

COMMUNICATION STRATEGIES IN SOCIAL MEDIA DISCOURSE

The main purpose of the research is to study and identify various strategies used in social media communication processes, as well as to assess their impact on the perception of information and interaction between users.

The object of the study is communication strategies in the discourse of social networks.

The main source of the research was posts, tweets, and comments by Ukrainian and English-speaking users of the social network Twitter. The posts were selected from different thematic groups and, in my opinion, include a wide range of opinions, views and stylistic statements.

The relevance of the study is determined by the fact that in modern society social networks play an important role in people's lives and communication with each other. In this regard, the presented topic can help to understand what communication strategies exist and how to apply them to achieve communication goals.

According to S. Nerian, the communicative discourse method in the study of linguistic phenomena determines the direction of linguistic research, i.e. human speech activity, so the communicative interaction between the speaker and the addressee, i.e. the communicative subject, is in the center [6, p. 97].

Linguistic pragmatics was formed as an independent branch of linguistics in the mid-20th century on the basis of the theory of speech acts and the theory of speech activity. According to modern researchers, linguistic pragmatics analyzes speech acts as "the activity of the sender of the text, based on the conscious selection of language units of all levels in order to optimally influence the audience. This selection is made in accordance with the communicative situation, the purpose and motivation of the interaction. [8, p. 22].

One of the priorities of the linguopragmatic approach is the study of strategic aspects of communication, which has established the concepts of communication strategy (CS) and communication tactics (CT). CS is a scheme for translating and realizing a person's communicative intention into speech in order to achieve a certain result. CT is used as a specific method of realization of CS, which includes the choice of specific speech genres, speech acts and language means in order to achieve communicative goals. [7, p. 5].

According to L. Shvelidze, the linguistic pragmatic and comparative analyses were the main methods of studying CS in Ukrainian-English online discourse. The methods of linguistic pragmatic analysis are focused on identifying the details of speech actions, intentions, strategies and tactics of communication, speech genres and communicative roles, as well as on understanding and interpreting the communicative intentions of speakers. The method of comparative analysis was used to study the CS and CT of Ukrainian and English-speaking users of social networks [8, p. 66].

Many studies in Ukrainian and foreign linguistics, as well as in the humanities, are devoted to the study of discourse. Discourse is studied by specialists in various fields — linguists, literary critics, sociologists, political scientists, cultural studies,

psychologists, ethnographers, philosophers — taking into account different interpretations of this concept. Zellig Harris is the founder of the concept of "discourse" and highlights its main property — dynamism, which distinguishes it from the text as a static structure. Discourse is seen as language in dynamics, which acquires its specific meaning in a certain context and under certain circumstances in which speakers speak [2, p. 226].

The expansion of the spheres, types, and genres of interaction between participants in online discourse is a consequence of the active growth of the virtual communication space. The growing trend towards the virtualization of media, self-presentation, communication, and entertainment activities of people has led to the emergence of social networks as one of the most popular forms of interaction. Social networks perform various functions, such as information, communication, entertainment, etc., and are used not only for interpersonal communication but also in the context of institutional processes. Among the various types of discourse, the use of social media is perhaps the most widespread in political discourse: well-known politicians have their own profiles and pages on social media, where they comment on current events, express their position, communicate with readers, etc. [8, p. 45].

Linguistic studies of communicative interaction in social networks are becoming increasingly relevant due to the growing influence of Internet communication. Various speech genres are widely represented in social networks: discussions of topical issues of our time, expressions of personal position on current events, announcements and reports, congratulations and thanks. Commenting is becoming one of the main types of speech activity on social networks, which attracts the attention of linguists [4, p. 119].

According to some linguists, Internet communication has the following characteristics: 1) polyphony — communication includes different types of discourse; 2) hypertext and interactive capabilities of the Web — these capabilities completely change or significantly modify the creation and perception of text; 3) anonymity and distance — the ability to remain anonymous allows you to feel complete freedom and openness, share your secrets or desires, and provides protection from external control and generally accepted moral norms [8, p. 47].

