

SYNERGETIC ASPECT OF COMMUNICATIVE STRATEGY IN GERMAN-LANGUAGE DISCOURSE

From the point of view of synergetics, the consideration of the speech activity and the implementation of the communicative strategy takes place within the lingual and extra-lingual parameters. In this sense, the study of the processes of the formation and the functioning of artistic discourse seems interesting and modernized. The synergetic approach involves concepts and tools that analyze the ways in which the author reproduces his intentions and the communicative strategy. It happens in organic unity against the background of modeling artistic discourse.

Key words: synergetics, attractor, repeller, tonality, discourse.

З позиції синергетики розгляд мовленнєвої діяльності та реалізація комунікативної стратегії відбувається у межах лінгвальних та екстралінгвальних параметрів. У такому сенсі, цікавим і модернізованим видається дослідження процесів формування і функціонування художнього дискурсу. Синергетичний підхід залучає поняття та інструментарій, за допомогою яких аналізуються способи відтворення автором його інтенції та комунікативної стратегії на тлі моделювання художнього дискурсу в органічній єдності.

Ключові слова: синергетика, аттрактор, репелер, тональність, дискурс.

С позиции синергетики рассмотрение речевой деятельности и реализация коммуникативной стратегии происходит в пределах лингвальных и экстралингвальных параметров. В этом смысле, интересным и модернизированным представляется исследование процессов формообразования и функционирования художественного дискурса. Синергетический подход привлекает понятие и инструментарии, с помощью которых анализируются способы воспроизведения автором его интенций и коммуникативной стратегии на фоне моделирования художественного дискурса в органическом единстве.

Ключевые слова: синергетика, аттрактор, репелер, тональность, дискурс.

Modern linguistics actualizes a synergetic paradigm which is characterized by an organic combination of intralingual and extra-lingual aspects in the analysis of linguistic and speech phenomena. The validity of the use of the synergetic method demonstrates the integrativeness of scientific intelligence in the field of linguistic studies, since synergetics is endowed with a parameter of interdisciplinarity. This results in the interaction of different scientific approaches when linguistic objects are comprehensively being studied (Kravchenko 2019).

In this sense, the viewpoint of an American linguist J. Zipf is of particular interest. He extrapolated the universal principle of the smallest effort of man to the speech activity (Zipf 1949). So, he focused on the specific features of human behavior in the form of anthropological constant which are not regulated by consciousness (Köhler 1986). Extralingual phenomena, with the influence on the formation of the speech process, as well as on the implementation of the communicative strategy are of crucial importance.

From a synergetic standpoint, language is a complex dynamic open self-organized megasystem. Self-organization belongs to the basic synergetic concepts, it is associated with the ordering of structural architecture of a complex organized

open system. Systemic organization is characterized by active and mobile processes. In discourse creating the competitive interaction between the attractor and the repeller, which are the main constituents of the synergetic organization, takes place. The attractor is endowed with a constructive nature, and the repeller is conditioned by the appropriate goals and constraints on the ways of discourse formation (language norms, genre traditions, extralinguistic aspects). As a result, there is a confrontation between the attractor and the repeller that is characterized by a productive nature. Due to the effect of the order parameter, a compromise is being established between the content of the attractor and the repeller, and the ways of further course of the system are being outlined. It proceeds at the points of bifurcation, from where self-organization of discourse starts, that is a qualitatively new format of the system (Dombrovan 2016).

In view of this integrative approach, the researchers emphasize the importance of the synergetic aspect in the study of linguistic phenomena, which has become interpreted as linguosynergetics. Unlike traditional linguistics, linguosynergetics draws attention to the problems of the so-called phase transition — reorganization and restructuring of the system under the influence of external factors. The synergetic perspective allows us to analyze the hidden mechanisms of self-organization and self-development of the language system.

In general, researchers identify synergetics as a multidimensional phenomenon. Thus, O. M. Knyazeva emphasizes the following dimensions: scientific — synergetics is treated as a special area of scientific research; philosophical — the focus of the synergetic concept is on the analysis of universal processes of self-organization; methodological dimension is associated with the changes in the conceptual sphere of cognition, when the evolutionary course of certain phenomena becomes dominant; epistemological, in which the definition of cognitive and creative parameters is correlated with synergetic tools; social — it's about involvement of a synergetic context when considering social phenomena; futurological or prognostic dimension means the use of synergetics in predicting the further development of complex systems; humanitarian — the synergetic paradigm is used as a tool to study complex systems related to humans, in particular its language as a unique complex organized megasystem (Dombrovan 2013).

