

## PRAGMATIC FORCE OF FLIRTING FASCINATION IN THE GENDER DISCOURSE

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Мета дослідження полягає в тому, щоб запропонувати явище fascinaції в лінгвістичній інтерпретації, зокрема в гендерному аспекті. Межі аналізу fascinaції проводяться в лінгвістичній антропології, гендерній лінгвістиці і дискурс-аналізі. У роботі виконано такі завдання: розглянути феномен “фліртуючої” fascinaції, вивчити комунікативні типи ситуацій “флірту”, дослідити роль першого враження у встановленні комунікативного контакту, визначити стадії флірту та динаміку fascinaції, проаналізувати невербальні способи створення першого враження в англійському дискурсі.

*Ключові слова:* атракція, fascinaція, флірт, стилістичні засоби, іронія, сарказм, стиль “високого залучення”.

Цель исследования состоит в том, чтобы предложить явление fascinaции в лингвистической интерпретации, в частности в гендерном аспекте. Границы анализа fascinaции определяются в лингвистической антропологии, гендерной лингвистике, дискурс-анализе. В работе выполняются следующие задачи: рассмотреть феномен “флиртовой” fascinaции, изучить коммуникативные типы ситуаций “флирта”, исследовать роль первого впечатления в установлении коммуникативного контакта, определить стадии флирта и динамику fascinaции, проанализировать невербальные способы создания первого впечатления в английском дискурсе.

*Ключевые слова:* аттракция, fascinaция, флиртовый, флирт, стилистические средства, ирония, сарказм, стиль “высокого вовлечения”.

A focused goal of the research is to propose the phenomenon produced in linguistic interaction, gender in particular, – fascination. The framework of analysis of fascination is conducted within linguistic anthropology, gender linguistics and discourse analysis, predetermines the following tasks: to research the phenomenon of flirting fascination; to study communicative types of flirting situations; to explore the role of the first impression in establishing the communicative contact; to determine stages of flirting and dynamics of fascination development; to investigate nonverbal peculiarities of the first impression in the English discourse.

*Key words:* attraction, fascination, flirting, stylistic means, irony, sarcasm, high involvement style.

The study of interpersonal communication is rapidly gaining its importance in the contemporary era. As a multidisciplinary phenomenon, the investigation of interpersonal communication includes much of psychology, sociology, anthropology and touches on many facets of the language studies as well. The complex and intriguing nature of interpersonal communication is fascinating the researchers to plunge deeply into it. There exist varieties of disciplinary approaches to the subject of human communication, including anthropological, psychological, linguistic and many other in explaining the intricacies of human communication [15; 12].

An interest in interpersonal communication has always been constant among communication researchers [16]. The heart of interpersonal communication is shared meanings between people. They don't just exchange words when they communicate. Instead, they create meanings which grow out of histories of interactions between unique people. Communication takes place when one mind so acts upon its environment that another mind is influenced, and in that other mind an experience occurs which is like the experience in the first mind, and is caused in part by that experience. Scholars define interpersonal communication as a symbolic interaction between people rather than between a person and an inanimate object [13].

Interpersonal communication is a mutual relational, co-constructed process, as opposed to something that one person does “to” someone else with the help of forces of interpersonal attraction. Research on interpersonal attraction surged in the 1960s with publications by D. Byrne [4]. Interpersonal attraction was conceptualized initially as a relatively stable attitude that leads to positive sentiments for another person and that serves as the catalyst for initiating interpersonal interaction. It is now viewed as a dynamic, affective force that draws people together and permeates all stages of interpersonal relationships. The capacity to evoke an intense interest is called fascination. The aim of this article is to highlight fascination and its pragmatic potential in the discourse of interpersonal relations between men and women.

Fascination comes from one of the oldest words in Latin “fascinare” and it means to bewitch or hold so captive people that are powerless to resist. Before a detailed analysis of concept of fascination, let us declare that fascination is close to allurement, appeal, attractiveness, charisma, charm, enchantment, glamour, grabber, hang-up, lure, magic, magnetism, obsession, piquancy, power, sorcery, seductiveness, spell, thing for, trance, witchery etc. It is an intense emotional focus, the irresistible influence on the audience. People will forget what you said, people will forget what you did, but people will never forget how you made them feel [6].

