THE DIVERSITY OF COMMUNICATIVE STRATEGIES, USED IN MODERN POLITICAL DISCOURSE

Ihor Hurskyi (Uman, Ukraine)

A challenging area in the field of political linguistics is the implementation of effective communicative strategies in the process of political communication. In general, a communicative strategy has received much research attention, because it is a crucial factor in the realization of intentions of politicians.

This study is an attempt to address the issue of the diversity of communicative strategies, used in modern political discourse. There is a rapidly growing literature on this linguistic problem, but a generally accepted definition of the term "communicative strategy" can't be found in modern linguistic literature.

Political communication is aimed at the obtaining and retention of power. Consequently, a politician has to use tools, which may help him achieve success in communication.

It is worthwhile noting that a communicative strategy is understood by researcher O. Issers as a sequence of speech actions, organized according to the purpose of interaction [5]. Linguist F. Batsevych emphasizes that a communicative strategy is an optimal realization of the speaker's intentions concerning the achievement of a specific communication goal, the control and choice of effective communication courses and their flexible modification in a particular situation [2, p. 133].

Scientist L. Tetova believes that: "a communicative strategy is the choice of one or another communicative space, one or another medium of communication, one or another type of interaction, one or another place of generation of meaning, and, thereby, one or several discursive dimensions, which build a communication discourse" [7].

Each communicative strategy is characterized by a certain range of tactics. Therefore, the implementation of a strategy is impossible without the use of tactics. A Russian researcher D. Skulimovska underlines that a communicative strategy is the

plan of a goal achievement, while a communicative tactic is the instrument of a goal achievement [6, p. 106].

Ukrainian linguist T. Ananko reaches the conclusion that there are such communicative strategies, as: semantic, pragmatic, dialogue-based, rhetorical, argumentative, conflict, authoritative, manipulative [1, p. 7].

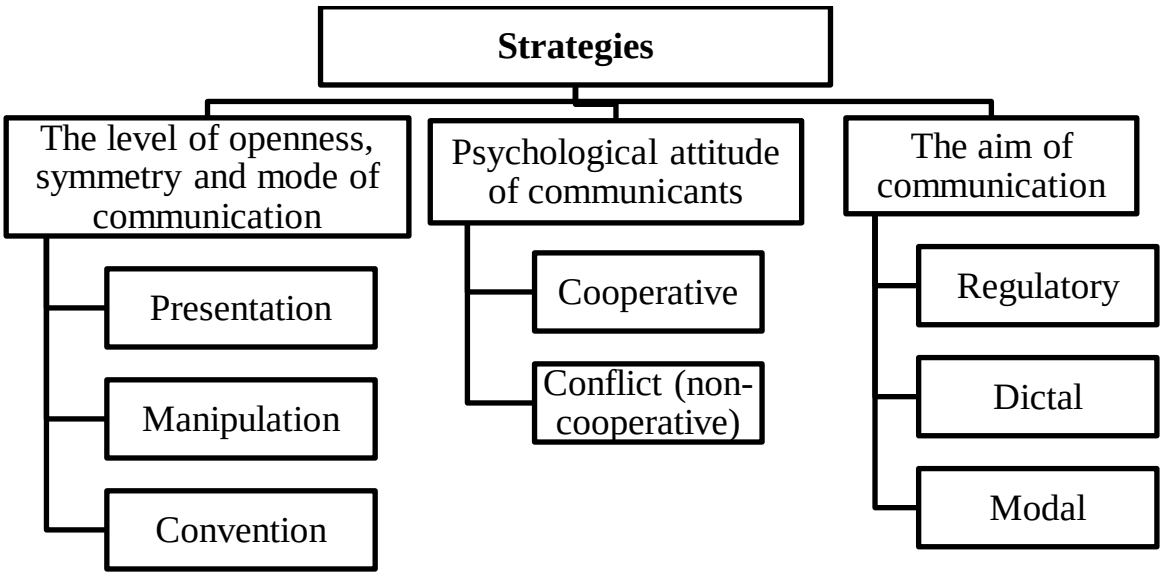
N. Kondratenko differentiates the following communicative strategies:

- the strategy of discredit;
- the strategy of motivation;
- the strategy of idealization;
- the strategy of intellectualization;
- the strategy of negation [4, p. 89].

O. Parshyna differentiates the following communicative strategies:

- the strategy of self-presentation;
- the strategy of power struggle and power retention;
- the strategy of persuasion [4, p. 89].

As it may be seen from picture 1, there are various classifications of strategies, which are based on the following criteria.



Picture 1. The classification of strategies (summarized by the author on the basis of T. Boboshko's research [3]

Further research prospects are based on the study of the implementation of different communicative strategies in modern Ukrainian and American political discourses in a comparative light.

References

1. Ананко Т. Р. Комунікативні стратегії у політичному дискурсі Хіларі Клінтон. *Science and Education a New Dimension. Philology, VI (47),* 2018. Issue 160. P. 7–10.
2. Бацевич Ф. С. Основи комунікативної лінгвістики. Київ: Академія, 2009. 376 с.
3. Бобошко Т. М. Комунікативні стратегії і тактики в оцінних висловленнях адресата. *Лінгвістика XXI століття: нові дослідження і перспективи*, 2013. С. 51–58.
4. Завальська Л. В. Комунікативна стратегія консолідації в інтерактивному спілкуванні українських політиків. *Наукові праці Кам'янець-Подільського національного університету імені Івана Огієнка. Філологічні науки*, 2015. Вип. 40. С. 88–91.
5. Иссерс О. С. Речевое воздействие. М.: ФЛИНТА: Наука, 2013. 240 с.
6. Скулимовская Д. А. Стратегии и тактики в политическом дискурсе (на материале выступлений Б. Обамы). *Политическая лингвистика*, 2017. №1 (61). С. 106–112.
7. Тетова Л. В. Коммуникативные стратегии в политическом дискурсе. URL: http://old.pglu.ru/lib/publications/University_Reading/2010/III/uch_2010_III_00019.pdf (дата обращения: 22.12.2019).