

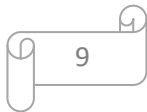
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INFLUENCE OF EXTRALINGUISTIC FACTORS ON THE BEHAVIOUR STRATEGY OF A COMMUNICATIVE PERSONALITY IN A DISPUTE

The author submits that extralinguistic factors become one of the key component affecting the behavior strategy of a communicative personality in disputes. Such factors determine not only the behavior strategy but also the external structure of the polemical article. In the polemical articles affecting the topic of law enforcement, there is no a recession in the development of the conflict. They start with a conflict sharpening whereas in literary polemical articles the first communicator may look for points of contact.

Key words: extralinguistic factors, illocutive goal, dispute, polemical article, communicative personality, behavior strategy, external structure.

The concept of "communicative personality" should be considered firstly. According to the definition given by V. B. Kashkin, "a communicative personality is a set of different-level characteristics of the communicative behavior of an individual communicator or a type of communicator" [8, p.175]. Communicative behavior, in its



turn, depends on the communicative need leading to the formation of a communicative pattern. The communicative pattern is pursued by the communicative person during the whole segment of the communicative activity. It is the communicative pattern that makes the communicator apply certain speech means, vary tactics, assess the cognitive and communicative horizon of the opponent, setting goals.

In academic writings by scientists dealing with the problems of discourse research, as a rule, there are only five illocutive goals:

- (1) The assertive goal is to state the state of affairs.
- (2) The declarative goal is aimed at changing the outside world through this utterance.
- (3) The directive goal takes place when the speaker tries to induce the listener to realize the line of action represented by propositional content.
- (4) The commissive goal is to oblige the speaker to do something.
- (5) The expressive goal expresses the feelings or attitudes of the speaker [10, p.252 - 253].

However, for polemical discourse, there are other goals that are put in the foreground: persuasive and refutative. The first is aimed at convincing the addressee of the correctness of one or another point of view, declining him to his side, changing his mental state. The second is to refute the arguments of the opponent. In polemical discourse, persuasive and refutative goals are super-goals. In the presence of supergoals, the addresser pursues auxiliary goals: assertive, declarative, directive, expressive, and evaluative (voluntary).

In polemical discourse there is a discrepancy between the views of communicants, their worldview, experience, therefore the process of information transfer turns into "... a conflict game in which each side seeks to build a semiotic world opposite in its model and is simultaneously interested in maintaining the identity of its counterpart" [9, p.133]. Thus, the conflict leaves an imprint on the external structure of the polemical article.

Next, let's consider what types of speech acts can express the cognitive focus of argumentation in polemical discourse. Explicit argumentation pursues the fulfillment of the illocutive function of convincing the addressee, influencing his model of the world and the decision-making process in the end. For explicit argumentation, that is often found in polemical discourse, 2 main groups of speech acts are clearly distinguished.

Group I - "imperatives" in the broad sense: order, command, advice, wish, desire. This group of speech acts is relatively rarely used in polemical discourse.

Group II - "epistemic" - is limited to the speech acts of approval, assumption, expression of opinion [1, p.42]. This group is most widely used in polemical discourse, for example:

The principle of the sovereign equality of States, enshrined in Article 2 par.1 of the Charter of the United Nations...

"Based on the videos, it looks like the officers violated basic safety principles and made no real efforts to preserve human life."

A distinctive feature of the arguments in polemical discourse "... is the memorability, replicability and reproducibility in the speech of the recipients, i.e. symbolism and stereotyping" [2, p.112]. A number of arguments are combined into a speech act with one or another illocutive force. Taken together, speech acts have a strong perlocutive effect in post-communication.

As a result of the selection and classification, the most frequent arguments in the polemical discourse are:

- **an argument to the authoritative opinion:** *In an article on managing cultural diversity, researchers Taylor H. Cox and Stacy Blake suggest that heterogeneous workgroups will be more creative, innovative, and adept at problem-solving, but only if they are managed properly.*

- **argument to authentic sources:** *In one research article, "The Impact of Multiculturalism versus Color-Blindness on Racial Bias," the authors conclude the color-blind perspective generates greater racial attitude bias.¹ The findings of this study add to previous research advocating a multicultural model of intergroup relations as the more promising route to interracial harmony.*

- **an argument to historical facts:** *This view suggests that racial categories do not matter and should not be considered when making organizational decisions such as hiring, assignments, and promotions. The basis for this approach is the idea that people should be treated and managed based solely on their character and performance. The underlying premise is that social categories should be dismantled and disregarded, thereby allowing everyone to be treated as an individual.*

- **an argument to cultural traditions:** *This is because humans naturally rely on subconscious motivations and stereotypes, tending to gravitate toward people who are like them.¹⁴ This problem is exacerbated by arbitrary or subjective criteria for hiring and promotion, which increases reliance of personal bias and reduces accountability, and by word-of-mouth recruitment, which generally recreates the same demographic workforce.*