Fascination is the power to interest or attract people very strongly. It actively takes place in flirting. People love romantic attention. It makes them feel special. Flirting is a good way to get closer to people. Flirting is a negotiation process that takes place after there has been some initial attraction. Two people have to share with each other the information that they are attracted, and then test each other on an array of attributes. The flirting becomes something that enhances the attraction.

Flirting as a form of interpersonal relationships can be analyzed in the context of interpersonal theories which operate under four basic assumptions:

- 1) Relationships are always connected to communication.
- 2) The nature of the relationship is defined by the communication between its members.
- 3) Relationships are usually defined implicitly rather than explicitly.
- 4) Relationships develop over time through a process of negotiation [5].

Let us go through the theories of interpersonal relationship dynamics – Social Exchange Theory, Equity Theory, and Uncertainty Reductions. Social Exchange Theory was proposed by G. C. Homans in the year 1958. According to Social Exchange Theory “give and take” forms the basis of almost all relationships though their proportions might vary as per the intensity of the relationship. The idea of Social Exchange Theory is that people’s feelings about a relationship depend on perceptions of rewards and costs, the kind of relationship they deserve, and their chances for having a better relationship with someone else (More Rewards than Costs). In a relationship, every individual has expectations from his/her partner. A relationship without expectations is meaningless. Accordingly, feelings and emotions ought to be reciprocated for a successful and long lasting relationship. Relationships can never be one-sided. An individual invests his time and energy in relationships only when he gets something out of it.

Social exchange theory holds that how people feel (positively or negatively) about their relationships will depend on:

1. Their perception of the rewards they receive from the relationship.
2. Their perception of the costs they incur.
3. Their perception of what kind of relationship they deserve and the probability that they could have a better relationship with someone else.

In other words, we buy the best relationship we can, one that gives us the most value for our “emotional dollar”. The basic concepts of social exchange theory are reward, cost, outcome and comparison level (expectations about the level of rewards and punishments they are likely to receive in a particular relationship).

The idea of Equity Theory is that people are happiest with relationships in which rewards and costs experienced and both parties' contributions are roughly equal (Rewards and Costs are equal). Relationships should be a balance of positive and negative. Equitable relationships are the most balanced. So flirting is beneficial. Indulging in flirting boosts people's ego and makes him aware and feel good about themselves. As a result of flirting, people gain in confidence. As a result of the increased confidence, people are prepared to meet and interact with others.

W. C. Schutz [14] has developed a systematic approach to the understanding of interpersonal communication that is based upon interpersonal needs. According to Schutz, interpersonal needs can be divided into three categories. They are inclusion, control and affection. Inclusion refers to the need to maintain a satisfactory relationship with others and to have enough involvement and belongingness; control is associated with the need for influence and power; and affection refers to the need for friendship, closeness, and love. Each person's interpersonal needs are different. An awareness of the interpersonal needs of the individuals will enable us to better understand their communication behaviour. The Schutz system suggests that a successful interpersonal encounter is one where the interpersonal needs of the participants are satisfied. We engage in interpersonal communication and compare our opinions, attitudes, and beliefs with those of others.

In the same way, G. C. Homans [7] identifies three elements that are present when individuals get together to perform some task: sentiment, activity, and interaction. Sentiment refers to the need that motivated the individuals to join one another as well as to the positive and negative feelings that participants develop towards one another. Activity is the label given to the specific acts the participants perform that are related to their task. Interaction refers, among other things, to the interpersonal communication that inevitably occurs as the participants conduct their activities. Activity, interaction, and sentiment are all interdependent. That is, an increase or decrease in any one element affects the other two. Both these views highlight the psychological issues in developing interpersonal relationship while communicating with one another.

Both C. R. Berger and R. J. Calabrese proposed Uncertainty Reductions Theory to explain the relationship between individuals who do not know each other much or are complete strangers. According to Uncertainty Reductions Theory, two unknown individuals meeting for the first time go through various stages to reduce the level of uncertainty between them and come closer to each other. Strangers must communicate well to know each other better and find out their compatibility level.

Following are the stages individuals go through to reduce the level of uncertainty in relationships.

1. Entry Stage. The entry stage is characterized by two individuals trying to know each other better. Each one tries to find out the other person's background, family members, educational qualification, interests, hobbies and so on. Each one discloses his/her likes and dislikes to strengthen the bond and take the relationship to the next level.
2. Personal Stage. In the second stage or the personal stage, individuals try to find out more about their partner's attitude and beliefs. Individuals try to know more about the other person's ethics, values, behaviour and nature on the whole. Individuals who are no longer strangers learn more about each other's personality traits in the personal stage.
3. The Exit Stage. The exit stage is characterized by individuals moving out of relationships in search of a more compatible partner [2].

