

пры гэтым паслядоўна выяўляецца фантасмагарычны змест, што і заяўлена ў жанравым азначэнні [2].

У рамане мае месца і сур'эзнае асэнсаванне гістарычных падзей напярэдадні раздзелаў Рэчы Паспалітай, прычым літаратурны густ і пачуццё меры ў суаднясенні сапраўдных гістарычных асоб і створаных вымыслам застаецца на высокім эстэтычным узроўні. Фантасмагорыя Людмілы Рублеўскай заснавана на добрым веданні гісторыі. Асабліва варта адзначыць непрадузятасць пісьменніцы, якая не ўпадае ў «аднабокасць», падтрымліваючы і абяляючы той ці іншы бок канфлікту [1]. У спрэчках нашых «заходнікаў» і «славянафілаў» Рублеўская займае сваю пазіцыю: яна на баку аб'ектыўных фактаў – гістарычнай праўды.

Самавіты гістарычны падмурак адрознівае раман Людмілы Рублеўскай «Авантуры Пранціша вырвіча, здрадніка і канфедэрата» ад гісторыка-прыгодніцкіх раманаў іншых аўтараў. Вальтэр Скот, напрыклад, таксама з павагай ставіўся да гістарычнай асновы свайго прыгодніцкага апавядання, але гістарычны фон яго раманаў значна больш абстрактны, а героі ў сваіх дыялогах не ўдаюцца ў дэталі сучаснага ім грамадскага жыцця.

Заклучэнне. Прадстаўлены раман Людмілы Рублеўскай, як і ўвесь цыкл раманаў пра Пранціша Вырвіча, падкрэслена выразна рэпрэзентуе аксіялагічныя каштоўнасці, у чарговы раз пераконваючы чытачоў у значнасці добра, розуму, асветы, сумленнасці, любові да людзей і да роднага краю. У рамане раскрываецца цэласны малюнак мінулага праз норавы, звычаі, паводзіны прадстаўнікоў шляхецкага і магнацкага саслоўяў. Духоўныя каштоўнасці героямі вызначаюцца як першасныя, менавіта на іх трымаюцца асновы чалавечага быцця. Павышаная ідэйная і мастацкая роля надаецца другасным героям, што тлумачыць увагу да духоўнага свету героя, афарбаванае ўзнаўленне падзей, выяўленне сюжэтнага руху. Раман «Авантуры Пранціша вырвіча, здрадніка і канфедэрата» будзе прыдатным у выхаваўчай працы, якая праводзіцца з падлеткамі і моладзю, можа быць паспяхова выкарыстаны на ўроках пазакласнага чытання ў старэйшых класах.

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COMMUNICATION STRATEGIES AND TACTICS: CONCEPT AND TYPES

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The article deals with communicative strategies and tactics as an integral part of a communicative act. It focuses on the main communicative tactics, their specifics and means of implementation as verbal components of discourse.

A person, represented in linguistics as a linguistic personality, takes part in an unlimited number of acts of communication during his life. In accordance with the purpose of communication, he chooses one or another model of speech behavior to ensure successful and, most importantly, effective interpersonal communication. In order for the act of communication to eventually meet expectations and end successfully, the speaker or writer uses a certain set of speech tools and techniques that contribute to the realization of his intention. This speech arsenal is determined by the communicative strategy [1].

The purpose of the article is to summarize the most common scientific approaches to understanding communicative strategies in modern linguistics and clarify the definition of this linguistic phenomenon.

Material and methods. The theoretical basis of the study is the works of domestic and foreign authors in modern linguistics. The main methods are analysis, synthesis, comparison, induction.

Results and their discussion. In modern science, there are several definitions of a communicative strategy. In particular, M.L. Makarov, who adheres to a pragmatic approach in the study of this concept, suggests interpreting it as “a chain of decisions of the speaker, his choice of certain communicative actions and language means; the implementation of a set of goals in the structure of communication” [2; pp. 137-138]. At the same time, the researcher points out the need for speech influence on the interlocutor, which will help transform the behavior of the latter in the right direction. The communicator is forced to plan the act of communication in detail in order to ensure the success of his message and the realization of his own goals. However, great emphasis is placed on linguistic means rather than on the purpose of a communicative act, which forces us to bring this definition closer to communicative tactics, since these means implement a certain speech strategy in a specific situation.

T.A. van Dijk describes a communication strategy as “a kind of general instruction for each specific interpretation situation” [3; p. 274]. At the same time, through one or another strategy, both any personal goals of the speaker and general social goals can be achieved. According to the linguist, the choice of a certain line of speech behavior is influenced by the specific intention of the communicator, manifested in this situation (cognitive-discursive approach).

According to O.S. Issers, who develops the approach of T.A. van Dijk, a communicative strategy should be understood as “a set of speech actions aimed at achieving a communicative goal” [4; p. 54]. At the same time, the linguist connects this concept directly with the planning stage, when not only the strategy itself is determined, but also the tactics, means and techniques used are outlined in accordance with the general purpose of communication. This linguistic phenomenon involves “planning the process of speech communication depending on the specific conditions of communication and the personalities of the communicators, as well as the implementation of the communication plan” [3; p. 54]. Here, the researcher, continuing the cognitive approach, draws a parallel between linguistics and military affairs, where strategy is closely related to the calculations of military operations, however in linguistics, O.S. Issers presents this as preparation for actions involving social confrontation or cooperation.

The linguist V.S. Anokhina, considering the communicative strategy, defines this phenomenon as the choice of a certain line of speech behavior in a specific situation in the interests of achieving the goal of communication [5; p. 66].

