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ТИПЫ РЕЧЕВОГО ВОЗДЕЙСТВИЯ (НА ПРИМЕРЕ СТРАТЕГИИ ПОИСКА РЕШЕНИЙ)

Рассматриваются основные вопросы теории речевого воздействия, которое определяется как воздействие человека на другого человека или группу лиц при помощи речи и сопровождающих речь невербальных средств для достижения поставленной говорящим цели – изменения поведения адресата, его установок, намерений, представлений, оценок в ходе речевого взаимодействия с ним. Эта теория является актуальной, так как многие профессионалы используют в своей речи различные техники убеждения и без него невозможна осознанная предметная деятельность.

Без сомнения, манипуляция и убеждение играют ключевую роль в момент разговора, ведь основная цель общения – донести до человека свою мысль, убедить, заставить что-то сделать. Поэтому ниже представлены основные причины использования этих двух приемов и более детально рассмотрена теория речевого воздействия с точки зрения разных ученых.

Человек в той или иной мере манипулирует другими люди:

вне зависимости от возраста, социального статуса. Манипулирование – широко распространенное явление во всех сферах жизнедеятельности человека и зачастую оно применяется в бизнесе в виде скрытого воздействия. Авторы описывают некоторые манипулятивные техники и приемы: искажение и утаивание информации, имплицитную подачу информации. Так же интересен тот факт, что момент и время для подачи такой информации должен быть специально подобран.

Исследование иллюстрируется примерами актуализации стратегии поиска решений в деловом дискурсе. Выделяются такие типы речевого воздействия, как рациональное/эмоциональное, прямое/косвенное, намеренное/ненамеренное, личностно ориентированное / социально ориентированное, продуктивное/непродуктивное и другие.

Ключевые слова: теория речевого воздействия, интенциональное воздействие, коммуникация, манипуляция.

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TYPES OF SPEECH INFLUENCE (EXEMPLIFIED BY SOLUTION SEARCH STRATEGY)

This article is devoted to the basic issues of the theory of speech influence, which is defined as the impact on a person or group of people with the help of speech and non-verbal means to achieve the main goal of the speaker: change the behavior of the addressee, his mindset, intentions, perceptions, opinions in the course of verbal interaction with him. This theory is relevant, as many professionals use persuasive techniques in their speech and conscious substantive work is not possible without it.

There is no doubt that manipulation and persuasion play a key role during the conversation, because the main goal of communication is to convey our ideas and thoughts, to convince, to get something from other person, to persuade him to do something. So, below are the main reasons to use these two devices and the theory of speech influence is examined in more detail from the point of view of different scientists.

People in one way or another manipulate other people: regardless of age and social status. Manipulation is quite a widespread phenomenon in all spheres of human life and often it is used in business for concealed influence. Authors describe several manipulative techniques and methods: distortion and withholding of information, the implicit presentation of information. Also interesting is the fact that the moment and time for presentation of such information should be chosen purposefully.

The study is illustrated by examples of actualisation of solution search strategy in business discourse. The following types of speech influence are distinguished: rational / emotional, direct / indirect, intentional / unintentional, person oriented / socially oriented, productive / unproductive and others.

Key words: theory of speech influence, intentional influence, communication, manipulation.

Introduction

Anthropological approach to the analysis of linguistic phenomena is taking into account the relationship of linguistic signs to people who use language. Intention and premeditation determine the activities of people and the way they use language to perform these activities. A person (subject / speaker) with all his psychological characteristics, speech competence, background knowledge becomes the centre of the communicative process. In the framework of this approach transition from analysis of stable meaning of the word to the consideration of the changeable and flexible meaning of a narrative is also taking place.

The works on functional and pragmatic linguistics (R.O. Jakobson, L.S. Vigotsky, Ch.S.Pierce, Ch.W. Morris et al.) state that the speaker is guided by some goals: he hopes to produce an effect, which will lead to understanding and appropriate action on the part of the interlocutor.

The modern state of speech influence theory

Modern approach is based on the idea that human speech by its nature has an enabling force (Malyuga, 2015). The enabling power of the word has been subject to extensive analysis in many sciences. But in the second half of the twentieth century these investigations were united under the title of "theory of speech influence".

The theory of speech influence is the science of effective communication. Of course, like any theory, it has its own history. In ancient Greece and Rome rhetoric flourished, it taught effective public speaking, ability to conduct the dispute, adduce arguments etc. Throughout its development, rhetoric, on the one hand, was understood as the art of eloquence; on the other hand, it remains a science of persuasion tools aimed at a certain result, the forms of speech influence on the listener. In the twentieth century, rhetoric was integrated into the humanities, having taken into account new socio-cultural realities: poetics and literary criticism, stylistics, pragmatics, theory of argumentation, neorhetoric, mass communication theory, advertising, political propaganda, etc.