The mentioned stages are typical of flirting. The contact stage is meeting a person and forming a certain impression of him. It takes only three to five seconds to make a first impression. First impressions can either be incredibly important or just very important. First impressions extend beyond just fact accumulation, processing, and filtration through lenses of expectation. We flash forward to future behavioral projections. People remember: 10% of what they read, 20% of what they hear, 30% of what they see, 40% of what they hear and see [9].

Usually all of the information on this stage is superficial as there is little disclosure. All relationships are "non-interpersonal" at first. Some relationships never develop beyond this point, even when people know each other for a long time. Other relationships go through various stages as people become closer

and closer. Studies have found that four minutes is enough to decide to either continue a relationship with the person or end it [8]. This stage is characterized by invitational communication. This is the beginning stage of a relationship. It involves opening comments or questions and responses to them. On this stage, we begin by judging the other person by very superficial criterion, such as appearance, communication style, dress, and possessions. If a person is physically attractive and well dressed, we may conclude at this stage that we might like them, that they might be an interesting person to get to know. However, since such characteristics may not accurately indicate the character of the person we are talking to, they may be misleading. After getting to know the person better, we might decide that that person is not like we had thought.

This initial situation might be considered an audition. We “try out” the other person to see if they are someone we would like to spend more time with, someone we would like to know better, and we try to appear to be the kind of person they might like to know better. We talk, at least superficially, about background and interests, to find out whether we have something in common. We see how much we enjoy the other person’s company and begin to consider whether we would like to spend more time with them.

Many relationships never go beyond this stage for whatever reasons because of limited time, lack of interest, other relationships probably most relationships are like this. The two people greet each other and make small talk when they meet, but they never become closer. If the audition goes well, and both people are interested in furthering the relationship, they go on to the next stage – the involvement stage.

In the involvement stage connection between communicants is formed. This is where self-disclosing information begins and takes more risks. In other terms explorational communication takes place. This stage involves exploring the possibilities of the relationship. Communication becomes more personal, and the people learn more about each other and their values and attitudes. It is also an intimacy stage, a certain type of relationship is established (friendship, romantic etc.). Intensifying communication – each person knows enough to consider the other attractive. This is a time of very intense communication. They each reveal more and more private information about themselves and learn to understand the point of view of the other person. The Personal Stage decides the fate of the relationship.

Flirting has its peculiar signal system. Fascinating signs serve to establish the communicative contact. Therefore effective communication is impossible without fascination. The main fascinating signs are: 1) look (appearance, clothes, accessories etc); 2) age; 3) personal features (intelligence, character, morale etc); 4) social and status characteristics; 5) verbal and nonverbal patterns of behavior; 6) artifacts. These fascinating signs are considered to be the main cause of fascination. Besides high attractiveness ratings are associated with female faces with: large eyes, small nose, small chin, prominent cheekbones, narrow cheeks, high eyebrows, large pupils, big smile. In women’s ratings of male attractiveness, they gave the highest attractiveness ratings to men’s faces with: large eyes, prominent cheekbones, large chin, big smile. The art of fascination is designed to charm so that others will lose their ability to resist without knowing how or why it has happened. The process of fascination includes maneuvers how to create a spell, break down people’s resistance, give force to flirting. Basic factors that influence fascination are:

1. WHO (credibility, attraction).
2. WHAT (message).
3. TO WHOM (audience, communicative partner, status, gender).

The purpose of flirting is to make the partner interested. The factor Who is a man or a woman focuses on their benefits. The factor WHAT is a message that attracts. The message bears the information “I am ready to continue relations, want to know you closer”. According to the factor TO WHOM they define their target audience they are flirting with.

The key principle of fascinating interaction is “Make others fall in love with you”. It comprises 3 maxims:

1. Maxim of loving attitude;

2. Maxim of interest;
3. Maxim of confidence.

The first maxim means to look like an attractive person. The indispensable factor of flirting is attraction. Without it, it is not the game, because flirting is all about play. Attraction, in general, is a motivational state that causes someone to think, feel, and behave in a positive manner toward another person. More specifically, interpersonal attraction is the degree to which a person desires to form and possibly maintain an interpersonal relationship with another person.