Thus, today in linguistics there are a large number of definitions of a communicative strategy, which can be divided into several groups in accordance with the approach used (cognitive, pragmatic, psychological). In this study, we regard the communicative strategy as the general goal of the speaker within the framework of a specific act of communication, as well as the speech perspective. The communicative strategy determines the addressee’s communicative behavior and is implemented through a set of speech moves (tactics) represented by a complex of verbal and nonverbal means.

In this regard, there is also a clash of the terms “communicative” and “speech” strategy in linguistics. Some linguists suggest considering them synonymous and not distinguishing in any way, but the rest believe that the concept of a communicative strategy is primary, more general, since it includes not only verbal, but also nonverbal techniques. Thus, the researcher identifies the paralinguistic level, which includes gestures, facial expressions, kinesics, any

physical contact of the interlocutors. At the same time, the speech strategy implies a set of exclusively verbal techniques and means expressed formally.

The presence of various definitions of this linguistic phenomenon determines, at the same time, a large number of approaches to the classification of its types. The most common in modern linguistics is the division of communicative strategies into confrontational and non-confrontational (cooperative). Strategies of the first type are focused primarily on creating and maintaining conflict situations. Most often, this strategy is presented in three of its varieties: discredit, appeal and threat. At the same time, it is characterized by the presence of aggression, and manipulation acts as one of the main means of its implementation.

Non-confrontational or cooperative strategies, in turn, assume that the speaker achieves his own goal, provided the balance of interests of both parties involved in communication is maintained. Such strategies are opposed to confrontational ones, as they are focused on finding a compromise and are characterized by the use of more “soft” techniques and tactics. Here we should talk about the need to highlight such forms of implementation of these strategies as cooperation and appeal, which facilitates the entire process of interaction.

In general, communicative strategies, representing a set of speech actions designed to solve a specific communicative task, are implemented through a number of communicative tactics. By this term, following the linguist O.S. Issers, we mean “one or more actions that contribute to the implementation of the strategy. They are related to each other as “genus and species” [4; p. 111]. At the same time, the set of certain tactics is changeable and dynamic; it can change in the process of communication when the speaker’s goal and his communicative strategy change. The greatest success is achieved by a communicator who uses a whole range of tactics. It should be noted that in the media, the primary role is played by the tactics of accusation and justification, which aim either indirectly to discredit an opponent (discrediting strategy), draw attention to a certain person by accusing her of some kind of misconduct (self-presentation strategy) or compromise the conflict (threat strategy). One of the important markers of these tactics is the manipulation technique, which allows you to implement a massive impact on the opinion of the audience. It should be noted that in the media, the primary role is played by the tactics of accusation and justification, which aim either indirectly to discredit an opponent (discrediting strategy), draw attention to a certain person by accusing them of some kind of misconduct (self-presentation strategy) or compromise the conflict (threat strategy).

The most frequent communication tactics are:

- tactics of analysis is a “minus” (the message of the communicator is extremely negative, while negative emotions in relation to the described events are expressed implicitly using mainly lexical language means; a hidden effect is characteristic – a suggestive function);
- accusation tactics (attribution of guilt to a specific person; denunciation of an opponent is carried out, as a rule, with the help of lexemes with negative connotation; a variety is impersonal denunciation, when the communicator does not directly name his opponent, but only points to him using vaguely personal sentences and deictic words);
- denigration tactics (deliberate belittling, exposing weak or negative (sometimes imaginary) the sides of the opponent, rude mockery of him in order to undermine his authority and deprive the trust of the masses; sometimes used by a communicator in order to show his dignity, attractiveness against the background of the opponent;
- presentation tactics (presenting someone in an attractive way to achieve professional or personal goals; presenting the subject in an exceptionally positive light with the help of lexemes with a positive connotation; variety - tactics of self-presentation; when it becomes the main goal of communication from a means, turns into a strategy),

- tactics of deflecting criticism (bringing arguments in someone's favor by the communicator in order to justify his actions, while distancing himself from the situation in order to show the audience his non-involvement and objectivity in relation to the events described);
- motivation tactics (a call to action, to accept a certain point of view, persuading the recipient to act in a way beneficial to the communicator; the use of the pronoun "we" is characteristic to create a sense of belonging in the addressee);
- tactics of cooperation (appeal to the ideas and values of the addressee in order to use it in their own interests, which helps to establish a balance in the communicator-recipient relationship; the maximum effect is achieved by creating a trusting atmosphere);
- promise tactics (the obligation to fulfill the recipient's will after fulfilling any conditions, at the same time, the addressee's confidence in these obligations is important; this tactic is implemented by using perfect verbs in the form of the future tense);
- warning tactics (warning the addressee against performing any actions that could potentially harm his reputation or the current state of affairs);
- tactics of provocation (incitement to actions characterized by negative consequences; tactics involve the speaker addressing taboo topics, denying universal human values and supporting deviant and delinquent behavior).

Conclusion. Thus, in modern linguistics there are various approaches to the definition of the concept of communicative strategy, which determines the diversity of their classifications. At the same time, this is due to the functioning of strategies in different spheres of discourse (advertising, political, Internet communication, etc.).

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THE CONCEPT OF AXIOLOGICAL DOMINANTS IN VARIOUS CULTURES AND LANGUAGES

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The aim of this article is to explore the fundamental values and beliefs that characterize various cultures and languages and their role in shaping cultural values, particularly in the linguistic and cultural domains.

Material and methods. We utilized various academic publications and research papers that are relevant to the topic of axiological dominant, and methods for the study involve a multidisciplinary approach, integrating language, cultural analysis, and theoretical frameworks from anthropology and intercultural communication.

Results and their discussion. The study's findings and discussion of axiological dominants in various languages and cultures have shed important light on how core beliefs and values influence cultural values and how those values are portrayed in language and literature. These observations can be used to advance intercultural competency and understanding in a variety of domains, such as cultural studies, and communication.