

## **NATURE OF COMMUNICATIVE STRATEGIES AND TACTICS: LINGUISTIC APPROACH**

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### **INTRODUCTION**

At the present stage of human development achieved significant progress in many areas of life. The main factor that contributed to the development has become the communication process, which can also be considered the basis on which the experience passed from generation to generation. The process of communication is the main way that refers to the transmission of information or message from the sender through a selected channel to the receiver overcoming barriers that affect its pace. It is a continuous and dynamic interaction, both affecting and being affected by many variables.

Speech communication is not a simple exchange of information. It is rather a specially organized influence of the speaker on the addressee in order to change his external behavior and / or the inner world. Having our own mental-verbal picture of the world as a subjective image of objective reality, the speaker reveals the The speaker transmits not only the content of own thoughts, but also expresses the subjective relation and the attitude to the marked communicative personality in the creative use of available wide range of language units to express how factual content and giving their message subjective evaluative characteristics.

The totality of different communication tactics forms the communicative strategy of the speaker as a cognitively and intentionally planned sequence of its speech actions, aimed at achieving a general communicative goal. Communicative strategies of the speaker belong to the complex of the communicative competence, which is also obligatory as a socio-ethno-cultural component, which manifests itself as a compliance with the specific socio-ethnocultural rules of communication. Interpersonal communication forms interrelated replicas of interlocutors that give rise to each other. This interconnectedness is manifested in cooperation intentions sender and recipient, which may overlap or contradict each other to obey. Depending on their own communicative goals and intentions, each

participant builds own communicative strategies and tactics. Everyone has own means and ways to achieve communicative goals. The development of a communicative event can be different: from harmonious, cooperative to disharmonious, conflict.

The choice of a variant depends on the type of personality of the participant in communication, communicative experience, communicative competence, communicative guidance, communicative benefits.

### **1. The Notion of Communicative Strategy and Tactics**

Verbal communication is orderly phenomenon that is based on a speech action planning and choosing the best way to achieve the goals of communicants. It provides grounds for considering linguistic communication as a strategic process, the result of which is a communicative strategy.

The communicative influence of the speaker is manifested in communication through the implementation of relevant communication strategies and tactics.

The term "strategy" is borrowed from Military Science, it means "the art of warfare, a general plan for conducting military operations." It is used in the meaning "the art of planning any activity and managing it on the basis of precise forecasts".

In linguistics, the term "strategy" began to be actively used in the mid 80-ies of XX century, but its definition is still not clearly defined. Many linguists associate a strategy with the intentional program of discourse, the organization of speech behavior in accordance with the plan, the main intention of the communicants. Given the variability of verbal behavior in communication strategies perceive the selection of language resources and adapt them to the conditions of communication to effectively influence the recipient.

In the theory of linguistic communication, F. Batsevich, under the strategy of speech communication understand the optimal realization of the intention of the speaker to achieve the specific purpose of communication, that is, control and the choice of effective communication and flexible modification of their communication in a particular situation<sup>1</sup>.

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<sup>1</sup> Бацевич Ф.С. Основи комунікативної лінгвістики: підручник. Київ: Академія, 2004. 342 с.

There is no universal classification of communicative strategies in the theory of communication. In dialogic interaction, distinguish strategies depending on how to deal with a communicative partner:

a) cooperative strategy – a set of speech acts which uses sender to achieve communication goals through cooperation with the addressee;

b) non-cooperative strategy – a set of speech acts that sender uses to achieve its strategic goal for interfering with the recipient.

Olga Issers believes that strategies as a kind of human activity have a deep connection with the motives that govern the speech behavior of the individual<sup>2</sup>. The most significant motivations of human behavior are completed as follows:

1) primary motives:

- the desire to be effective, that is, to realize the intention;
- the need to adapt to the situation;

2) secondary motives:

- the need for self-expression;
- the desire to preserve and multiply meaningful values for it;
- desire to avoid negative emotions, etc.