Attraction increases if people have similar characteristics, values, attitudes, interests, and personality traits with others. In the initial stages of a relationship, people try to emphasize positive information about themselves to create a positive and attractive image. They reveal those aspects of themselves that are common with the other person, and the other person does the same.

We are more likely to be interpersonally attracted to people who are physically close to us rather than farther away. Physical proximity increases communication opportunities. We may be attracted to persons with abilities, interests, and needs that differ from our own but that balance or round out our own.

Thus, the factor in fascination is mutual attraction. Our attraction to someone tends to lead to mutual attraction because we are likely to be very pleasant to people whom we fancy, which in turn makes us more fascinating to them. Because of our desire for peace, harmony and minimal conflict, we tend to fascinate people whose attitudes, beliefs, interests and values are consistent with our own.

The maxim of interest implies to make the other person feel special, to smile and be approachable, to magnify the listener's attention, to create interest. Fascination is not talking about oneself too much. Terms for this behavior include conversational narcissism (view that one is center of the universe). Fascination revolves around the concept known as "social magnetism". Psychologists have noticed that certain people seem able to draw other people towards them [11]. These "social magnets" often find others to initiate conversations with them. Other people seem drawn by them. These people attract others because they exhibit the types of body language and facial expressions that others find attractive and inviting. They smile, engaged in eye contact, exhibit open body language – point their bodies towards the person they are speaking to, uncross their arms and legs and often make gestures that involve them displaying open palms. In other words, their body language and facial expressions attract other people to them. People who are perceived as warm, amiable, humorous, gregarious, positive, smart, interesting or confident are clearly more ingratiating than those who are considered belligerent, boring, insecure, negative, insensitive.

The power of fascination is the ability to draw people in and hold them in a thrall. There are nine fascinating types of personalities in the communicative situation of flirting: Sirens, Rakes, Ideal Lovers, Dandies, Naturals, Coquettes, Charmers, Charismatics, Stars.

Sirens have an abundance of sexual energy and know how to use it. The Siren is a mirage; she lures men by cultivating a particular appearance and manner. Rakes insatiably adore the opposite sex, and their desire is infectious. They are masters of seductive language. Ideal Lovers apply to romance. He or she is an artist in creating the illusion. Dandies like to play with their image, creating a striking allure. Dandy creates his own persona. They play with masculinity and femininity, they fashion their own physical image, which is always startling, they are mysterious and elusive. They also appeal to the narcissism of each sex. Dandies fascinate and seduce in large numbers. Naturals are spontaneous and open. They embody spontaneity, sincerity, unpretentiousness, playful spirit. Coquettes are self-sufficient, with a fascinating cool at their core. Coquettes are the grand masters of the game. They bait with the promise of reward – the hope of physical pleasure, happiness, power – all of which proves elusive; yet this only makes their targets pursue them to more. Their narcissism proves devilishly, attractive. They hold the cards. Their strategy is never to offer total satisfaction. Charmers want and know how to please. They are consummate manipulators, masking their cleverness by creating

a mood of pleasure and comfort. Their method is simple: they deflect attention from themselves and focus it on their target. They draw others in with their indulgence they make others dependent on them, and their power grows.

Charismatics have an usual confidence in themselves. Charisma is a presence that excites. It comes from an inner quality – self-confidence, sexual energy, sense of purpose, contentment. This quality radiates outward, permeating the gestures of charismatics, making them seem extraordinary and superior. Charismatics have a piercing gaze, fiery oratory, an air of mystery. They can fascinate on a grand scale. Stars are ethereal and envelop themselves in mystery. They stand out from others through a distinctive and appealing style, they make others want to watch them. At the same time they are vague and ethereal, keeping their distance. Their dreamlike quality works on other's unconscious.

Psychologists identified five styles of flirting: physical, traditional, polite, sincere and playful [8]. Physical flirting involves the expression of sexual interest in a potential partner. People who scored high in this form of flirting often develop relationships quickly, have more sexual chemistry and have a greater emotional connection to their partners. Traditional flirts think men make the first move and women do not pursue men. Because they adopt a more passive role in flirting, women with this style are likely to report trouble getting men's attention and are less likely to flirt or be flattered by flirting. Men often know a potential partner for a longer time before approaching them. Both genders tend to be introverted and prefer a more intimate flirting scene: *Flicking his hair; he approached towards her: I might see you there... at the dance. This time he smiled with all the glee of a cat playing with a mouse. "Brady, Anthony Brady." "H-have we met before .... Your name sounds awfully familiar. My name is Cira Lee." He nodded and started out of the room, turning at the last minute to look at her face. "I'll meet you in the lobby tonight at eight"* (19).

