

человека, например, приказы, критические замечания, прямые просьбы в адрес собеседника и т.д. Таким образом, стратегии негативной вежливости охватывают основные приемы, используемые коммуникантами в повседневном общении и наглядно показывают, как действует механизм человеческих взаимоотношений. Значительное внимание уделяется именно тактикам негативной вежливости, которые используются интервьюером и респондентом для достижения поставленных целей.

Ключевые слова: дискурсивное пространство ток-шоу, негативная вежливость, стратегия негативной вежливости, речевой акт, отрицательное «лицо» адресата.

Chovhanyuk M. Strategies of Negative Politeness in the English Discursive Interview (based on Larry King's talk show).

The article deals with the detailed analysis of ten negative politeness strategies and highlights their operation within the discursive space of Larry King talk show. The author points out that the negative politeness strategies are connected with granting a freedom of action to the addressee, and with his requirement to keep the personal territory inviolable. Negative politeness strategies may be described as strategies of avoidance that also consist of mitigating those speech acts that could threaten negative face of a man, for example, orders, criticisms, direct requests to the interlocutor, etc. Thus, negative politeness strategies cover basic techniques used by communicants in everyday life and demonstrate how the mechanism of human relationships operates. Considerable attention is paid to the tactics of negative politeness that are used by the interviewer and respondent in order to reach their communicative goals.

Key words: discursive space of the talk show, negative politeness, strategy of negative politeness, speech act, negative «face» of the recipient.

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REALISATION OF COMMUNICATIVE INTENTIONS IN DISCOURSE: COGNITIVE-PRAGMATIC PECULIARITIES OF PERSUASION STRATEGY

The article deals with the study of verbal representation of the communicative intention of persuasion in discourse/text. Linguistic characteristics and pragmatic instruments of speech interaction in the course of realization of speakers' communicative intentions are analyzed within the framework of the communicative situation of persuasion with the aim to research major functions of pragmatically relevant linguistic elements. The variety of the language means used to ensure communicative success and efficiency is believed to be predetermined by the conscious choice on the part of the communicants. Presuppositions in discursive interaction are systematized to reveal their close connection with the communicative goals of the speakers in a concrete situation, that is modelled to reflect structural and parameter components of the real world situation in accordance with the knowledge structures arranged as familiar scripts. The author argues that the use of pragmatically charged and perlocutionary efficient persuasion strategy results in the effectiveness of communicative interaction.

Keywords: verbal representation, knowledge structure, communicative strategy, communicative situation, persuasion strategy, perlocutionary efficiency.

Introduction. Current linguistic theories that focus on the study of communication strategies used by the speakers to achieve their communicative goals and reach their intentions in discourse, take their roots in the researches done by H.P.Grice and G.N. Leech, A.D. Belova [8, 10, 2]. At present relevant understanding of effectiveness of communicative interaction is believed to be realized in accordance with communicative strategies of manipulation and convention, each aiming at different aspects of communication as manipulative strategies are based on the psychological influence on the emotional sphere of the speakers in accordance with communicative intentions while conventional strategies are meant to direct and guide interaction so that to avoid conflicts and misunderstanding with the ultimate goal of reaching consensus/compromise.

The topicality of the article is determined by the focus of linguistic research on the study of cognitive, pragmatic and communicative characteristics of linguistic elements in text and discourse to reveal their functions and role in reaching communicative effectiveness. The speakers engage in communication setting certain communicative intentions, this way predetermining the choice of pragmatically relevant strategies and tactics that are to be chosen so that to ensure successful communicative interaction. Linguistic representation of communicative strategies and tactics is intentional, not chaotic; the richness of the language offers a variety of linguistic means of different levels to help realize the pragmatic potential of the strategies and tactics to the full.

The aim of the article is to analyze pragmatic and communicative aspects of communicative interaction of persuasion, to study relevant strategies and tactics, that are used to realize communicative intentions, in order to achieve effectiveness of communication. Pragmatic and linguistic analysis of the factual material calls for the use of common linguistic methods of analysis, synthesis, hypothetic and deductive method, lexico-semantic, cognitive and contextual analysis.