O. Issers classifies communication strategies on the hierarchy of motives and goals most relevant to the speaker<sup>3</sup>. The basic strategy is semantic or cognitive, such as subjugation, discrediting a third person, etc. An auxiliary strategy is a pragmatic one that serves all the goals of self-presentation and expression, and exists in such varieties: image building, emotional mood creation, etc. Dialogue strategies are determined by the wishes of the addressee to manage the communicative situation. Achievement of the goal is possible, if during the communicative act the intellectual and emotional resources are controlled. Specific actions that individually or in combination lead to the solution of strategic tasks are the constituent speech tactics. Strategy and tactics are related as genus and species. The purpose of describing communicative strategies is to present a range of typical tactics that implement specific communicative strategies.

T. Yanko believes that the communicative strategy is to choose the communicative intentions and the distribution of quanta (particles) of the

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<sup>2</sup> Иссерс О.С. Коммуникативные стратегии и тактики русской речи. Изд. 5-е. М.: Издательство ЛКИ, 2008. 288 с.

<sup>3</sup> Иссерс О.С. Речевое воздействие: учеб. пособие для студентов, обучающихся по специальности «Связи с общественностью». М.: Флинта : Наука, 2009. С. 46–52.

information on the communicative components<sup>4</sup>. According to T. Yanko, the communicative strategy includes:

1) selection of the global speech intention (intention to state the fact, ask questions, request, etc.);

2) the selection of components of the semantics of the sentence and extra-linguistic consistency, corresponding to the modification communicative values;

3) determining the amount of information pertaining to the basic of an utterance, one rheme, etc.;

4) correlation of quanta of information about the situation with the states of consciousness of the interlocutors and the factor of empathy;

5) determination of a certain sequence of communicative components;

6) setting of the communicative structure of the expression on a certain communicative mode, style and genre.

Consequently, a communicative strategy involves a set of measures necessary to achieve goals and is designed for a certain perlocative effect.

T. van Dijk distinguishes contextual, speech, semantic, syntactic, schematic, text communication strategies. The others identify *communicative* (the rules and sequence of communicative actions performed by the communicator) and *content* (phased, meaningful planning of the purpose, taking into account the existing language code within each turn in the communication) or *cooperative* (informative and interpretive dialogues: advice, narration, communication) and *non-cooperative* (conflicts, disputes, claims, threats, evasion of answers) communicative strategies<sup>5</sup>.

Implementation of a communicative strategy is carried out with the help of tactics, a set of techniques and means for achieving a certain goal. It is a strategic plan identifies specific way to implement the intentional application of discourse, the relationship between communication strategies and tactics is regarded as links of the genus and species.

The strategy chosen by the participants in communicating in one or the other communicative situation involves the use of the appropriate communicative tactics, that is, a definite line of behavior at a certain stage

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<sup>4</sup> Янко Т. Коммуникативные стратегии русской речи. М., Языки славянской культуры. 2001. 384 с.

<sup>5</sup> Ван Дейк Т.А. Дискурс и власть. репрезентация доминирования в языке и коммуникации. М.: Либроком, 2013. 344 с.

of communicative interaction, aimed at obtaining the expected result or preventing undesirable. Communicative tactics is a way of implementing a communication strategy that involves performing one or more actions that contribute to the implementation of the strategy. The strategy is associated with the concept of "globalization", and tactics is with the notion of "locality". The strategy associates the general purpose of communication, the global level of awareness of the communicative situation in general.

Communicative strategy is the main line of speech behavior within a specific communicative event, determined by the general purpose of communication, the situational context and ideas about the recipient. Tactics are called rhetorical techniques and lines of speech behavior. They are correlated with separate intentions corresponding to the stages or phases of the communicative event. Communicative tactics is determined by the strategy of speech processes, which together give an opportunity to achieve the main communicative goal.