Language as a manifestation of the subject's verbal and non-verbal activity should be explored in connection with psychological, psycholinguistic, sociolinguistic intelligence. Yes, we should not dismiss the fact that speech act and communicative situation are reflected by communicative, motivational, emotional characteristics of communicants in correlation with ethno-cultural, social and psychological parameters. In addition, the speech activity is endowed with an appropriate communication strategy with specific communication tools. These tools aim to achieve the effectiveness of the utterance directed at the sender or the recipient. Speakers within a speech act express personal characteristics whose imprint is directed to the speaking process. Therefore, their speech tactics are represented by a whole polyphony of tonalities. First of all, it is produced by the emotional states of the speakers and their attitude towards objective reality or imagined unreality.

Tone as a complex text category has basic stylistic forms: lyrical, lyric-epic, lyric-dramatic, epic, epic-lyric, epic-dramatic, dramatic. Of course, this intention of the sender is expressed in its communicative action and motivates the choice of effective strategies for intensifying the appropriate tone.

Indeed, communication is conditioned by strategic perspective, since the set of speech actions is aimed at mastering the communicative purpose — the effectiveness of the message by achieving the goals set before the communicators.

Obviously, this can be done in different forms: monologue, dialogue, polylogue. Therefore, the development of a communication strategy depends on the specific communication situation and is coordinated by the context of the discourse. This process has synergetic characteristics, since communicative activity is distinguished by individual intentions. That reflects not only the linguistic features of the character, but also its role in the planning and the formation of discourse.

The task of the author is to reflect communicative strategy and discourse modeling in synergetical organic unity. He has an individual attitude towards this task. Therefore, authentic models of the realization of the author's intentions are being formed, capable of fully reflecting the speech strategy. Thus, these models do not have a commonly accepted universal definition.

According to O.S.Issers, a communication strategy is characterized by the planning of speech activity that occurs in obedience to the circumstances of the communication and the individual characteristics of the communicators. This deploys the purpose of both the communication and the interlocutors (Issers 2002). In particular, E. V. Klyuyev views communication strategy as a set of planned and reproduced by the speaker theoretical moves aimed at productive implementation of communicative design (Klyuyev 1998). According to F. S. Batsevych, the strategy of speech communication involves the selection of the corresponding speech actions and means by the addressee that can change depending on the communicative situation (Batsevych 2009).

Among all the definitions we should single out the most general characteristic of Teun A. van Dijk and W. Kintsch who considered the communicative potential in terms of certain strategies against the background of discourse formation. So they offered

- strategies constructed on the basis of propositions with semantic interpretation (recognition of the meanings of lexemes and syntactic structures);
- local coherence (connectivity) strategies aimed at linking the facts presented in the sentences with the ordered constructions. These elements are connected by explicit means of communication;
- macro strategies for the operation of sequential content, in which the addressee should understand the general subject matter of the message while receiving the minimum amount of information;
- schematic strategies related to the presence of traditional forms of organization of macroproposals, which determine the macrostructure of the text of the message;
- production strategies aimed to provide a plan for the semantic macrostructure of the message. At the same time, it mainly records changes due to

the selection of information in the form of proposals, expressed by the relevant structures that affect semantic, pragmatic and contextual plans of expression;

- stylistic strategies that enable the selection and interpretation of linguistic and speech tools in view of the varied styles of information potential. For example, the household style is expressed by its lexical load with the marking «household», and therefore is distinguished by the corresponding register;

- rhetorical strategies that intensify the effectiveness of verbal communication and contribute to the understanding of discourse, drawing attention to important pragmatic aspects, global and local circumstances;

- non-verbal strategies needed to implement speech impact mechanisms. These are paralinguistic means (gestures, facial expressions, posture, type of speech), extralinguistic (pause, amazement, joy, confusion, irritation; horror), ocular (visual contact), as well as visual organization — appearance with a positive or negative spectrum of expression;

- conversational strategies — for the implementation of social and communicative functions of discursive units, speech acts or propositions. This reflects the social roles of the communicators and their way of expressing non-verbal activities (Maslova 2015, p. 82).