Why was an integrated approach to speech influence necessary in XX century? Several reasons can be distinguished:

Socio-political: the development of democracy, ideas of liberty for everyone, role of person itself and human equality led to the need for science, which can teach how to persuade people with equal or different social status.

Psychological: since the end of the nineteenth century we can see that the role of the person in society has been reconsidered. In psychological terms a man is a complex, versatile personality, requiring a differentiated approach.

Communicative: these causes are related to development of human communication. Talking about the value of oral speech, it is necessary to say that it begins to perform increasingly diversified functions, plays an increasingly significant role in society, which leads to the need to search for special techniques in communication.

Economic reasons: competition, crises of production have created the need in the science of advertising, "the imposition" of goods, "conquest" buyers. Salespeople were the first who have realised the need of science to convince and manipulate.

All the factors mentioned above precondition the importance of research of communication approaches and devices. The power of speech influence is widely studied in modern linguistics and many related sciences, in particular, in pragmalinguistics, psychology, psycholinguistics, sociolinguistics, theories of mass communication and rhetoric (Ledeneva, 2004; Parshutina, 2014; Ponomarenko & Parshutina, 2016). From the point of view of pragmalinguistics, language, being the main tool of communication, serves not only for the information transmission but it also influences interlocutors, thus regulating their social, interpersonal relations, mental state and behavior (J. Searle, J. Austin). Speech influence can be defined as the impact on individual and / or collective consciousness and behavior carried out by various verbal means, in other words – by means of utterances in native language. Sometimes under the notion of speech influence, we understand the use of messages built by means of non-verbal semiotic systems, which include paralinguistic tools (tempo, timbre, loudness and logical stress), kinesics tools (gestures, facial expressions, posture), etc. (Sedov, 2003).

For example, the following excerpt illustrates how non-verbal means benefit to speech influence. The strategy of solution search is applied in spite of negative attitude to the speaker.

*The Duchess **faced** Ogilvie. "How much do you want?"*

*The **abruptness** took him by surprise. "Well ... I figure you people are pretty well fixed."*

*She said **coldly,** "I asked how much."*

*The piggy eyes **blinked**. "Ten thousand dollars."*

*Though it was twice what she had expected, **her expression did not change.** "Assuming we paid this grotesque amount, what would we receive in return?"*

*The fat man **seemed puzzled**. "Like I said, I keep quiet about what I know."*

"And the alternative?"

*He **shrugged.** "I go down the lobby. I pick up a phone."*

"No." The statement was unequivocal. "We will not pay you."

(A.Hailey. Hotel)

The speakers have to cooperate as only cooperation meets the interests of both: the Duchess conceals the crime and the head of hotel security intends to blackmail her. Non-verbal and paralinguistic means are as follows: posture (faced, shrugged); facial expression (eyes blinked, piggy eyes, her expression did not change, seemed puzzled); intonation (said coldly, abruptness, unequivocal statement). Tactics of inquiry, repetition (How much do you want, I asked how much), highlight the tension between the speakers.

Speech acts theory

For a long time scientists believed that, the function of speech consists of the transmission of information about the world. According to the modern approach, we use words to influence other people. Thus, this message transmission not always the ultimate goal of communication; it is used only as means to achieve other goals, but the ultimate goal is the management of the interlocutor's actions. This fact was most vividly highlighted by the theory of speech acts (J.Austin, J.Searle). The idea of the subordination of speech to the objectives of the activities, in the structure of which it functions, appears in most theoretical and experimental studies of speech influence in our country and abroad (H.P.Grice, G.Leech, D.B. Carnegie, I.M.Kobozeva,

St.Levinson et al.).

Speech influence and, in its broad meaning, verbal communication, is taken as an aspect of its focus, target, conditions, while verbal communication is described from the point of view of the position of one of the communicants, when he or she considers himself (herself) as the subject of speech influence, and his (her) companion – as an object. To be the subject of speech influence means to regulate your interlocutor, with the help of speech we encourage the other person to begin, change, finish any activity or create a readiness to make a particular activity when there is a need. Actually, it refers to the motivation for immediate response, verbal or non-verbal action, as well as indirect effects aimed at creation of certain emotions, attitudes, evaluations, and feelings in the listener needed by the sender of the speech. Subsequently, these settings should lead to the organisation of the behavior of the listener, because the sender (author of the statement) reckons on it. Trying to influence a man, we want to provoke his behavior in the right direction, find his (her) weaknesses and, as a result, manipulate through them.