The tactics are based on logical and psychological means of influence include:

- 1) tactics of "reincarnation" (O. Goychman, T. Nadein)<sup>6</sup>;
- 2) tactics of "transfer";
- 3) tactics of "generalization";
- 4) tactic of "prompting an example";
- 5) tactics of "surprise";
- 6) tactics of "provocation";
- 7) tactics of "direct inclusion";
- 8) the tactic of "proof from the opposite".

There are different ways to achieve a strategic goal (except in cases of rigidly ritualized speech actions) in communication. We can use several tactics within a given strategy. For example, to persuade a stubborn interlocutor to be in different ways: one can ask, beg, threaten, appeal to conscience, etc. There are few strategies, they outline the main route of discourse, from the idea of communication to its implementation. There are a lot of tactics, they provide the flexibility of communication.

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<sup>6</sup> Гойхман О.Я., Надеина Т.М. Речевая коммуникация: Учебник. 2-е изд., перераб. и доп. : ИНФРА-М; Москва; 2008. С. 8–10.

Each tactic is aimed at a certain change in the fragment of the conscience of the addressee in the direction desired by the addressee. Communicative tactics is dynamic in nature, providing rapid response to the situation. It is based on speech skills, communicative competence. The instrument of its implementation is a communicative move. The communicative tactic has a symbolic representation, therefore, the method of its installation, unlike the strategy, is guided by the explicit information. It also has certain markers. At the semantic level, it is a cliché, nominees of communication participants, performances, connotative meanings of words, particles, repetitions. Lexical and grammatical markers can be syntactic constructions of the corresponding modality, phraseologized sentences, syntactic synonyms, transposition of syntactic structures, syntactic stylistic figures (parallelism, gradation, anaphor, epiphora, etc.). Pragmatic indicators of tactics are the types of the recipient's reaction, the implication, the structure of the communicative moves, and so on.

Communication tactics that implement strategies varied. They depend on the type of discourse, the speech genre, the configuration of intentions in a particular subject of discourse in a particular situation. They are considered false if they do not give the desired results communication. The notion of "communicative strategy" and "communicative tactics" is actively used to study the communicative speech behavior in different types of discourse, to identify its variability and effectiveness.

## **2. Typology of Communicative Strategies**

In modern linguistics there is no exhaustive typology of communicative strategies. This is due to the variety of communicative situations and the problem of choosing the best criteria for their stratification. The most common is the classification of the Dutch linguist Toyne van Dijk and his American colleague Walter Kincha that given the nature of the process of generating and understanding discourse highlighted<sup>7</sup>:

1) propositional strategies that involve the design of proposals through the recognition of the meanings of words activated in semantic memory and syntactic structures;

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<sup>7</sup> Van Dijk, T.A., Kintsch, W. Strategies of Discourse Comprehension. New York: Academic Press, 1983. pp. 145–157.

2) strategies of local coherence, aimed at establishing meaningful relationships between the sentences of the text through the linear ordering of sentences, explicit links and knowledge stored in long-term memory;

3) macrostrategies due to the need to identify global coherence; they allow you to define a global theme with text fragments, or "words, create semantic macrostructure;

4) schematic strategies related to the presence of traditional, conventional schema superstructures that form macro proposals (global content of the text), for example, narratives are characterized by a narrative scheme, the elements of which is a tie, climax, decoupling; conversations may have an introductory part – greetings and final – farewell;

5) productive strategies that lead to the formulation of surface structures with different semantic, pragmatic and contextual data;

6) stylistic strategies that enable tailoring and interpret language means considering the type of text and contextual information (a type of situation, the level of formality of communication, types of participants, nature of common goals), providing stylistic coherence;

7) rhetorical strategies that promote the effectiveness of discourse and communication;

8) non-verbal strategies designed to process non-verbal information (gestures, facial expressions, posture, etc.);

9) Conversion (spoken) strategies that realize the social and communicative functions of discursive units. Conversion strategies are determined by the semantic, stylistic and pragmatic choices of the speaker. For example, the strategy of politeness imposes certain restrictions on the semantic content of speech, their stylistic design and the use of speech acts.