The polite style of flirting focuses on proper manners and nonsexual communication. Although they are less likely to approach a potential partner and do not find flirting flattering, they do tend to have meaningful relationships: *A quite attractive man caught her eye. Her heart sank. Flirt, her instincts commanded. She came toward him. Still a mild flirtation might give her ego a boost. "Excuse me, sir", she said politely. He turned to her and smiled. "Haven't I observed you on local television?" "No mistake, miss, you might have." He said, remained stonely polite. But Diana's mind turned to the practical questions involved. "Can you advise me?" "Yeah, all right." He gave directions* (18).

Sincere flirting is based on creating emotional connections and communicating sincere interest. Although women tend to score higher in this style, it is advocated by both genders. Relationships involve strong emotional connections and sexual chemistry and are typically meaningful. People with playful flirting styles often flirt with little interest in a long-term romance. However, they find flirting fun and enhancing to their self-esteem. They are less likely to have important and meaningful relationships.

The communicative situation of flirting marked by fascination is a tense varied dialogue-war with the features of sharp satirical character. The initiator achieves the communicative aim with the help of frank irony and sarcasm. Depending on the situation he tends to vary different degree of irony and sarcasm. Moreover, variations of stylistic means of flirting fascination creates the expressive language game dealing with coded and decoded expressiveness [17]. It is possible to attract attention by creating ironical and sarcastic tone. The tone is realized through such stylistic means as irony (ironical messages), sarcastic, familiarized remarks. Such specific flirting fascination is used by the speaker who is usually self-assured and is not accustomed to being rejected. The aim of flirting fascination expressed by the ironical messages is to attract attention by an extraordinary communicative behavior.

When we fascinate people, we use both indirect and direct strategies to communicate our liking through nonverbal and verbal cues. It can be as little as 4 seconds before someone has made their first impression. In flirting situation it happens before the very first words are uttered. A person catches the movement of the object of flirting. He shifts his eyes. All that happens in just a few critical seconds.

Stages of flirting fascination nonverbally:

Stage 1: Sight-seeing. The truth is, people don't really *flirt* with people they don't find interesting or attractive. Flirting starts with sighting the object of flirtation.

Stage 2: Confident Smile. First up is a confident smile that's warm and inviting. It should send out a message that a person is safe and happy to spend time with. Why is it important to signal about safety? Because always, deep in the subconscious mind, the reptilian brain is obsessing over whether you are a threat or not.

Stage 3: The Glancing Game. Some people play this game for a really long time – they look at the person, when s/he catches, they will look away and pretend they're busy and repeat it again until you find it comfortable enough to. People make their judgement just from eyes! In a flirting situation, to make a great first impression and communicate interest it's essential to develop 'sticky eyes' designating especially interesting or gorgeous. A person catches someone's eye and then holds the contact a fraction longer.

Stage 4: Gaining Proximity. It is more like testing the waters. So, a person tries to gain proximity and sees how Object of flirting reacts.

Stage 5: Maintaining Distance. Flirting is a play to get the Object of Affection, but the lingering, prolonged tension is *far* more enjoyable. This is basically done to build up the tension better, sort of making Object of Flirtation more interested. Timing plays a huge part in flirting. In this stage the Object is given enough space to develop interest and attraction.

Stage 6: Starting a Conversation. Now that that tension is heated up, it's time to make some playful conversation. Something that will stir up that interest so it could boil up a nice connection.

Stage 7: Touch. Once a connection has been established – this is where *touch* comes in – like tapping Object's shoulder, putting hand on her waist in case there's someone trying to pass [10].

The truth is, non-verbal flirting comes so naturally and is easy to execute. It is vital to mention that two types of flirting go hand in hand. Verbal flirting can even prove to work faster rather than having to wait and observe body movement. It takes a lot of caution to make sure it works in the right way. A woman may find herself playing with her hair or even playing with her cloths. A man will play with his belt as he makes conversation with the lady. Also, the issue of eye contact comes in. This is where pupils are dilated as the love seekers stare at each other with lust. This is one of the most common non verbal forms of flirting.

