

## The Role of Communicative Strategy and Tactics in Family Discourse

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**Annotation:** The article is analysis of communicative strategies and tactics in different speech situations of harmonious and conflict communication among the family members consisting of children and their parents. This analysis gives the possibility of forming the model of harmonising speech behaviour and determining perspective directions of family education in higher and secondary school.

**Keywords:** family discourse, speech strategy and tactics, communication, parents, children.

### INTRODUCTION

The life of each person as a member of society and the process of socialization begins in the family which he was born and raised. Socialization essentially represents the whole process of learning throughout the life course and is a central influence on the behavior, beliefs, and actions of adults as well as of children. The rules of language acquisition in society and its use in accordance with the performance of various social roles are an important part of this process. This is called linguistic socialization. The role of family and interpersonal communication in the family is very important in the formation of linguistic socialization. Studying the role of communicative strategies and tactics, principles of communication in the organization of effective communication in the family is one of the important tasks of modern linguistics. Because of, communicative strategies and tactics are interpreted as a clearly defined way of achieving to the communicative goal in a speech situation.

### LITERATURE REVIEW

Studies in the field of family discourse in linguistics, has formed by the research into the process of communication – speech, which is the product of interpersonal linguistic relationships. Family communication has becoming the most chosen research object by researchers studying speech activity and live communication analysis today. In family discourse, great emphasis is placed on the study of issues such as the importance of speech tactics and strategies, the expression of types of speech acts, the influence of age, gender, position and place of residence on the speech of parents and children in modern linguistics. In foreign linguistics, the issues of "family and language" have been widely studied in the research of linguists such as B.Clancy, Sh.Blum-Kulka, E.Ochs, K.Taylor, V.Anoxina and A.Baykulova. V. Anoxina highlights using of speech strategies and tactics in family discourse in her works.

### ANALYSIS

Family discourse is the most important and practical form of interaction that takes place during the joint activities of parents and children, it is a process of interaction in the family. The role of communicative strategy and tactics in this process is very important. Communicative strategy is a communicative macro-intensity that determines actions of the interlocutor's speech line, and tactic is the intention that determines a specific speech act in accordance with the communicative situation. The terms strategy and tactics are interrelated with each other because it is impossible to implement a communicative strategy without speech tactics.

O.S. Issers considers the concept of communicative strategy from a linguistic point of view and defines it as specific ways of speech behavior carried out under the control of “global intention”, subjecting the study to linguistic and interactional characteristics, speech indicators, by which it is possible to determine how and by what means the goals can be achieved communication. Communicative strategy is a set of theoretical moves planned by the speaker in advance and implemented in the course of the communicative act aimed at the achieving to the communicative goals. They are identified based on the analysis of the course of dialogue interaction throughout the entire conversation.

In family discourse, communicative strategies are mainly reflected in conversations between parents and children, husband and wife, or between siblings. In family communication, communicants often have more than one purpose. The goal of communication sets the general strategy of the initiator of the dialogue, the responding strategies of the interlocutor, determines the tactical moves of the communicators, the nature of their speech actions. At different stages of interaction between communicants, depending on the number of goals or their priority, communication partners adjust their speech actions. This becomes possible due to the fact that each speech strategy is characterized by a set of certain tactics. For example, to implement cooperative strategies of speech behavior, tactics of offer, consent, concession, approval, praise, compliment and other tactics are used.

The studied materials made it possible to identify a set of the following speech tactics in situations of harmonious family communication: tactics of curiosity; tactics of care and participation; support tactics; praise tactics; giving advise tactics; request tactics; consent tactics. This group of tactics is represented by a large number of examples, and it is who creates an atmosphere of involvement, cooperation of family communication.

Tactics of curiosity: Wife: - *What are you doing? Are you going to the work? What do you want for the dinner?* Husband: - *What do the kids say? Children: - Plov! (shout they). Husband: - Ok, what do they want make this!*

In the family curiosity tactics are most often implemented in the form of questions about what is happening in the life of family members and it can be classified as family etiquette tactics. Such tactics can be associated with real interest or etiquette attention, when the actions and reactions of the communicants take a monosyllabic form, and the communicants ask some questions without listening to the answer to the previous questions.

The tactic of giving advice: Father: - *There is no one in this world who is as kind, close, dear to you as a mother, who does not spare her life, my daughter. Always be with your mother, don't leave her alone, take care of her! My second advice to you, my daughter, is that the world has changed, values are changing, but in all time honest work, cleanliness, humanity is valued, remember that!*

The tactic of request: Father: - *Why don't you study well? You put me to shame among other parents! Why don't you listen to the lesson?* Son: - *No, I listen.*

Father: - *If you are right, why you don't know the subjects?* Son: - *They're not interesting!* Father: - *Why aren't they interesting?* Son: - *Only geography is interesting.* Father: - *Are you interested in geography?* Son: - *Yes, sometimes, when teacher talks about sea.*

Tactics of praise: Mother: - *Are you here? Why don't you come in?* Daughter: - *Hm, I'm...* Mother: - *Come to me. This is for you* (woman sent her blue dress). Daughter: - *Really? Is this for me? For my own?* Mother: - *Yes, of course.* Daughter: - *How is it beautiful, mum. You are the best mother and the best tailor!* (she hugged and kissed her mother).