Ukrainian researcher Sergey Datsyuk, depending on the language resources communication distinguishes semantic strategy focused on meaningful planning objectives, taking into account the existing language material (locale) within each turn (step) in communication and proper communication strategies that make the rules and consistent communication actions which follows the participant of communication<sup>8</sup>. Both types of strategies determine the general style of speech interaction,

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<sup>8</sup> Дацюк С. Коммуникативные стратегии. URL: [http://www.uis.kiev.ua/~\\_xyz/moderation.html](http://www.uis.kiev.ua/~_xyz/moderation.html)

that is, how and in what ways and means can reach the goals of communication.

From a functional point of view Oksana Issers singles:

1) main strategies (semantic, cognitive), which are the most significant in terms of the hierarchy of motives and goals and are mainly related to the influence on the addressee (discredit strategy, subordination strategy, etc.);

2) supporting strategies that promote the efficient organization of interactive engagement optimal impact on the recipient. Among them are distinguished:

- pragmatic strategies (communicative-situational) due to such components of the communicative situation as the author, the addressee, the communication channel, the communicative context (strategy of self-presentation, strategy of emotional adjustment, status and role strategies, etc.);

- dialogue strategies (conversions) that are used in accordance with the tasks of monitoring the organization of the dialogue (for example, the strategy of control over the topic, the strategy of control over the initiative);

- rhetorical strategy within which use various techniques of oratory and rhetorical techniques of effective influence on destination (the strategy of attracting attention, strategy dramatization).

Tetiana Tolmachova offers a typology of communicative strategies based on groups of speech acts combined with similar communicative functions: exchange of information, evaluation, expression of emotions, motivation, etc<sup>9</sup>. This typology is formed by:

1) informative communicative strategy is a set of speech actions aimed at the notification / obtaining the necessary information, which directly or covertly influence the verbal / nonverbal behavior of the interlocutor, aimed at understanding the situation of the conversation, giving him some freedom of choice of speech-behavioral tactics: providing information, expression of consent / disagreement, information request, expression of latent expression of will;

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<sup>9</sup> Толмачева Т.А. Методический потенциал использования коммуникативных стратегий иноязычного речевого поведения в процессе обучения иностранному языку в языковом вузе. МНКО, 2008. № 4. С. 95–98.



2) evaluative-influential communicative strategy is a set of speech actions aimed at the implementation of the axiological influence on the interlocutor, the verbal expression of emotional evaluation, the state, thought, the building of the desirable for the speaker of the associations and comparisons, the desire to create the necessary communicative atmosphere, an appeal to the values, instructions interlocutor, verbalization evaluative judgments and emotions that accompany them;

3) emotionally-influential communicative strategy – a set of speech actions that express the emotional state of the interlocutor: approval, praise, evaluative judgment-thought, sympathy, joy, fun, happiness, etc. By implementing this type of communicative strategies speaker is trying to change the psycho-emotional state of the interlocutor or to induce him to perform certain actions;

4) regulatory and incentive communication strategy – the type or line of behavior of one of the communicants in a particular communication situation that correlates with the plan for the achievement of global / local communicative goals within the entire scenario of the functional-semantic representation of the interactive type and is related to the intention of the author of persuasive messages. It is aimed at controlling the behavior of the partner, expressing a direct inducement to the action (advice, request, complaint, claim, order, argumentation, etc.);

5) conventional communication strategy that can be of two types: conventional social and communication strategy (establishing, developing, maintaining, opening contact) communication strategy and organizing speech utterance and maintaining attention (etiquette, apology, expressing gratitude, request additional information, friendly communicative interrupts, preventing interruption communicative, involving companion to the communication process, avoiding unpleasant discussion topics for talking, etc.)

