

CURRENT TRENDS IN THE DEVELOPMENT OF COMMUNICATIVE LINGUISTICS

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The 20th century is the period of the most intensive development of linguistics. During this century, three scientific paradigms have changed: comparative-historical (genetic), system-structural (taxonomic) and communicative-functional. The end of the 20th – beginning of the 21st century is characterized by various trends, one of which is communicative linguistics. M. Kochergan considers communicative linguistics as a direction of modern linguistics, which studies linguistic communication, consisting of such components as the speaker, addressee, message, context, specifics of contact and code (means) of the message [1]. Communicative linguistics takes into account all existing components of communication: physical, psychological, social, situational and others.

The condition for successful communication is the desire of its participants to communicate (cooperation orientation); in the absence of such cooperation, conflict communicative behavior arises. According to the American logician G. Grice, successful communication is possible provided that four maxims are observed: informativeness (the statement must be meaningful), truthfulness (tell only the truth), relevance (say only what is relevant to the matter), clarity, and precision (speak briefly and clearly) [2].

An important factor in communication is the observance of speech etiquette – a system of stable norms of communication adopted by a certain society to establish speech contact between interlocutors in accordance with their social roles. Speech etiquette is characterized by a bright national specificity, associated with the unique speech behavior, customs, rituals, non-verbal communication of representatives of a certain ethnic group. Understanding the importance of speech etiquette for communication, such Ukrainian scientists as M. P. Fabian and Y. K. Radevych-Vinnytskyi turned to its comprehensive study.

A significant place in communicative linguistics belongs to the theory of speech acts, that is, purposeful speech actions carried out in accordance with the rules of speech behavior accepted in society. The main features of a speech act are intention (intentionality), purposefulness and conventionality (compliance with the norms of speech behavior accepted in society).

The theory of speech acts was formed under the influence of W. Wittgenstein's ideas about the multifaceted nature of language and its

inseparability with forms of life, and its foundations were laid by the English philosopher J. Austin (1911-1960). Austin distinguished three levels of a speech act: illocution (the relation of speech to the goal, motives and conditions of communication), perlocution (the influence on the consciousness and behavior of the addressee) and locution (the use of linguistic means to achieve a goal).

In the second half of the 20th century, the intensive development of pragmatics began, associated with the theory of speech acts of J. Austin, J. Searle, and S. Wendler. Pragmatics studies speech within the framework of the theory of human activity.

The search for new theories that can more fully and accurately describe language continues today. Modern communicative linguistics focuses on the study of language in action, analyzing digital interaction, the effectiveness of public communication, verbal/nonverbal means, and overcoming communication barriers. Obstacles to communication effectiveness have also become a subject of science: the so-called communicative noise, inaccuracy of thought expression, pauses, alogisms, mental characteristics of communicators, and external obstacles. The main trends are the study of social media discourse, information visualization, the synthesis of verbal and nonverbal components, as well as intercultural communication and modeling of speech behavior.

Along with verbal and nonverbal communication, a third (syncretic) direction has been logically proposed, nominated as the verbalization of nonverbals. Ukrainian linguist T. Osipova emphasizes that nonverbal communication is one of the most intriguing topics in psycholinguistic research. Expression of emotions, gaze, change in tone and rhythm of voice, gestures, postures, interpersonal space, etc. – all these are obvious elements of communication [3].

Modern research on the communication process is gradually replacing the classical «linear» models with their characteristic abstraction of the stages of the communication process, its separation from the context in which it takes place. The statements about interactive dialogicity, pragmatism of linguistic actions, sociolinguistic codes, structural intersubjectivity have become relevant today. Considering that non-verbal components perform the same instrumental function in communication as words and can replace them, these descriptions can, accordingly, be metaphorized, generating new verbal clichés, models, established expressions, etc., which generate new meanings. Let us recall the statement of the brilliant Charles Balli, who emphasized that «gestures, body movements, postures, and especially facial expressions have the same expressive, clearly defined, and generally accepted meanings as other signs of language: it is undeniable that even if

we assume the presence of individual forms of facial expressions, it, like music, is expressed in the corresponding forms established by tradition in each language group» [3].

Modern linguistics is characterized, on the one hand, by the interaction and interpenetration of various linguistic approaches to the study of language, and on the other hand, by interdisciplinary nature, involving the achievements of related fields of knowledge, and increasing interest is being shown in the connection between language and thinking, taking into account extralinguistic factors, where language as a sign system serves as a key to human thought and the nature of the human psyche. If the linguistics of the 20th century focused on the structural and systemic properties of language (for example, the features of the phonological system, grammatical structures and syntactic rules), then modern linguistic studies proceed from the philosophical interpretation of language based on human experience and a systemic understanding of communicative activity, which directs scientific research to the integrated study of mental and speech-communicative processes [4].

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