According to N.D. Arutyunova, linguistic peculiarities of communication interaction are related to the concrete communicative situation and are predetermined by the choice and meaning of reactive and responsive remarks in the dialogue [1]. Communicative interaction involves predicting or anticipating responses. Communicative predictions are based on the data from several levels: first is the cultural level that represents information about the culture, its dominant values and norms. The second level of information is sociocultural, that includes data about the group membership, societal and individual background, while psycho-cultural data contain information about the individuals' characteristics.

Communicative interaction is the process of social cognition that is a dialectical process which involves grouping particulars into categories based on their similarities, on categorization (stereotyping). Such stereotypes may be inaccurate, or may not apply to the present situation of communication but they are to be taken into account and studied carefully. Another important variable in discourse (text) deals with distinguishing individuals from other categories based on their differences, so conscious awareness to differentiate individuals from stereotypical categories is to be raised [3, 4].

Discussion. In the process of social and communicative interaction the speaker engages in the concrete situation as well as predicted situations on the basis of linguistic and extra-linguistic structures to achieve effective communication. Pragmatically oriented cognitive linguistic studies attempt to design effective mechanisms to study and explain the most essential notions, which ensure verbal representation, perception and interpretation of events and situations.

The process of perception being a structurally complex and multi-staged one, includes several variables, that are interrelated and interdependent, cognitive frames construing its core. Within the traditional approach to the study of language cultural knowledge is regarded to be part of general knowledge, represented in special models of the world, that reflect cultural specificity of the communicants [6].

Yu.S. Stepanov claimed that cultural models perform a number of functions, being shared by the members of a language community; they fix and store multiple experiences of the members of the language group, as they are specifically systemized structures of conventionally recognized shared presuppositions, that are based both on collective and individual experiences [7, p. 214].

The domains of knowledge include such basic components as societal and individual world models alongside physical, psychological and emotional parameters – all these are structured by a number of subcomponents (elements), which form a complex arrangement of schematic character, with complex connections between them, the elements themselves being schematizations of different domains of experience. The importance of the study of cultural models is conditioned by the fact, that besides representing culturally important knowledge, they serve as sources for direction for speakers in cross-cultural communication, providing ground for adequate interpretation of various actions, events and situations.

Language, being a universal means of verbal representation of thought and knowledge, constructs and communicates meanings that reflect peculiarities of complex cognitive processes, resulting in the correlation of communication with linguistic manifestations of thought [5]. Cognitive science is involved in intensive studying and modelling of thinking that lies behind language and goes far beyond

it, still language reflects the cognitive and thinking processes in certain ways, while cognition predetermines and supports the main spheres and dynamics of language use, language change and language organization.

When people are involved in any language activity they draw unconsciously on vast cognitive resources, numerous models and frames, multiple connections, huge bulks of information and engage in creative mappings, transfers, and elaborations. Application of the contextual analysis to the study of discourse and text reveals how such models predetermine social interaction that cannot be accounted for within the traditional approaches. Context models help provide an explicit theory of relevance and the situational appropriateness of discourse, and also serve a basis for theories of text and communication.

Unlike discourse or interaction, contexts are usually not 'observable' at all, whether traditionally defined as situational or societal constraints or as defined as mental constructs. Incidentally, text and talk are only 'observable' in a very specific sense of 'being public', presupposing shared members' knowledge, because obviously the grammatical and other discursive structures, including those of meaning, cannot be directly 'seen', but are also results of the interpretations of the participants [12, p.18]. Still contexts may be considered observable via their manifestation in discourse, or via the influence of discourse on social situations, in case of political or social/public events.

Traditionally, it is assumed that different cognitive and interpretation operations apply to various levels of linguistic analysis: syntax governs the sentence, and semantics provides it compositionally with a meaning; at a higher level, other operations are at work to produce implicatures, derived meaning, indirect speech acts; then rhetorical and figurative devices such as metaphor and metonymy are involved. Still it is argued that frames, schemas and prototypes account for word level and sentence level, syntactic/semantic properties in cognitive and construction grammar and they guide thought and action more generally [8, 10].