Considering the main factors (ethnic, social, gender, age, personality, and time) that influence the formation of communicative strategies and tactics, A. Belova, a Ukrainian researcher, systematizes them as a set of opposition<sup>10</sup>:

- universal :: ethnic-specific;
- common :: individual;

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<sup>10</sup> Белова А.Д. Комунікативні стратегії і тактики: проблеми систематики. *Мовні і концептуальні картини світу: зб. наук. пр. К.: КНУ ім. Т. Шевченка. 2004. С. 11–16.*

- common: status;
- common :: age;
- unisex :: gender-marked;
- verbal :: nonverbal;
- atemporal: limited in time;
- cooperative :: conflicts;
- address orientated :: addressee oriented;
- informative :: persuasive.

A. Belova notes that a combination of communicative strategies and tactics can take place in a communicative space. For example, the strategy of persuasion inherent to children of the Russian community can be qualified as a tactic of persuasion within the strategies of persuasion and characterized as ethnic (visible only in certain cultural communities), age (young children), unisex, conflict (used at the time of conflict with parents), encouraging (insistent request to buy something, allow to do something), verbal and nonverbal (tears).

The typology of communicative strategies, which is based on dialogue interaction based on the communicative event such as harmony or conflict, is generally recognized. In view of this, strategies are divided into cooperative and non-cooperative (conflict, confrontational). If the interlocutors realize their communicative intentions, while preserving the balance of relations (communicative equilibrium), it means that communication is built on the basis of a cooperative strategy. The interaction of communicative partners in this case is characterized by confirmation of mutual role expectations, rapid formation of a common picture of the situation and empathy towards each other. It is considered cooperative strategies of politeness, sincerity and trust, intimacy, cooperation, compromise and others that contribute to effective administration of verbal interaction and implement cooperative strategies using cooperative tactics, offer, agreement, assignment, approval, compliment others.

If communication goals are not achieved and communication does not promote expression of the positive qualities of speech subjects, the communicative event is governed by strategies of confrontation. In this embodiment interaction is not confirmed unilateral or mutual role expectations, there are differences between partners in understanding or assessing situations arise antipathy between them. By confrontational strategies include aggression, violence, defamation, subordination,

coercion, exposure, etc., the implementation of which brings discomfort situation creates speech communication and conflict. Confrontation strategies are associated with confrontational tactics: threats, intimidation, bullying, plucking, insults, provocations, etc.

In dealing communicant often resorted to dubious tactics that can be cooperative and conflict whichever strategy within which they are used. First of all, this is the tactic of lies. It performs the function of a cooperative strategy for the implementation of politeness, which purpose is not hurt your partner show it in an attractive way. At the same time, this tactic can be conflicting for using it within the framework of confrontation strategies, such as discredit strategies. By double tactics are tactics and irony, flattery, bribery, comments, requests, changes and other topics.

Consequently, in real communication, strategies and tactics intersect, are imposed one by one, depending on the changing parameters of discourse. The proposed typology of communication strategies is somewhat conditional and incomplete. Strategy for human communication is an open list and required further research.

### **3. Communicative Strategies and Tactics in Different Types of Discourse**

The existence of a set of communicative strategies and tactics of a particular discourse is primarily due to the goals of the type of communication. The specific tactical and strategic potential can be found in different types of discourse, including the discourse on the examined area of communication, educational, medical, religious, advertising, political.

Educational discourse. Educational communication aims to ensure the socialization of new members of society, that is, the formation of the individual in the process of learning the knowledge, values and norms of society. Strategies of educational discourse are formed by communicative intentions that specify its main goal: an explanation of the arrangement of the world, its norms and rules of conduct; organizing the activities of a new member of society in order to attract him to the values and behaviors expected from the student; verification of understanding and assimilation of information, evaluation of results, etc. In this regard distinguish such basic teaching strategies discourse: explanatory, organizational, attitudinal, perception, monitoring and others.