- **argument to common sense:** *An agency first identifies potentially effective candidates based on these "critical success factors" and then determines where to find them.*

- **argument to erudition:** *Education should provide research and data that demonstrate the competitive edge of multicultural organizations. Training should be designed to provide skills in areas such as recruitment, selection, and management in a multicultural workplace. Training and education should include every member of the organization, with an emphasis on managers.*

- **argument to personal experience:** *"Having been a member of two other law enforcement agencies, I have never witnessed the degree of bias and acts of systemic racism, discriminatory practices and abuse of authority in all of my almost 30-year career in law enforcement and public safety," Ms. Chapman wrote. "In my 20 years of representing criminal defendants in federal and state courts, I have never seen a case where an attorney general office has gotten the facts so wrong," he said.*

Actually, the argument presented by speech acts with the illocutive purposes of the statement, evidence, gives way to speech acts, the main illocutive purpose of which is to ridicule the opponent's position, his point of view, to refute by any means. Such arguments cannot be regarded as arguments in the literal sense of the word: they do not so much serve as proof, as bring about the victory of the polemist. Some researchers, in particular A.A. Ivin, include such arguments as standard incorrect arguments. For example, the argument to the audience is "... an attempt to rely on the opinions, feelings and moods of the audience instead of substantiating the thesis with objective arguments" [7, p.311]. We believe that for polemical discourse, arguments of this type are best described as an argument to emotions. Lack of knowledge or lack of due reason is often filled with various means of emotional impact.

Emotive utterances increase the acting force of the text, since simpler mechanisms trigger, causing indignation, indignation, and sympathy. While for the processing of factual information (argument to historical fact, erudition, etc.), it is necessary to involve complex mechanisms of long-term memory, establish associative chains, correlate with information already available, which requires more time and knowledge. Emotive sayings have a significant pragmatic effect at minimal cost.

The following standard incorrect argument, selected on the basis of the analysis of the texts, is an argument to the person - "... attributing to an opponent flaws, real or imaginary, representing him in a ridiculous light ... undermining the credibility of his reasoning" [7,p.311].

The argument to "anti-authoritarianism" is quoting political and governmental, public figures, poets, writers, and scholars unpopular for various reasons, when presenting the views of an opponent. In this case, the negative attitude of the non-authoritative person is, as it were, projected automatically on the concept of the critic.

The argument to ignorance or ignorance is "... a reference to the opponent's ignorance ... in matters relating to the substance of the dispute, mentioning such facts or provisions that no one in dispute knows and cannot verify" [7, p.313].

The nuance of the polemical discourse is that the critic or polemicist operate with facts about which the author (critic) is silent, not from ignorance, but from the inexpediency of their use. There is a shift of emphasis. Therefore, more precisely, this argument can be called as an argument to the recipient's ignorance, presented as ignorance (ignorance) of the opponent.

There is another incorrect argument, the argument to stereotypes. Stereotypes, like emotions, do not require time and complex thought processes aimed at adopting the information contained in them. In the mind of every person there is a certain set of true stereotypes. "People, being members of one community, share aesthetic, ethical, moral concepts, among which besides universal, universal ones there are a number of national and socially specific ones" [2, p.85]. Stereotypes are extremely stable and lie on the "surface", therefore, are widely used, for example, in advertising, political and polemical discourses.

As noted above, a pragmatic pattern plays the most important role in any type of discourse. The term "pragmatic pattern" taken from psychology means the agent's readiness for a certain kind of action.

A pragmatic pattern consists of micro patterns that replace each other during the presentation of information. When changing the communicative intent of the writer, there is a change of micro patterns, which entails a change in the illocutive act [5]. A micro pattern can consist of one or several steps, each of which will obey the addressee's communicative intention. A step in this case "... can be defined as such a functional unit of the sequence of actions that contributes to solving a local or global task under the control of ... strategy" [4, p.274]. In this paper, the strategy refers to "... as a cognitive plan property" [4, p.272]. Under the cognitive plans they imply the general organization of "... some sequence of actions" aimed at achieving one or more goals [4, p.273]. The need for a specific strategy with the intention to achieve the perlocutive effect is also highlighted by other scientists. Thus, J. Bruner gives the following definition of this concept: "Strategy is a certain method of acquiring, preserving and using information that serves to achieve certain goals in the sense that it must lead to certain results" [3, p.136].

The strategy of the first communicator is aimed mainly at presenting and explaining his concept and convincing the addressee. This determines the construction, maintenance of the argument in the article. The conflict is not contained in such articles, therefore there is no conflict development strategy.