Of course, these processes are fixed at the level of discourse that is confirmed by scientific studies. In particular, A. D. Belova emphasizes the organic interaction of the study of communicative strategies in the context of genre organization, without rejecting the decisive influence of extralinguistic factors on communication. The scientist distinguishes between ethnic, social, gender, age, personal, temporal parameters, and points to their interrelation during the formation of communicative strategies and tactics, which she portrays in the form of a set of oppositions:

- universal :: ethnically specific;
- common :: individual;
- common :: status-based;
- common :: age;
- unisex :: gender-tagged;
- verbal :: non-verbal;
- atemporal :: limited in time;
- cooperative :: conflict;
- addressee oriented :: sender oriented;
- informative :: stimulating (Belova 2004).

In view of this classification, attention should be paid to the extra-lingual aspect of communicative activity, where external and internal factors interact. This, in turn, lays the basis for selecting by the author of a particular speech model with the appropriate tone. In the context of synergetics, the communicative potential of the character and the ways of its realization at the level of discourse correspond to the concept of «attractor». The content of «repeller» represents the norms of presentation, specifics and features of genre display. According to the synergistic paradigm, these concepts are polar: the attractor seeks equilibrium, and the repeller expresses the constraints governing the author's activity. In order to represent artistic

intentions, the author embodies these functions — he designs a plan of artistic embodiment within the chosen genre. Of course, the author's vision of communicative strategy has to be organically aligned with the genre form. Thus, the author follows the traditions of the genre organization, which causes certain conventions. In the light of synergetics, these trends acquire a heterogeneous role, and the achievements of classical science are not refined, but are enriched by explorations of modernized approaches.

In this context, it is interesting to study the communicative activity of the sender in correlation with the chosen communication strategy and genre form.

So Herta Müller, a German writer of Romanian descent, dedicated her work to the post-war fate of the German minority of Romania. In particular, the novel *The Swing of the Breath* is based largely on a monologue produced by Leopold Aubert. He, like many Romanian Germans, was taken out to forced labor into the post-Soviet territories. Leopold's monologue is full of paintings of horror that he had to endure in a concentration camp. But his communicative strategy is shaped by the author in the line of syntactic structure that acts as the dominant construction throughout this artistic discourse. When Leopold was leaving home, his grandmother said: «I KNOW YOU WILL RETURN.» To intensify the epic-dramatic tone, the author resorts to writing all capital letters in this utterance.

Undoubtedly, such a synergetic method verbalizes both tragic and pathetic tonality, which in the interaction distinguish both negative and positive spectra of the emotional potential of the linguistic and speech means of artistic discourse. In other words, fragments of text with dramatic tone are interspersed with a pathetic tone, and the author implements a communicative strategy — the presentation of the character's monologue speech in the plane of both tragic and sublime. However, an epic-dramatic tone prevails, reflecting the exacerbation of the character's horrific feelings in a concentration camp. But the pathetic tone is not marked by frequency, as indicated by the dominant dramatic nature of the discourse in the novel.

Thus, in order to depict Leopold's suffering in a concentration camp, the author reproduces the character's inter-linguistic activity mainly due to the epic-dramatic tone. Moreover, the author tries to be guided by certain characteristics and parameters, which reflect the essence of the repeller. Hence, the tragic reflection of events is interspersed with the psychophysiological state of the character, which is shown in the relevant traditions chosen by the author of the great epic genre form — the novel. At the same time, the attractor, as a constructive mechanism, facilitates the reproduction of author's artistic intentions as well as the planning and the implementation of a communicative strategy. It is a reflection of the tragic potential against the backdrop of such emotional phenomena as fear, excitement, surprise, joy, which are explicated by the linguistic and linguostylistic means of the discourse of the novel *Swing of Breath* (Müller 2011).

Therefore, a synergetic perspective allows to track the competitive interaction between the content of the attractor and the repeller when modeling a communicative strategy. This process takes place against the background of the organization and the functioning of discourse correlating with synergetic concepts and tools. That underlines the integrative nature of the synergetic approach.

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