Explanatory strategy. This is a sequence of intentions aimed at informing the addressee, reporting him\her knowledge and ideas about

the world. These intentions are realized in many speech genres of educational discourse: from a household conversation between parents and children about the surrounding world to a philosophical conversation between a teacher and his\her students. An explanatory strategy is implemented using the tactics of naming, describing, interpreting, providing definitions, paraphrasing, abstracting, generalizing, specifying, giving examples, etc.

Organizational strategy. It is in the joint actions of the participants of communication. This strategy can be implemented tactics to attract attention, questions, orders, requests, invitations, permission, prohibition appeal.

Attitudinal strategy. It reflects the social significance of the teacher as an expression of the rules of society and exercised the right to evaluate the events, circumstances, characters referred to in the learning process and student achievement. Typical tactics of this strategy are praise, compliment, approval, disapproval, contrast, opposition, reproach, condemnation, discredit, mitigation (mitigating categorical assessment).

Perception strategy. It is in the support and correction of the student and is closely related to the evaluated strategy. However, in contrast to it, the strategy of perception is aimed at creating the optimal conditions for the formation of the personality of man and expressed in the form of a positive attitude to the addressee. Its tactics include: accentuation on positive information, justification, consolation, encouragement, encouragement, constructive criticism.

Monitoring strategy. It is a complex intention, aimed at obtaining objective information about the acquisition of knowledge, the formation of abilities and skills, awareness and perception of the system of values. We can use tactics of direct inquiry, execution of speech / infantile action, verification, provocation, doubt, refinement to implement the monitoring strategy.

Strategies and tactics of educational discourse reflect the communicative behavior of its main participant, the teacher, who has an initiative role in communication. They are aimed at optimizing the learning process through communication and designed for active collaboration with the addressee.

Medical discourse. The purpose of communication in the medical field is to provide qualified assistance to the patient, which involves the collection of anamnesis (history of illness and life), assessment of the

patient's condition, diagnosis, appointment of treatment, recommendations, etc. All these specific goals determine the strategies of medical discourse: pre-diagnostic, diagnostic, therapeutic, recommendatory, explanatory, attitudinal, etc.

**Pre-diagnostic strategy.** It consists in collecting anamnesis, that is, obtaining information about the patient's living conditions, the diseases transmitted, the history of the disease. This strategy is usually implemented through tactics of direct inquiry, the caution of speech execution, verification, clarification, clarification, retrospection.

**Diagnostic strategy.** It is associated with the establishment and formulation of a diagnosis and is implemented mainly by tactics of differentiation, description, summary and correction.

**Therapeutic strategy.** Its purpose is to oblige the patient to comply with the doctor's prescriptions, which can be achieved by tactics of direct inducement, instruction, prohibition, warning, promise, reference to an unrealized act, giving an appraisal value, appealing to authority, etc.

**Recommendatory strategy.** It involves providing recommendations for disease prevention and is usually implemented through tactics of advice and caution.

**Explanatory strategy.** Its use is caused by the need to explain the anatomical and medical terminology, treatment or prevention method drug use and so on. The main methods of implementation of this strategy are the name of tactics, repetition, description, interpretation, paraphrasing, summarizing, specification, of analogy, prompting example, a reference to the source.

**Attitudinal strategy.** It is to assess the patient's condition and the effectiveness of treatment, often carried out using tactics compare, contrast, synthesis, specificity, positive emphasis on information mitihatsiyi, avoidance of providing negative evaluation, and others.

Strategy and tactics of medical discourse, describing communicative action physician, formed due to his professional responsibilities, and physical and mental state of the patient.

**Religious discourse.** The most important goals of religious communication are to involve people of God, to get support from God, purify the soul, calling for repentance and faith, to strengthen the faith and virtue, explain the doctrine, ritual realize because they belong to a certain denomination . According to these goals, the following strategies for religious discourse are singled out: prayer, confessional, self-

identification, explanatory, invocatory, emotional mood formation, attitudinal, sacral.