The following excerpt illustrates how solution search can be accompanied by such pressure on weaknesses. During negotiations on the sale of the hotel its owner states that it would be dishonest to deprive employees of their jobs. As an example the trusted barman is mentioned.

"I've information that he's bleeding you white. A high percentage of your bar profit is being skimmed off," O'Keefe declared. "Your supposedly loyal staff is riddled with corruption. There's scarcely a department in which you aren't being robbed and cheated. Naturally, I haven't all the details, but those I have you're welcome to."

(A. Hailey. Hotel)

In response, the buyer manipulates, exposing the hotel employee in a disadvantageous light. This inevitably harms the image of the entire organisation, which convinces the owner of

the hotel to sell it.

The pragmatic effect of discrediting is reinforced by emotionally coloured metaphors (bleeding you white, skimmed off). The tactics of mockery (supposedly loyal staff), exaggeration (riddled with corruption, scarcely a department) are used. The strategy of the solution search is aimed at the outcome profitable in the long run for both of them (Radyuk, 2013b).

One of the important aspects of speech influence is that when it is carried out by orally presented information it takes time to grasp the meaning of each word in context, to think or listen to a sequence of verbal messages, and it is often not enough for understanding. Therefore, if certain words are intentionally emphasised and in case if a sentence is well structured with a special purpose, we can say that oral information can have more impact than the written one.

Summarising the above mentioned factors, it can be concluded that speech impact is the verbal impact on another person or group of people and accompanying speech non-verbal means to achieve the speaker's goal, also to influence the addressee, his dispositions, intentions, views, values in the course of verbal interaction.

Subject and object of impact

Impact on the mind of the recipient, and then on his (or her) behaviour implies the existence of subject and object of influence, influence on the motivational sphere of the addressee, its consequences. These and other factors create the basis for the major classifications of types of speech influence singled out in the linguistic literature and works on psychology.

Depending on what sphere of human mental activity is involved in the communication process in a greater or lesser degree, speech influence can be divided into rational and emotional one. Trying to influence the behavior of the interlocutor, the speaker can influence his rational sphere. To this end, he draws convincing facts and arguments influencing the consciousness of people. The purpose of emotional impact is to express the

speaker's emotions and achieving a reciprocal emotional reaction from the listener, leading to changes in his behavior. In its turn the emotional impact can be divided into two types: indirect, which is performed by the initial appeal to the rational "self" of the addressee (assessment, information), and directly - implemented through the creation of imagery, various failures of logical thinking (Dotsenko, 1997).

According to the nature of the interaction of the subject with the object, the following types are distinguished: a direct impact when the subject openly produces the object influence through its claims and demands, and an indirect impact, not directly forwarded to the object of its environment (Zeltukhina, 2004, p. 13). A direct way of speech influence includes such forms, which possess a definite meaning in the language system that directly expresses the appropriate illocution, that is, the communicative goal of the speaker. For example, forms of the imperative traditionally associated with the meaning of inducement, narrative and interrogative utterances are conventionally associated with the illocutionary force of the message and request of information.

Alternative intentions represent the use of linguistic forms for the expression of illocutionary force, not connected with their direct linguistic meaning. Indirect forms do not openly express the intentions of the speaker.

According to the criterion of awareness of speech impact deliberate and side effect types are singled out (Issers, 2002, p. 26). In case of deliberate speech impact the speaker aims to achieve a certain result from the object of speech influence. Side effect speech influence is effected unintentionally, because the subject does not attempt to achieve a certain result from the object.

We can distinguish the following types of verbal impact (taking into account such criteria like: the type of speech acts, especially within the classifications of speech acts and speech genres) (Shmeleva, 1990, p.12):

- *Social* (social non-information speech acts, involving the virtual adressee, the clichéd expressions: greetings, oaths, prayers).

- *Volitional* (speech acts performing the will of the addresser: orders, requests, failures, advice, etc.).

- *Advocacy* (speech acts, containing information and its interpretation: explanation, report, message, and acknowledgment);

- *Emotional and evaluative* (speech acts that establish social, moral and legal, interpersonal subjective-emotional relationships: criticism, praise, accusation, insult, threat).

