacquelyn builds her communicative behavior according to her communicative aim and applies protecting strategy that is realized via:

- distancing tactics in order to remove any suspicion (Why would I know what happened to Miss McCartney?... Why would I know?),
- ignoring tactics in order to switch provocateur's attention on the way she feels (But I don't. I don't- I don't feel well),
- denying tactics (No, I didn't. You don't know what you're talking about, 2) I'm not lying!, 3) I didn't kill Miss McCartney, 4) I don't have anything to say..., 5) I...I can't);
- justifying tactics (1) I didn't think that anything would happen to James because he's a minor. I didn't know that he was gonna...Oh my God, 2) He didn't take advantage of me. We're in love. He loves me, 3) ...didn't know he was gonna kill her).

So, it is obvious, that the strategic plan of the provocateur turns out to be more effective. The provocation was successfully realized and the recipient shared the needed information. The provocateur reaches the illocutionary effectiveness of communication, as in the process we can observe flouting the Politeness [6] (six maxims: tact, generosity, approbation, modesty, agreement, and sympathy) and Cooperative principles [5], in particular the maxims of quality and relevance. Provocateur says that what is not relevant, what he believes to be false and that for which he lacks adequate evidence. Nevertheless it was a part of his strategic plan and provocative intention and just that very neglecting of the Cooperative principles helped to reach the perlocutionary effect.

So, we consider provocation as a type of intercourse, intended for receiving the needed information, i.e. a purposeful communicative action of the speaker (provocateur) for the purpose of provoking the response of the recipient in order to gain some information from him. Provocation is also considered as an appeal to recipient's emotional reaction. Provocation is the intentional use of speech influence to regulate, direct and control the recipient in order to gain the needed information. The provocateur acts as a leader of the communicative situation, who tries to predict the process of communication and influence the emotional and psychological state of the recipient not taking into consideration his/her interests and purposes. The recipient turns into a tool for accomplishing the provo-

cateur's strategic plan. Effectiveness of provocative communication is explained through such terms as accomplishment of a goal and realization of an intention. For the provocation to be effective, it must be well planned. In order to realize the communicative goal and intention the provocateur should formulate communicative strategy and realize it by means of communicative tactics. As intentions are fulfilled, the provocateur proceeds step by step towards the eventual fulfillment of his/her aim. The communicative strategy combines the planning process of communication, which is necessary for achieving the perlocutionary effect, the realization of provocateur's communicative aims. The more precise strategy the provocateur chooses, the more successful and effective the result of the provocative communication appears.

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***Summary.** The article deals with the provocation as a type of intercourse, intended for receiving the needed information, i.e. a purposeful communicative action of the speaker (provocateur) for the purpose of provoking the response of the recipient in order to gain some information from him. The strategic planning here is considered as a condition of effective provocative communication.*

***Key words:** provocative communication, speech influence, communicative strategy, communicative tactics.*

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ГЕНДЕРНА САМОІДЕНТИФІКАЦІЯ У РОМАНІ БОББІ ЕН МЕЙСОН «В КРАЇНІ»

В статті порушується проблема самоідентифікації особистості в процесі її дорослішання, яка розглядається в контексті сучасної американської постмодерністської прози “coming of age” на прикладі роману Боббі Ен Мейсон „В країні”.

***Ключові слова:** постмодернізм, Боббі Ен Мейсон, “coming of age”, гендер, самоідентифікація.*

Проблема дорослішання (англійською мовою «coming of age») тісно пов'язана із поняттями «стать» і «гендер». Традиційно перше використовувалось для визначення тих анатомо-фізіологічних особливостей людей, на основі яких людські істоти визначаються як чоловіки або жінки. Крім біологічних відмінностей між людьми існує розподіл їх соціальних ролей, форм діяльності, відмінні в поведінці й емоційних характеристиках. Поняття «гендер» увійшло в літературу постмодернізму як літературна категорія, про що свідчать спеціальні дослідження. Попри те, що «coming of age story» можна прослідкувати від «Одіссеї» Гомера, «Кандіда» Вольтера до «Ловця у житті» Селінджера та аж до «Гаррі Потера» Дж. Роулінг, серед літературних творів дуже мало таких, у яких йдеться про дорослішання дівчини, а не юнака, як у романі сучасної американської письменниці Боббі Енн Мейсон «В країні». Аналізу проблеми самоідентифікації у період дорослішання Саманти Хьюз, головної героїні цього роману, присвячена ця стаття.

Актуальність представленої наукової розвідки зумовлена відсутністю досліджень творчого доробку сучасної американської письменниці Б.Е.Мейсон у вітчизняному літературознавстві та