Prayer strategy. It provides a sincere turning to God and can be implemented using tactics praise, confession, requests, thanks.

Shrive strategy. It is associated with a prayer strategy, but the difference between them is that man does not shrive to God, but a clergyman who must listen to confession and let go of sins. A shrive strategy demonstrates the will of the one who repents, to purify the Soul, which can be achieved by such tactics: telling about committed sins, self-condemnation, repentance, and request.

Self-identification strategy. It focuses on the awareness of the unity of the faithful and their differences from the other, and is usually realized by the tactics of community and opposition "WE :: STRANGER".

Explanatory strategy. Its use is conditioned by the need to explain the doctrine, the principles of religious morality. The tactics of this strategy include interpretation, definition, analogy, reference to the source, generalization, specification.

Attitudinal strategy. It is based on moral assessments that reveal the essence of the attitude of people towards God, his wills. The most widespread tactics of the evaluated strategy are condemnation, approval, appeal to authority and to the model.

Appeal strategy. Its purpose is to motivate people to live according to religious laws. It is actualized by tactics of request, invitation, reservation, appeal to conscience, custody and execution of a certain action, quoting Sacred books, and accentuating on the important mission of the faithful.

Strategy of formation of emotional mood. This strategy is intended to influence the emotions and subconsciousness of the listeners, adjust them to accept certain information. It can be realized union tactics, compare, contrast, repetition, questions of analogy, improving tone and others.

Ritual strategy. It overlaps with all other strategies religious discourse. At the same time, it is an additional component of a certain action – a wedding ceremony, funeral, confirmation, excommunication, etc. Its tactics are numerous and diverse: a request, an invitation, a question, a caution for the performance of a certain act, a quotation of the Holy Book, gratitude, an oath, etc.

Communicative strategies and tactics of religious discourse are based on the specifics of its speech genres (sermon, prayer, confession, etc.). Self-identification, the formation of emotional mood, explanatory, evaluative and appeal strategies are the essence of the sermon, which is the central language genre of religious discourse.

Advertising discourse. A feature of advertising communication is its focus on achieving commercial goals, in particular, the promotion of a specific product on the market or the provision of paid services. To achieve them, using communication strategies that actively influence the target audience, actualizing and keeping in the minds of the recipient the advertised object, expanding knowledge about it, convincing its benefits, forming an interest in it, and inducing to choose this particular object. For this purpose, use strategies of advertising discourse: positioning, optimization, value-oriented, argumentative, forming emotional mood, mnemonic, inviting, and others.

Positioning strategy. It is to inform the recipient of an advertised item, allocating it among these objects and the formation of the desired perception of the object. This strategy is implemented through tactics differentiation, providing evaluative values, emphasis on positive information.

Valuably oriented strategy. It resorted to form value orientations and appropriate lifestyles promoted to associate the object with important target audience value concepts. This strategy can be implemented through tactics of taking into account the value orientations of the addressee, appealing to universal values (common sense, benefit, satisfaction, success, comfort).

Argumentative strategy. It is based on the logical proof of the conformity of product qualities to the needs of the addressee and forms a meaningful attitude to advertising. To implement this strategy, the tactics used to reference the facts pointing arguments "for" opposition, contrastive analysis, the study estimates repeat citation illustrations.

Strategy of formation of emotional mood. This strategy aims to construct certain symbolic characteristics of the advertised object, create an image attractive to the consumer, affect its feelings and emotions. The implementation of it is provided by the tactics of creating an attractive image, appealing to the recipient's emotions, accentuation, tonality, taking into account the value orientations of the addressee, establishing associations.

Mnemonic strategy. It is used to facilitate the memorization of advertising, which can be achieved by tactics, such as multi-level repetition, semantic alignment of the beginning and end of the text.