It is so due to a number of factors, namely the cultural, contextual, and cognitive, on which the language forms operate, is sufficiently uniform across cultures to allow interlocutors for a reasonable degree of consistency in the unfolding of the prompted meaning constructions. While studying context in relation to discourse all aspects of social situations, on the one hand, and all the variable structures of language, on the other, are revealed, thus the study of context forms an essential part in linguistic research. Adequate interpretation of the information that is shared in communication is possible due to the background knowledge of the speakers.

Rationale. Effective communication is based on the knowledge of the norms, rules and beliefs characteristic of the language group, but the complexity of general and cultural knowledge models calls for the interdisciplinary efforts aimed at the study of human cognition so that to use the results received for further research in the fields of pedagogy, psychology, sociology and linguistics. Moreover, it is necessary to study inherent characteristics of cultural knowledge, represented in special knowledge structures in the framework of cognitive and pragmatic paradigm to ensure adequate understanding and successful communication based of shared presuppositions about different domains of the world.

The theoretical assumption of this study is connected with the concept 'context model', that is a further elaboration of Teun A. Van Dijk's mental model [12]. It is the definition, interpretation, representation or construction by the participants of the social situation, in terms of subjective context models, that influences the way the speakers interact in the communicative situation, it being defined as subjective constructs designed and continuously updated in interaction by participants as members of groups and communities. A mental model is a subjective and socially based construct of the participants about the for-them-relevant properties of a social situation [6, p.48]. Thus, context models organize the way our discourse is strategically structured and adapted to the whole communication situation in the same way as more general mental models organize how language users adapt their action to the social situation and environment. Evidently, speakers communicate effectively using embodiments of many shared experiences, which they received throughout their lives. These actually often reflect their individual character traits, social (professional) identities or/and group memberships.

There is not yet generally accepted theory of meaning for human language and for the phenomena linguistic signs represent, though there are numerous popular assumptions related to the ideas that were formerly developed in syntax. All the theories regardless of the degree of their generalization deal with systems of elements of different status that are organized in a special way to explain the most typical

functions these elements perform in speech as well as the most characteristic meanings they have in their specialized areas [9, p.122].

The most basic level of meaning is believed to be cognitive (or descriptive), that is viewed as the aspect of meaning that is transferred from one competent speaker to the other in order to deliver the message adequately in every concrete speech situation. Concerning successful communication in terms of competence we have to address such important notions as language and cultural identity of the speaker as these are the determining factors to ensure their effective communicative performance.

The assumption of the dependence of the people's understanding, as well as the way they process information on their general knowledge of the world, is shared by the scientists who focus on the study of the peculiarities of knowledge structures. The complexity of the problem of interrelation between culture, language and cognition is conditioned by the fact that these entities are multifaceted by nature as they accumulate a large amount of knowledge the members of the culture or/and society acquire and share to behave adequately in their daily situations in accordance with the conventional behavioral patterns.

Cultural meanings are such conventional meanings of social nature that are recognized by a group of people and are used as directives for expected behaviour in various situations of communication in accordance with the norms accepted conventionally by the members of this group. Researches in the field resulted in the understanding of their nature as that of complex character, that includes both psychological and social aspects.

As for the knowledge structures these are dealt with in cognitive science based primarily on the anthropocentric principle that aims at the study of the language as the construct of the society at large, linguistic means being considered specially designed units to reflect the process and results of cognition. In this regard one of the fundamental problems for cognitive scientists to solve is to research the mechanisms and ways people master the vast amount of cultural experience and knowledge.

The research, focusing on the study of the forms and formats to represent knowledge structures, led to the development and wide recognition of such universal models as script, schema and frame, that represent typical events and situations in the most abstract and general way.

As cognitive processes and linguistic representation via language means, engaged in the objectivization of the situation, are revealed in discourse or in text fragments we will analyze several extracts from the novel 'A Tale for the Time Being' by Ruth Ozeki to analyze linguistic manifestation of the use of communicative strategies to send a message that is designed to attract and hold attention of potential communicants/ readers and to persuade them of the necessity to communicate further.

The author sets the context of make-believe situation, in which the main character Nao, whose manner of communication is that of appeal and direct address, that is meant to literally 'speak' across time, space and cultures with the other readers or speaker(s), just anybody in any temporal or special dimension. The extract under analysis is placed at the very initial position of the novel, the fact that emphasizes its semantic significance.

