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Theme: The Role of Communicative Strategies in Discourse

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***Abstract:** The theme of the role of communicative strategies in discourse examines how people use language to convey meaning, express emotions, and establish connections with others. It also explores how these strategies influence interpersonal interactions, power dynamics, and social identity construction. Understanding this role is crucial for effective communication and building meaningful relationships.*

***Key words:** Komunikativ strategiyalar, muloqot, til ishlatish, o'z-o'zini so'z qilish, muruqatlik strategiyalari, so'zli olmaydigan kommunikatsiya, ikkalamchi strategiyalar.*

Communicative strategies in discourse refer to the various techniques and tactics employed by speakers or writers to convey their intended meaning, influence others, and achieve their communicative goals. These strategies play a crucial role in effective communication and can vary depending on the context, cultural norms, and the specific goals of the speaker. Here are some common communicative strategies in discourse:

Communicative strategies help speakers or writers express their intended meaning clearly and effectively. By selecting appropriate words, organizing information coherently, and using relevant examples or illustrations, communicative strategies facilitate the transmission of ideas and messages. Speakers may choose to be either direct or indirect in their communication based on cultural norms and the desired level of politeness. Direct strategies involve straightforward, explicit language, while indirect strategies involve hints, implications, or use of non-literal language. In addition, effective communication takes into account the situational and cultural context. Communicative strategies allow individuals to adapt their language, tone, and style to the specific context in order to enhance understanding and avoid misinterpretation. Adapting to factors such as the audience's cultural background, prior knowledge, or language proficiency is crucial for successful communication. Skilled communicators adjust their speech or writing style to suit their audience's characteristics, such as age,

education level, cultural background, or familiarity with the topic. This may involve using appropriate vocabulary, cultural references, or examples that resonate with the audience.

Politeness strategies aim to maintain positive social relationships and minimize face-threatening acts. Strategies such as using politeness markers ("please," "thank you"), hedging, or employing euphemisms can help soften requests, criticisms, or refusals. Moreover, communicators can employ polite language to show deference and respect towards others. This includes using honorifics or titles when addressing someone (e.g., Mr., Ms., Dr.), using phrases like "excuse me," "please," and "thank you," and using more formal language and expressions. Example: "Excuse me, Dr. Smith, would you mind if I ask a question?"

Persuasive strategies are employed to influence the beliefs, attitudes, or behaviors of others. These may include logical reasoning, emotional appeals, rhetorical devices, storytelling, or providing evidence and examples. Furthermore, requesting permission or seeking approval from someone in a higher position or with more authority is a deferential strategy. It acknowledges their decision-making power and demonstrates respect for their judgment. Example: "I would like to suggest a different approach, if I may. What are your thoughts on it?"

Active listening strategies involve demonstrating attentiveness, empathy, and understanding during a conversation. This can include techniques such as nodding, paraphrasing, asking clarifying questions, and providing verbal or non-verbal feedback to show engagement. It demonstrates active listening and reflecting on the ideas or opinions of others is a deferential strategy. It shows that their contributions are valued and encourages further engagement. Example: "If I understand correctly, you're suggesting that we prioritize the implementation of the new software. Is that correct?" Speakers may use strategies to make their message clearer and more easily understood, especially when communicating complex or technical information. This can involve breaking down concepts, using simpler language, providing explanations or definitions, or giving visual aids. These non-verbal strategies include body language, facial expressions, gestures, and eye contact. These can complement and reinforce verbal messages, convey emotions, or provide additional information.

Strategies for managing turn-taking ensure smooth and orderly conversation. This includes using conversational cues like pauses, intonation, and body language to indicate the end of one's turn and the opportunity for others to speak. Encouraging active engagement strategies involve inviting participation, asking open-ended questions, seeking opinions, and promoting dialogue. These strategies foster interactive and collaborative communication, allowing multiple perspectives to be shared. When misunderstandings or breakdowns occur in communication, speakers can employ repair strategies to address the issue. This may involve asking for clarification, restating or rephrasing the message, or using gestures and visual aids to aid comprehension.

Ethical considerations are important when employing communicative strategies. Communicators should be mindful of honesty, transparency, and fairness. Manipulative strategies that aim to deceive or exploit others should be avoided. Ethical communicators strive for clarity, accuracy, and respect for the well-being of all participants involved. Demonstrating humility and acknowledging the expertise or authority of others can be a deferential strategy. This can involve using phrases that downplay one's own knowledge or position and expressing admiration or appreciation for the other person's contributions. Example: "I'm not an expert in this area, but I greatly value your insights on the subjects. Recognizing and acknowledging the expertise, experience, or accomplishments of others is a deferential strategy. It shows respect for their knowledge and positions them as authorities in the

discussion. Example: "Given your extensive experience in this field, I would be grateful for your guidance on this matter."

Communicative strategies are essential for effective communication and discourse. They enable individuals to convey meaning, achieve communicative goals, adapt to the context, manage interactions, build relationships, resolve misunderstandings, and enhance persuasion and influence. They are dynamic and context-dependent. Skilled communicators are able to analyze the situational factors, adapt their strategies accordingly, and employ a range of techniques to achieve their communication goals effectively while building positive relationships and fostering mutual understanding.

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ТЕРМИНЛАРИ ТАҲЛИЛИ. МЕЖДУНАРОДНЫЙ ЖУРНАЛ ИСКУССТВО СЛОВА, 4(2).
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