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Anthropocentric Approach to Language: Phatics and its Properties

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Abstract: *In linguistics, the informational and phatic functions of speech are distinguished. A phatic function is a function that determines the need to continue or terminate a connection, that is, the existence of a connection established with the receiver. The main function of this process is to maintain communication. The article discusses the phatic function of language in the act of speech, phatics and phatic speech genres.*

Keywords: pragmalinguistics, phatic communication, speech act, phatic speech genres, small talk, contact setting, contact support and termination.

Introduction

The end of the twentieth century and the beginning of the twenty-first century are marked by a significant expansion of the scope of the object of linguistic research. It is now believed that without anthropology, psychology, sociology, cultural studies and a number of other disciplines, it is difficult to achieve serious results in the field of language learning. With all its psychological features, forms of social existence and cultural values, the anthropocentric principle, which is the focus of human linguistics, has allowed the formation of new disciplines in linguistics - pragmalinguistics, theory of speech processes, psycholinguistics, sociolinguistics. Modern research in the field of language, with its anthropocentric orientation,

highlights the need for a new comprehensive approach in the study of the problem of phatic. Given the importance of verbal communication in human social life, understanding the world, the acquisition of new knowledge, the position of fatika is characterized by the fact that the study of its scientific and practical significance is a linguistically interesting problem.

The Main Part

It should be noted that the understanding of the direction of phatic communication in modern linguistics has different interpretations. For one group of scientists (Skripnichenko, Formanovskaya) the fatik function means communication, for another group of scientists (Kulikova, Sayamina, Fedorova) the fatik function is not only to establish contact, but also to support it. A much more alternative for us is that phatic communication is a means of organizing interaction, that is, the use of language tools in establishing, supporting, and terminating contact (R.O. Yakobson, G. G. Pocheptsov, I. N. Gorelov, K. F. Sedov). According to Formanovskaya N.I., every fatik text has its own logic. Because it is not meaningless. This is why there are mixed types of discourses where there is informatics and phatic. For example, oral speech, intended to convey new information to the audience, at the same time has elements of communication to attract the attention of the audience, increase their activity, activate the thinking of the interlocutors in determining the truth.

It is therefore possible to introduce a very large range of metacommunicative units into the field of phatics while maintaining interaction. For example: "Do you know what ...", "We talked to you about this and that before", "Now let's move on to the next", "Let's see" and so on. Phatic speech is basically a combination of the simple genres of everyday joke, humor and speech etiquette. Communication participants select elements of speech communication depending on the communication situation. One of the features of the stages of the establishment of speech communication is that it has a much more social significance in the context of a dialogical act.

Behavior in phatic speech means the act of speech - intention. In this case, the realization of the intention stems from the advantage of engaging in communication. In it: 1) private goals in phatic behavior are subject to the initial communication impulse; 2) the informative function of expression is secondary; 3) the connotative plan of communicative-stylistic character is on the contrary as an absolute value. Phatic communication is characterized by desemantization of vocabulary. The availability of speech fillers that complement speech is also characterized by the presence of formulas that are manageable and constantly evolving. In phatic communication, nonverbal, uncodified, and relevant dialogues play a role. In many cases, it is impossible to see the verbal and nonverbal parts of a "live" dialogue separately. The purpose and content of phatic communication is usually the same as phatic communication itself.

What communication is actually related to is directly related to the behavior of the interlocutor. Depending on what comes first, the manner in which the interlocutor behaves in the communication process is determined. This requires that there be some kind of informative or phatic speech genre.

Works on the genres of phatic speech are found in the research of Arutyunovoy N.D., Vinokur T.G., Dementeva V.V. Demyankova, T.G. Vinokur and V.V et al. In Dementeva's concepts, phatics implies

the introduction of "communication itself, which is the main goal."

It is also worth mentioning the phatic speech genres (SG).

a) Phatic SGs that indirectly disrupt interpersonal relationships. They shift responsibility to the communicator: ridicule, mockery, false praise, various forms of satire;

b) Phatic SGs that indirectly improve interpersonal relationships: flirtation, humor. At the same time, small tales are distinguished that when they are used, the relationship is neither bad nor good [Dementev 1999: 39 - 40]. It should be noted that N.D. In Arutyunova, these genres are expressed as emotional, artistic and intellectual dialogues [Arutyunova 1992: 55].

The philosophical interpretation of phatic was founded by L. Wittgenstein. The famous words of the scientist who developed the theory of language games are famous: "The confusion that surrounds us does not occur when the language is working, but during dry speech" [Bakhtin 1998]. Since then, many scholars (TG Vinokur, B. Malinovsky, GG Pocheptsov) have contributed to the study of the category of phatics.

But in 1955, at Harvard University, best known for his lectures on "How to do things with words" ("How to do things with words"), D.Austin's work is much more dominant in this direction. Austin's student J Sierl The book, How to do things with words, was published in Russian by under the title Word as Action. According to Austin, the phatic act does not mean cooperation yet. It is simply a "spoken word" (Wittgenstein, 1994).

Speaking about the genres of phatic, K.F. Sedov distinguishes between them the genre of "hangover". On this basis, chat can be considered as a separate subgenre belonging to the genre of conversation or humor.

Chats linked to relatively large resources: if it is a music group's site, then the group's work on this site

discusses the band's work, previous and past tours, and the discussion of chat members on the football team's site will focus on that area.

At first glance, these two chats seem to contradict each other as "serious" and "unserious." They differ from each other in terms of subject matter. This means that participants will have the opportunity to formally choose the way they want to communicate, behave, and build conversations.

Rhetorical rules for speakers and listeners (effective speech rules) [Formanovskaya 1998: 69] are rules that are required to be followed when creating informative and phatic SGs of a complex prototypical nature. All the principles and rules of effective communication of a phatic nature addressed to the addressee are taught by N.I. Formanovskaya defines the following interrelated and interdependent postulates (rules):

1. Get a goal based on the interlocutor (his worldview, social and psychological role, his thoughts, situation, etc.).
2. Confidence in the interlocutor and cooperation with him/her
3. Focus on the interlocutor (focus on his or her reputation, position, and communication goals).
4. Taking into account the resonance that occurs in communication (consent or vice versa).
5. Be polite and follow the rules of speech ethics.
6. Mild exposure to the interlocutor.
7. The validity of speech behavior (in terms of the communicative situation).
8. Ability to choose speech behavior, change communication strategies and tactics during communication.
9. Existence of skills in speech behavior options
10. Presence of the necessary ideas on the conciseness of the model of speech behavior (transition to another method, code, topic, tactics)

11. Speech tools to have language variability skills.
12. Knowledge of standardization of language behavior, stereotyping and knowledge of methods, genres and means of stereotyping.
13. Having insights into the scenario of communication (schemes, scenarios, frames in different situations and how to use them). [Formanovskaya 1998: 56-71].

Conclusion

In conclusion, it can be said that phatic communication does not carry thematic information in itself, but has the ability to identify or change a topic in a dialogic discourse, i.e. to control it. Phatic communication represents the mutual permeability of the phatic and informative layers. At the beginning of the discourse provides the addressee with the necessary minimum information about the national-cultural and personal-individual characteristics of the communication partner, gives tone to the conversation, determines the scope of the expected topics of interaction. At the same time, phatic communication is a carrier of socio-deceptive information. Important information in the phatic text is the intersubjective information about activation by expressing the contextual conditions in the imagination of the communicators in the discourse.

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