Nonverbal cues are often referred to as immediacy: feelings of liking, pleasure, and closeness communicated by such nonverbal cues as eye contact, forward lean, touch, and open body orientation [8]. Immediacy behaviors work to reduce the physical and psychological distance between persons. The amount of interaction we have with someone indicates the level of fascination in the relationship.

Flirting has everything to do with the concept of High Involvement (Consideration) communicative style opposed to Self-absorbed style (dominating communication style in which one focuses attention on the self...use of "I"). No one's day is as bad, no one's opinion as valuable nor information as correct. It is not what *you say*, but how you respond to what *others say* that makes a good conversationalist. In this case emotional tuning is the crucial factor. It presupposes to involve each other in the communicative contact, show own interest and attention that are the main tools of optimizing the conversation. The communicant constantly tries to attract attention and enhance his interest. A constant focus on the partner, attentive attitude towards him promotes efficiency of the interpersonal interaction, creates the atmosphere of communicative cooperation.

A High Involvement person is a very energetic conversationalist. One who is excitedly jumping in to blurt out what is on his/her mind. A High Involvement person thrives on the fast-paced back-and-forth nature of the dialogue....and the interchange is stimulating and heightens the conversation-satisfaction factor. A High Consideration person is a very respectful conversationalist. It is one who politely waits for the other to finish their thought before responding and even take a few seconds as they finish their own thoughts. A High Consideration person holds themselves and their

communication partner in high regard with responses that are thoughtful and deliberate – appreciative of a healthy dialogue. Stereotypes of male communicative behavior supposes the far and middle psychological distances characterized by emotional restraint, rational interaction. High involvement style is typical of Female one. They are inclined to empathy. The reason for existing differences in gender communication styles is social norms. Females possess a wider range of interpersonal distances, each of them demonstrate a certain level of intimacy.

The context of flirting is characterized by emotional, playful tone, psychologically comfortable atmosphere. As a result, gender relations are regulated and formed. The success of communication is determined by communicants' adjustment to conversation. This stage of communication is connected with optimization of relations. Verbal communication, particularly face-to-face (interpersonal in nature), is at the centre of human social relationships [3].

According to Berne, each person is made up of three alter ego states. They are: Parent (our ingrained voice of authority), Child (our external reaction and feelings to external events) and Adult (our ability to think and determine action for ourselves). "Ego states" in terms of Berne: A consistent pattern of feeling and experience directly related to a corresponding consistent pattern of behavior. The essence of Transactional Analysis lies in the principle that when we communicate we are doing so from one of our own alter ego states, our Parent, Child and Adult. Based on the state we send the stimulus or response. The person communicating the stimulus is called the agent. The person who responds is called the respondent.

The parent is our voice of authority, learnt and acquired attitudes we have developed through our life. The parent is the massive collection of recordings in the brain of external events experienced and perceived during our childhood. As per the view of psychologists, the majority of the external events experienced by the children are imitations of parents, relatives, teachers and neighbors. This ego state is appropriately called parent. In contrast to the parent, the child is formed by our internal reaction and feelings to external events in the childhood. Our adult is our innate ability to think and determine our actions and communication based on the data received. Adult is being principally concerned with transforming stimuli into pieces of information, and processing and filing that information on the basis of previous experience [3]. In other words, parent is our taught concept of life; adult is our thought concept of life; child is our felt concept of life. These three states can be used to understand and analyze human behaviour. The gender features of verbal behavior of participants in flirting are distributed in the following way: Adult and parent among men and Child among women.

Thus the present paper focuses on the conception of interpersonal theories that show the relationship between psychology and interpersonal communication in the field of linguistics. Flirting fascination has been taken for study and analysis to understand the issues related to interpersonal communication. What distinguishes interpersonal gender communication is the particular quality or character of interaction. In a broader sense, flirting is associated with the relationship between two sexes, indicates a mixture of attitudes and devices. It has been stated that in flirting the communicative behavior is built up on the principles of play as a special type of gender-marked human activity with gender distinctions. To conduct an effective play it is necessary to involve fascinating signs that helps to synchronize with a partner. Communicants establish their interpersonal relations according to particular stages. Speakers can be divided into nine types according to the situation of flirting with the use of fascination. The research has specified verbal and nonverbal peculiarities of flirting fascination. The work also singles out communicative styles of speakers in flirting, particular high involvement style marked by emotional tuning towards the partner.

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