Optimization strategy. It is to improve the influence of advertising messages, overcoming the adverse conditions of communication, caused by the peculiarities of the perception of advertising and the attitude towards it. The tools for implementing this strategy may include tactics of coordinating the language and the world of communicants, simplifying, narrowing the subject, facilitating the recognition of advertising, playing words and meanings, distributing information around the axis "more important / less important", appealing to different representative systems.

Inviting strategy. Its purpose is to make people purchase the advertised product or use the service. This strategy is usually actualized by the tactics of causing the execution of a certain action, invitation, promise, encouragement, pointing to the future.

Communicative strategies and tactics of advertising discourse are characterized by a significant influential force, enable the management of human consciousness and often force the addressee to act contrary to his real desire or needs.

Political discourse. Political communication is aimed at gaining and retaining power. The choice of a communicative strategy and its tactics depends on the genre of political discourse (television debates, campaigning, political advertising, media interviews, etc.), and from the configuration of intentions to the particular subject of discourse in a particular situation. Different tactical and strategic repertoire is inherent in the opposition and politicians in power. There are such strategies for political discourse: self-presentation, agitation, emotional mood formation, informational-interpretative, argumentative, manipulation, discredit, attack, self-defense, etc.

Strategy of self-presentation. It is the key to the linguistic behavior of politicians who are fighting for power. This strategy is to demonstrate the most profitable qualities of a speaker for the formation of his image and is realized mainly through the tactic of identifying someone or something, solidarity with the addressee, creating its own circle, distancing, self-gratification. At the same time, politicians who have gained power use self-presentation mainly as an accompanying tactic of agitation and other strategies.



Each discourse has its own set of communicative strategies and tactics that serve the implementation of specific speaker intentions. At the same time, there is a significant arsenal of universal, common strategies and tactics, and specialized and general strategies and tactics can be used in different types of discourse. In addition, new types of discourse and forms of communication require new strategies and tactics.

## **CONCLUSIONS**

The basic principles of classification of communication strategies take into account ways to create logical built, connected, compositionally and stylistically issued a message that has some impact on the recipient, using a variety of speech means, according to the purpose and the specific conditions of communication.

Further study of communication strategies occurs within certain discourses, including institutional (political, advertising, educational, scientific, medical, business discourse), where communication is regulated both in content and form, and communicant guided status and role-playing rules. To describe a communicative strategy, one needs to present a range of typical communicative tactics that implement it and determine the specific speech actions at a certain stage of communication.

We can analyze the implementation of the communicative strategy at the formal-semiotic level (treatment, personal pronouns, verbs of the imperative mode, exclamations, inserts words to denote arguments, etc., repetition in order to attract attention, the choice of a certain style of speech, etc.). Speaking about the cognitive-interpretive level, we can take into consideration the coincidence of the thesaurus of the addressee and the addressee, their situational, encyclopedic, reference knowledge, representations of the world, the common presupposition and the ability of the recipient to decode the hidden content of the message. The motivational-pragmatic level is realized on taking into account the strategies of the addressee, the social-role status, the purpose of speech contact, adherence to ethical ritual behavior. Researchers revealed that the human brain thinks in a number of distinct ways which can be identified, deliberately accessed and hence planned for use in a structured way allowing one to develop strategies for thinking about particular issues.

Every discourse has its own set of communication strategies and tactics that serve specific embodiment of the intentions of the speaker.

There is a significant arsenal of universal, common strategies and tactics, in different types of discourse you can use specialized and general strategies and tactics.

### SUMMARY

The article deals with the problem of classification communication strategies and tactics in different types of discourse. Strategies characterize the modern cultures of thinking. Communication strategies can be of different types depending on the discourse. It can be realized with some approaches and tactics. The recent tendencies show increasing interest in discourse analysis, and in particular in the ways people create a mental representation of the world. Nowadays, it is difficult to win success in any sphere of intellectual activity without permanent regulation and organization of thinking process. The direct and hidden power of words represents a great interest for modern linguistics.

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