The study of interaction in social networks involves the identification of two main types of communication: cooperative and conflict. The cooperative type of communication is characterized by symmetrical behavior of communicators, coherence of their actions and generally dominates the discourse of social networks. Among the cooperative strategies, we can distinguish such as CS of argumentation, informativeness, self-presentation, inducement, and ritual [7, p. 7].

The strategy of argumentation is determined by the speaker's desire to express his/her point of view and convince the addressee of its correctness or truth. The CS of argumentation is realized through the tactics of authority, dialogicity, subjectivity and solidarity [7, p. 7].

The strategy of informativeness is aimed at providing new and relevant information on behalf of the speaker and stating certain facts without expressing a subjective opinion. To implement the strategy of informativeness, the tactics of description, statement and factography are used [7, p. 9].

The self-presentation strategy is characterized by the fact that the speaker presents information about himself or herself determined by the addressee, focusing on positive characteristics and achievements. The linguistic means used to express the

self-presentation strategy include grammatical forms of the first person singular, personal, and possessive pronouns, and positively colored vocabulary. The tactics of self-evaluation, hyperbole and idealization are components of the self-presentation strategy [7, p. 10].

The persuasion strategy is aimed at convincing the addressee and includes a call to action, which can be explicit in the form of a motivating sentence or implicit, penetrating the subtext. In online discourse, the main tactics used to implement the campaigning strategy are orders, requests and recommendations, depending on the degree of categorization, which can vary [7, p. 11].

The strategy of ritualization is present in online discourse and is manifested through typical speech genres, such as greetings, gratitude, and expressions of condolences [7, p. 12].

In general, conflict strategies are used to create inequality in interaction, to discredit the subjects against whom the argument is directed. However, argumentative discourse on social media has a specific feature: verbal aggression is directed not at the addressee-opponent, but at the object of description, which distinguishes them from cooperative strategies. Among the conflict strategies, we can distinguish such as CS of discrediting, and trolling [5, p. 123].

The communicative strategy of discrediting is manifested through the use of evaluative vocabulary, in particular, aimed at opponents. It is aimed at a specific person, usually the interlocutor to whom the speaker is addressing, and therefore is personalized. This strategy involves the speaker's active participation in a conflictual interaction with a specific addressee and the involvement of other users in this interaction. The CS uses such basic discrediting tactics as accusations, insults, and threats [1, p. 9].

The trolling strategy in social media discourse is an attempt to engage the interlocutor in a conflictual interaction or create conditions for it to occur through provocative statements. This strategy is based on verbal provocation and is more common in English-language social discourse. The purpose of trolling is to cause conflict, as the "troll" is not interested in exchanging information, expressing his own opinion, or searching for the truth. Their main interest is to get people's reaction to their provocative actions. This strategy of interaction is characterized by confrontation and refusal to express one's opinion on the topic under discussion [7, p. 15].

An anonymous survey was conducted among 50 people of different age groups (15-35 years old) to understand their attitudes towards the use of various communication strategies on social media. In total, 45 people confirmed that they almost always use communication strategies in their social networks, and only 5 respondents (15-35 years old) do without them.

The survey participants were asked to answer questions about the following aspects: use of communication strategies; success of communication strategies; attitude towards communication strategies; impact of communication strategies on interpersonal relations; preferred strategies. Statistics show that the most common communication strategies were the CS of argumentation and humor. The majority of participants also believe that the use of effective communication strategies has a positive impact on their interactions and that mastery of such strategies is an important part of life in society.

It was also found that some participants use conflict avoidance CS to reduce conflict situations on social media, and they consider these strategies effective. However, there are also those who do not feel that such strategies have a significant impact on their interactions.

After analyzing the research, the conclusion is that by using communication strategies in social media discourse, users can improve their communication skills, draw attention to important issues, and influence public opinion. They can create changes in society, support active citizenship, and contribute to the development of democracy.

However, it is important to keep in mind responsibility and ethics when using communication strategies. It is important to adhere to the principles of truthfulness, respect for other opinions, and rules of engagement. Misuse of communication strategies can lead to the spread of misinformation, conflicts, and violation of users' privacy.

Ultimately, communication strategies in social media discourse have great potential to promote mutual understanding, exchange ideas, and create a common space for dialogue. They create opportunities for maintaining social ties, disseminating knowledge and developing society as a whole.

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