Hi!

*My name is Nao, and I am **a time being**. Do you know what a time being is? Well, if you give me a moment, I will tell you.*

*A time being is someone who lives in time, and **that means you, and me, and every one of us who is, or was, or ever will be**. As for me, right now I am sitting in a **French maid café** in **Akiba Electricity Town**, listening to a **sad chanson** that is playing sometime **in your past, which is also my present**, writing this and **wondering** about you, **somewhere in my future**. And if you're reading this, then **maybe by now you're wondering** about me, too (Ozeki R., p.3).*

The context of the situation that contains a set of core components such as characters, actions and their attributes within the temporal, spatial, social, national, individual, emotional parameters that link to the context of perception and decoding of the message, the profile of the context of interpretation in the real situation of the reader.

*You **wonder** about me.*

*I **wonder** about you.*

Who are you and what are you doing?

Are you in New York subway car hanging from a strap, or soaking in your hot tub in Sunnyvale?

Are you sunbathing on a sandy beach in Phuket, or having your toenails buffed in Brighton? (Ozeki R., p.3).

The knowledge presented by familiar scripts and frames is present in all special, temporal or situational realia, that is words and expressions for culture-specific material things (*New York subway car, a sandy beach etc.*).

Are you a male or a female or somewhere in between?

Is your girlfriend cooking you a yummy dinner, or are you eating cold Chinese noodles from a box?

Are you curled up with your back turned coldly toward your snoring wife, or are you eagerly waiting for your beautiful lover to finish his bath so you can make passionate love to him?(Ozeki R., p.3).

The monological format of the extract does not interfere with the realization of the potential dialogue, as Nao offers the choice of responses and guides the potential interlocutor to opting for the ones that are pragmatically charged and reveal the effectiveness of the manipulative strategy of persuasion.

Do you have a cat and is she sitting on your lap? Does her forehead smell like cedar trees and fresh sweet air?

Actually, it doesn't matter much, because by the time you read this, everything will be different, and you will be nowhere in particular, flipping idly through the pages of this book, which happens to be the diary of my last days on earth, wondering if you should keep on reading. (Ozeki R., p.3).

The extract is highly emotionally charged due to the description of the scene laid, it being actually the process of reading *the diary of the girl's last days on earth*. By now Nao has linked to the prospective reader compassionately, so she changes the strategy, demonstrating mock indifference (*no problem, you're not the one I was waiting for anyway*).

And if you decide not to read any more, hey, no problem, because you're not the one I was waiting for anyway. (Ozeki R., p.3-4).

Cultural knowledge constitutes a great part of general knowledge organization so it provides mechanisms for adequate understanding of social and ethnographic peculiarities of human cognition. The cultural dimension of the extract contains a number of components highlighted via a variety of geographical and national realia such as *French, Akiba Electricity Town, New York, Sunnyvale, Phuket, Brighton, Chinese noodles* and the like.

Linguistic means represented by a variety and choice of language units, use synonyms, descriptive adjectives etcetera), extensive number of stylistic devices and conversationally tuned tone (*hi, hey, a yummy dinner*) help model a most detailed situation, characterized by all compulsory components and parameters.

The syntactic organization, grammatical structures, morphological forms used characterize grammatical peculiarities of the extract. Pragmatic features are realized through the use of compositional arrangement of functionally diverse remarks of greeting, questioning, providing 'close' answers for responses.

Compositional structuring of the paragraphs as well as the use of a number of communication strategies of denying, wondering, empathic address, assuring, arguing enhance the effectiveness of the overall communicative situation of persuasion, finalized by the last remark of the extract '*But if you decide to read on, then guess what? You're my kind of time being and together we'll make magic!*'

References such as *Are you in New York subway car hanging from a strap, having your toenails buffed, eating cold Chinese noodles from a box* reinforce the effect of fiction reality especially while used in combination with other language devices. The way certain linguistic means are used and how they are arranged ensure that special intentions are realized in interaction effectively. The array of language elements includes lexical units, phraseological units, grammatical structures and devices, compositional structure, stylistic devices, register and format of speech.