Perlocutionary criterion (addressee's reaction) is the basis of classification of the following types of speech influence (Pocheptsov, 1987, p. 91):

- *Evaluative* (changing the relationship of the subject to the object, the connotative value of an object subject);

- *Emotional* (formation of a common emotional state);

- *Rational* (restructuring of categorical structures of individual consciousness, the introduction of new categories).

According to targeting the interlocutor, it is possible to distinguish between personal and socially oriented speech effect (Leontiev, 1981, p. 66).

Personally oriented speech influence is directed to the listener from the speaker. The speaker builds the image of his (or her) interlocutor in order to achieve the desired effect. In socially oriented impact, the speaker builds the generalised image of the group of interlocutors as a whole for successful speech influence. Each of these types of speech influence can contribute to the regulation of the activities of the interviewee and changing his/her behavior.

The notion of manipulation

To construct a theory of speech influence, it is very important to distinguish between two factors: on the one hand, the concept of manipulative and actuating influence, and productive and non-productive manipulation, on the other hand. This differentiation

of the ways to influence the other person in the process of communication has hierarchical nature, reflecting different levels of communicative competence of language use: at the lower level of the typology is unproductive manipulation, at the highest is speech actualisation.

In psychology, the term manipulation can be defined as "a form of psychological influence, the skillful execution of which leads to the hidden arousal in the other person's intentions which do not coincide with his actual existing desires, and urge him/her to perform certain manipulative actions" (Dotsenko, 1997, p. 59). The basis of linguistic manipulation are the mechanisms which force the addressee to accept uncritically the speech message, contribute to the emergence in his mind of illusions and misconceptions, influence the emotions of the recipient and provoke him to commit the actions beneficial for the speaker. Unproductive form of the manipulative effects can be considered as a hidden influence on the consciousness of the interlocutor, to cause frustration, i.e. the psychological discomfort (Zeltukhina, 2004, p. 21). In other words, non-productive manipulation is the speech act, the purpose of which is the manifestation of feelings of superiority over the interlocutor by demonstration of his imperfection, inferiority, which lead to the subordination of the listener to the requirements of the speaker. For example, the goal of productive manipulation is the impact on his behavior by using his weaknesses. In this case, the initiator of the communication becomes a voluntary donor, putting his interlocutor in a situation of social well-being and status of superiority (Sedov, 2003, p. 23). Compliment or flattery can be considered the easiest way of manipulation.

The following dialogue can serve as an example of productive manipulation.

"You're a topflight controller, the best numbers and money man I know anywhere. And any day you get an urge to move over here with Northam, with a fatter paycheck and a stock option, I'll shuffle my own people and put you at the top of our financial pile.

That's an offer and a promise. I mean it."

R. Heyward collects supporters of his candidacy for the election to the post of the bank manager. L. Kingswood, his partner, at first rejects all small arguments, identifying his manipulation and offers to speak openly.

The solution search strategy is realised by the tactics of compliment (You're a topflight controller) and discrediting tactic (you're not an over-all leader), which makes his words more objective. He recognises the virtues of R. Heyward and even promises a post in his company, but stresses that for the head of the bank he lacks leadership qualities.

"But good as you are, Roscoe, the point I'm making is you're not an over-all leader."

(A. Hailey. Moneychangers)

As the interlocutor manages to analyse not only speech, but also such extralinguistic factors as interests, goals, prejudice, manipulation becomes obvious and leads to a change in the pragmatics of discourse.

Both productive and unproductive manipulation by the behavior of the addressee suggest the impact on the emotional sphere, in contrast to other forms of strengthening the expression, appealing to the rational sphere.

The highest form of verbal interaction and impact is communication on cooperative actualisation level, which is the most optimal variant of effective communication (Radyuk, 2013a; Vetrinskaya, 2013). The main feature of the speaker's behavior is respect for the personality of the interlocutor, fundamental equality, and openness of the methods of exposure. Actualisation communication is based on the intent to cause sympathy of communicative partner by exciting the informal interest in his mind, an attempt to switch it on. It should be noticed that to learn actualisation communication is not an easy task, and therefore everyday life is dominated by manipulative forms of influence, which, as noted earlier, is expressed in hidden motivation of the recipient to desired actions by influencing his

subconscious emotions through flattery, compliments, or, conversely, sharply negative assessment of his personality and actions.

Conclusions

Thus, the classification of types of speech influence can be guided by the following principles and criteria: the sphere of human mental activity, the nature of the interaction of the subject with the object, awareness / unawareness of speech acts and the method of their reasoning, illocutionary and non-illocutionary aspects, the factor of manipulation in the speech impact, orientation on the interlocutor.

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