Each communicative strategy is characterized by a certain set of speech tactics. Communicative tactics is a specific speech move (step, turn, stage) in the process of implementing a communicative strategy; a speech action (a speech act or a set of several speech acts) corresponding to a particular stage in the implementation of a speech strategy and aimed at solving a particular communicative task of this stage. The implementation of the sequence of communicative tactics is designed to ensure the achievement of the communicative goal of speech communication.

Strategies of confrontation, conflict are implemented by tactics of threat, intimidation, reproach, accusations, mockery, taunts, insults, provocations, etc. There are two-valued tactics that can be both cooperative and conflict. These include tactics of lying, irony, flattery, bribery, remarks, requests, change of topic, etc.

## DISCUSSION

As a linguist Clancy states, family is the most important place in the creation of a pragmatic "base" that provides the linguistic skills of the people living in it, and allows the formed linguistic abilities to be transferred to society. Because our first language experiences are formed in the family, in this sense, the family serves as the basic unit of the language community. The family has its own linguistic and pragmatic requirements, social roles, through which we enter a wider social world.

In the context of considering family discourse in line with the proposed approach, the category of pedagogical discourse strategies comes to the fore, which is understood as communicative intentions of speech actions in a typical situation of socialization. V.I.Karasik identifies such communicative strategies as explaining, organizing, controlling, evaluating, and facilitating. G.I. Reznitskaya also points out that communicative strategies such as explaining, organizing, monitoring, evaluating, and contributing are most commonly used in the communication process between parents and children. These communicative strategies are reflected in praise, condemnation, making demands, social control and a number of other speech acts.

In any speech act, the communicative strategy is one, but the tactics of its implementation can be several. To determine communicative strategy in linguistic analysis, the researcher must be familiar with the whole speech situation. Communicative tactics perform the function of ways to implement the speech strategy: they form parts of the dialogue, grouping and alternating modal shades of conversation (assessments, opinions, annoyance, joy and others). For example, evaluation strategies are divided into three types: evaluating the author's actions, evaluating the content of the information and evaluating the perspective of the speech. In family discourse, these speech strategies can be implemented by different people (father, mother or kids) depending on the speech situation. In the first situation action of the children are evaluated by mother.

*The two brothers, who had just returned from school, played and throwing clothes and pillows in different sides, made the home messy. Suddenly the doorbell rang. Kid1: - Door! Kid 2: - Yeah, it's mum! (He opened the door, mother came in and surprised). Mother: - What is it? (Children looked down and stood without saying anything). Mother: - Oh, thanks a lot. I didn't wait this from you. Good, very good! Kid 1: Sorry, mum! Mother: - I'll talk to you when your dad comes home from work. Kid1: No, mum, we'll correct our mistake: we'll tidy up the house and do our homework. Mother: - Ok, you have an hour, then I'll check all of them.*

In this situation the mother used two tactics to evaluate an action of her children. The first she explained their mistake through praise, in which she applied an implicit speech act. The second tactic is the intimidation tactic. The mother intimidated the children by telling their father of their guilt. The implicit speech act was also used in this tactic. In this speech situation the actions of children are evaluated.

Mother: - *Hoshimjon, what mark did you get today?* Son: - *Five, mum, our mark is always five.*  
Mother: - *Show me your dairy!* Son: - *It left to my teacher.* Mother: - *Open your bag.* (After opened the bag, he sent the dairy to mother) Mother: - *What is it?* Son: - *Two.* Mother: - *Is that so?* Son: - *Three.* Mother: *Why did you tell a lie?* Son: *Who did tell a lie? If you plus them, it'll be five, mum.*  
Mother: - *Really?*

In this example the content of the information is evaluated. The request tactic was used and it expressed by explicit speech acts.

## CONCLUSION

Thus, despite the widespread use of the term "strategy", in linguistics there is no generally accepted interpretation of this term. We will understand by a communicative strategy the choice of a certain line of speech behavior in a specific situation in order to achieve the goal of communication. Strategies are implemented with the help of tactics - specific speech moves, a sequence of speech acts at a certain stage of interaction. The strategic plan determines the choice of means and methods of its implementation, therefore, communicative strategy and communicative tactics are related as genus and species. The description of communicative strategies and tactics in various situations of communication makes it possible to form a model of harmonizing speech behavior, since it is harmonious communication that is fundamental for the existence of a family. Such research is especially relevant in the context of social reforms in Uzbekistan in order to restore the prestige of the Uzbek family and basic family values. The study of problems related to family problems, in particular, the harmonious and disproportionate state of family relations, allows the formation of promising areas of family education at university and school.

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