The analyzed communicative situation of persuasion predetermines the use of certain patterns of communicative behavior that aim at the realization of manipulative effect. Repetitive use of questions has an additional function of persuasion, lexico-semantic repetition enhances successful manipulation.

The use of present progressive verb forms, modally charged questions intensify expectation of success of persuasion despite the if-clause ‘*And if you decide not to read...*’ that is followed by ‘*But if you decide to read on ...*’. Moreover, time orientation in the situation is multi-vector in the narrator’s aspect in contrast to the past orientation of traditional storytelling.

The communicative persuasion strategy, realized in the situation analyzed, reflects the pattern of behavior of emotional engagement, while being based on the communicative intention of persuasion, represented with the help of various linguistic means.

Conclusions. Information, encoded in discourse (text), is of complex multi-layer character, so it is necessary to study the peculiarities of the whole scope of lexical and grammatical elements and means that represent and reflect different cultural and social events and situations.

The research of pragmatic and cognitive characteristics of the communicative strategy of persuasion proved the hypothesis that the system of diverse linguistic devices is to be used in accordance with the strategic scheme to ensure effectiveness of communicative interaction. The choice of certain linguistic means allows for the realization of special communicative intentions. The array of language elements, lexical and phraseological units, grammatical structures, composition, stylistic devices, register and format, create the possibility for successful realization of communicative intentions.

Pragmatic features are realized through the use of compositionally arranged remarks that perform different functions. In the analyzed communicative situation of persuasion the communicative intention predetermines the use of certain patterns of verbal behaviour that aim at the realization of manipulative effect on the reader.

The *prospects of research* in the field will help deepen scientific understanding of effective communication, based on the knowledge of the norms, rules and beliefs, characteristic of a language group. It calls for the interdisciplinary efforts aimed to study human cognition, linguistically realized in communicative interaction, to enhance further research of general and cultural knowledge formats.

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Чузу С. Реалізація комунікативних намірів у дискурсі: когнітивно-прагматичні особливості стратегії переконання.

Стаття присвячена вивченню особливостей вербальної репрезентації комунікативного наміру переконання в дискурсі/тексті. Лінгвістичні характеристики та прагматичні інструменти комунікативної інтеракції в процесі реалізації комунікативних намірів мовців аналізуються з метою встановлення основних функцій прагматично релевантних лінгвістичних елементів у межах комунікативної ситуації переконання. Розмаїття мовних елементів, що використовуються для

досягнення комунікативного успіху і ефективності, детерміноване свідомим вибором співрозмовниками. Пресупозиції в дискурсі систематизовано для визначення кореляції між метою комунікації мовців у конкретній ситуації спілкування, яка моделюється як віддзеркалення структурних і параметральних компонентів реальної ситуації у відповідності до структур загальних знань та фреймів. Доведено, що прагматична ефективність комунікації забезпечується перлокутивно релевантною стратегією переконання.

Ключові слова: вербальна репрезентація, структури знань, комунікативна стратегія, стратегія переконання, перлокутивна ефективність.

Чугу С. Реализация коммуникативных намерений в дискурсе: когнитивно-прагматические особенности стратегии убеждения.

Статья посвящена изучению особенностей вербальной репрезентации коммуникативного намерения убеждения в дискурсе/тексте. Лингвистические характеристики и прагматические инструменты коммуникативной интеракции в процессе реализации коммуникативных намерений собеседников анализируются с целью установить основные функции прагматически релевантных лингвистических элементов в рамках коммуникативной ситуации убеждения. Разнообразие языковых элементов, используемых для достижения коммуникативного успеха и эффективности, детерминировано сознательным выбором коммуникантами. Пресуппозиции в дискурсе систематизованы для определения связи между целью коммуникации говорящих в конкретной ситуации общения, моделируемой как отображение структурных и параметральных компонентов реальной ситуации в соответствии со структурами общих знаний и фреймами. В статье доказано, что прагматическая эффективность коммуникации обеспечивается перлокутивно релевантной стратегией убеждения.

Ключевые слова: вербальная репрезентация, структура знаний, коммуникативная стратегия, стратегия убеждения, перлокутивная эффективность.