

The Role Communicative Strategies in the Process of Interpersonal Communication

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ABSTRACT

As a person comes into the world, he develops, is formed as a person. In this process, he is always in speech communication. Communication is as essential to interpersonal relationships as water and air. Communication can be evaluated as a multifaceted process of development based on the needs of joint activity between people. Since its main task is information exchange, the communicative aspect istaken into account. When people engage in speech communication, they first use language. the article talks about the role of dialogic discourse and communicative strategies in the process of interpersonal communication.

KEYWORDS: *communication, speech, speech culture, discourse, dialogic discourse, information, communicative strategies.*

Dialogic discourse cooperation of two (or more) communicants, which relies on dialogue based on the exchange of ideas, growing in coherence to find a solution to a certain problem . Dialogic discourse includes a number of extralinguistic factors in addition to linguistic representation. For example, purpose, opinion, instructions of communication participants, background knowledge, etc. One of the main qualities of dialogic discourse is the existence of a common communicative intention (intention), that is, the main goal.

Another aspect of communication is the mutual action of the participants in the relationship - expression not only with words, but also with actions during the speech process. For example, when we enter into a relationship, we communicate with gestures if it satisfies us. The next aspect of the relationship is the ability of the participants to perceive each other. For example, we may treat a person with respect or contempt before engaging in a relationship. That is why communicative (information transfer), interactive (mutual action) and perceptive (mutual perception) aspects of the communication process are distinguished. It can be seen that communication is the need of people for cooperative activities, and their joint activity of relationships, interactions, information and information exchange. So, communication is the process of establishing and developing contacts between people, resulting from the needs of joint action, exchange of communication, influence on each other, understanding of others. Communication is common to all living things. For example, in animals, calling another living being to a certain action, warning that one or another action should not be performed, serves as the goal of communication. Or a mother can warn her child of danger with her voice or movement. But the language will have the most advanced level among humans , of course, this process is understood through the medium of speech.

The smallest practical form of speech communication is a speech act. We need to understand it as a

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purposeful speech act subject to the rules and order of speech behavior. The totality of speech acts constitutes a speech activity. The main research object of this theory includes the speaker, the addressee and their interaction, a number of issues related to the communication situation. In particular, in the philosophical approach to language, language is a tool that serves to determine the actual appearance of speech and its relation to reality.

The totality of interacting elements can be a perfect system. One of the elements of the communication system is the element of personality. In the process of communication, the person emerges as a complex system. "It occupies the main place in the communication system along with the element of situation. After all, these two elements are dominant in this system. But the person uses the situation, but the situation does not affect the communication intention (goal), but requires that the person adapts the way to achieve the intention. A person must have the following characteristics in order to be able to choose and appropriately use linguistic tools, which are a connecting tool and element of communication: a) linguistic ability; b) cognitive ability; c) communication skills. The discursive activity of the individual is at the center of pragmalinguistic analysis. On this basis, it can be concluded that the elements of the speech system are of three types - linguistic, personal and pragmatic"¹

Speech communication is the speech interaction of two (or more) communicators, and in modern pragmalinguistics it is interpreted as a dynamic sequence of thoughts carried out by the interlocutors to solve a certain communication goal. Speech language includes extralinguistic factors such as the goal of the communicator, the opinion of the speech participants, and the attitude of the communicators. One of its main features is the existence of a common communicative intention and main goal. The realization of the main goal depends on the efforts of two (or more) interlocutors, each of whom contributes to solving a common communication problem. The development (continuity) of speech communication depends on both interlocutors. If the speaker sets the communicative direction of communication with his opening words, then his speech takes a turn after the response of the interlocutor, who is an equal participant in the act of communication.

Communication strategy is the speaker's creation of a creative plan for speech activity. In it, the general linguistic/non-linguistic issue is resolved in a specific communicative interaction. This flexible mechanism is subject to constant corrections in the process of communication, in the search for effective solutions. In general, a strategy is a description of a cognitive plan that is controlled in a way that changes according to the situation and manages from a certain place (locally) the effective ways of solving the problems. Strategies are directly related to the "choice" and allow the communicator to solve the problems in the best way. Achieving the communication goal in the most appropriate way is considered a "good" strategy.