The strategy of the behavior of the second communicator is determined by the overall communicative intention of the addresser to refute the position of the first communicator, to approve his own concept. Disagreement is conflicting in nature. Conflict in its general form is a manifestation of rivalry, competition, incompatibility of positions [6, p.24]. As for polemical discourse, it is the conflict that determines the internal and external structures, the types of arguments, the ways of their presentation, the choice of language means.

Let us compare the strategy of the behavior of communicants in a debate on literary subjects with the strategy of behavior of communicants in a debate about law enforcement agencies.

The beginning of the conflict in the literary polemical discourse is "deferred", expressed in the primary article. The secondary article begins with sharpening, the development of the conflict is already in the title, subtitle and epigraph. Such a sharpening polemicist and reviewer draws the attention of the recipient to an article in which there is intrigue, clear signals of conflict. Now the conflict needs not only attention and interest, but also support. In addition, the dispute involves not only the creation of tense situations, but also the presence of moments when you can take a break from this. Therefore, the further strategic move is a recession in the development of a conflict situation.

The preliminary stage in a conflict development strategy can be of two types.

First, such a stage is needed to delay the conflict and introduce intrigue in the management of the dispute. Secondly, it weakens the tension created in the initial complex of the article. Thirdly, the polemicist (the reviewer) needs to make contact, that is, the phatic function dictates the sender of the information to abandon unaddressed communication. "Public speaking should have the qualities of a good interview" [11, p. 11-12]. Such a manner of treatment negates the distance between the sender of speech and the addressee. It stimulates the establishment of a trusting relationship between the polemicist (reviewer) and the audience, alienating the opponent from it. The addressee, as a rule, uses this technique at the very beginning of the article, placing the information in the reader-relevant position of the beginning of the text. According to the concept of I.V. Arnold, this is pragmatic information that prepares for the further development of a conflict situation through the location of the interlocutor (in this case, the reading audience) for the conversation.

According to psychologists, in order to interest an individual, it is necessary to show profitability or disadvantage, utility / non-profitability, etc. affairs personally for this person.

The decline in the development of the conflict, represented by the preliminary stage, is replaced by the phase of intensifying the conflict situation. The polemicist addresses the problem directly. In the main part, the sender of information reasonably refutes the point of view of the opponent and proves his own, expresses his attitude and assessment of the views of the author of the primary text. We can distinguish such strategic moves in the space of a polemic article: finding defects in the thesis, arguments of the opponent, focusing on the polemicist positions, ironic, condescending attitude towards the position of the critic, towards him as an individual.

The strategies of literary polemical articles in general can be defined as a) "possible compromise"; b) "categorical disagreement".

The conflict is growing gradually, it happens to some point. Usually, the development of conflict ends when the position of the critic is completely refuted, sometimes even brought to the point of absurdity. The strategic move, the final development of the dispute, often takes the form of a question.

The recession after the rise occurs in the final section. The final part is relatively expressive neutral: the dispute is still ongoing, but the accents are already placed, the arguments are made. The author ends this controversial topic of the article with a circular ending or an invitation to dialogue), although the conflict itself has only become acute. On the one hand, authors of reviews and actually polemical articles use words with the sense of peace and tranquility. But, on the other hand, the negatively colored evaluative lexical means are still present.

Negatively colored lexical units express the negative attitude of the reviewer, the polemic to the events depicted. His assessment of concepts represented by negative linguistic means is also negative in the conceptual worldview of the polemicist. He cannot accept such concepts that contradict his moral and psychological attitudes, life experience, etc. Therefore, the conflict does not end, it subsides, falls in the final part.

Thus, the conflict strategy in the literary criticism controversy is as follows: the "postponed" beginning of the conflict, which began in the primary article - sharpening the conflict, placing and highlighting (initial complex) - a decline in the development of the conflict ("beginning - retreat" or "summary with assessment") - the development of the conflict itself through the application of various strategic moves and the creation of the tonality of discourse ("possible compromise" and "categorical disagreement") - the culmination of the development of the conflict (asking questions about The answer to the content of the article) - attenuation of the conflict, recession, but not termination (the final part of the article).

But the conflict strategy in a law enforcement dispute is different from a strategy in the controversy of literary studies. So, from the analyzed material on this subject we did not find the articles with the strategy of the so-called "possible compromise". In addition, communicators in the dispute about law enforcement agencies use a

different conflict strategy: without a delayed start and without a recession. In such articles, there is a constant escalation of the conflict, placement and emphasis on further development of the conflict situation through the use of various strategic moves and the creation of the “categorical disagreement” tonality, which leads not to decline and fading, but to further development of the conflict situation.

In the polemical articles affecting the topic of law enforcement, we did not notice a recession in the development of the conflict. They start with a conflict sharpening.

The first communicator demonstrates his ironic attitude to the position of the second communicant, whereas in literary polemical articles the first communicator may look for points of contact.

Thus, the behavior strategy of a communicative person in the discourse of a controversy is determined by the subject of a polemic situation.

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