Speech strategy as a part of the theory of speech acts is one of the methods that ensure the effective flow of communication. A single word or sentence can constitute a speech strategic task in the process of a speech act. For speech act theory, a word or sentence is not the basic unit. It does not use sentences or words as ready-made "material". It should be considered as a phenomenon created in the process of speech communication. The content of the speech act is completely related to the communication goal of the speaker.

As mentioned above, strategies are implemented using certain tactics. A tactic is understood as the skillful, dynamic use of all the verbal abilities that the speaker has in order to get a non-verbal reaction from the listener in response to his or her speech act. As long as the rules of conversation are built on the basis of specific conditions, it is natural that the dialogic discourse occurs based on sociopsychological factors, including the status of the participants of the discourse, their

¹ Ernazarova M. Grammatical meaning is a combination of linguistic and pragmatic factors. Philol. science. (DSc) ... diss. - Samarkand, 2018. - B. 15. <http://library.ziyounet.uz/ru/book/download/99327>

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age, gender, and their interests. Participants of mutual cooperation should have a common strategy that defines how they will behave in a difficult situation. For example, communicators may have some influence on the sequence of actions with a common politeness strategy. This strategy determines which semantic content should be expressed and which not, which speech acts are possible and which are not, especially which stylistic content is preferable to express, that is, speech strategies usually limit the local possibilities of semantic, pragmatic and stylistic choices.

Strategies are differentiated by their effectiveness, strong, weak, flexible. The concept of "Effective strong speech communication strategy" included the direction of speech behavior of the communication participant. In any communicative situation, the communication participant consciously violates the principles, norms and rules of communication in order to achieve his goal in a short period of time. Therefore, we divide communication strategies into two groups.

The communicator's weak speech communication strategy - he tries to follow the rules and norms of speech communication in any situation. Adaptive speech communication strategy - based on dialogic discourse, does not accept or try to follow the rules and norms of communication. In the indicated strategies, three types of personalities are suitable, namely, authoritarian, liberal and democratic. The elements that make up the speech strategy include types of actions such as argumentation (convincing), motivation (encouraging newness), evaluating, and expressing emotions. One or another mechanism of the speaker determines the place of the person in the speech activity, combining in the system of social norms and various values.

Communicative strategies and tactics are interconnected as a cognitive plan of action and its concrete implementation. This tactic is characterized by national conditioning. Thus, an interaction or a dialogic discourse is a sequence of speech actions that includes the solution of one or another task that is controlled by a certain strategy or a certain interactional intention. At the base of the lexical meaning of the word strategy is the idea of solving the contradiction related to the social situation in a non-conflict way. In the psychological analysis of this concept, the self-restraint of the participants of the dialogue, the tactics of not allowing the situation to become acute, are taken into account².

In short, one of the necessary conditions for the effectiveness of communication is to have common language, which is the main tool of speech communication. In addition to the language, i.e. linguistic commonality, there should also be commonality in the use of non-linguistic factors between the speaker and the listener. Another condition of communication is the activity of both parties in the communication process and their influence on each other. If one of the interlocutors, for example, the speaker is active and the listener is passive, or both the listener and the speaker are passive, the communication ends ineffectively.

Interactional intentions occupy a leading place in communicative strategies. Interactional intentions are linguistic actions performed by communicators to achieve a certain goal, reflecting the social norms of communication. Interactional intentions can also be defined as the speech strategy of communicators in the context of social events. Through the interaction of interactional intentions, the content of interactions is determined. That is, what type of interpersonal communication is: comment (argument), discussion, quarrel, etc.

²Boymurodova L. Speech strategy expression in political discourse (based on H. Clinton's speeches) // Inostrannaya filologiya: yazyk, literatura, obrazovanie, 2021. – No. 1 (78). - S. 138-143.

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