

## The Issue of Strategy and Tactics in Ensuring Linguistic Cooperation

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### ABSTRACT

*This article explores the theoretical and practical aspects of linguistic cooperation strategies and tactics within the framework of speech communication. Drawing on the works of prominent Russian linguists such as O. S. Issers, E. A. Kuznetsova, and V. S. Tretyakova, the study highlights the dual role of communicative and pragmatic goals in the selection of strategies. Special attention is given to the effectiveness of cooperative tactics in promoting mutual understanding, empathy, and constructive dialogue. The research also emphasizes the influence of cultural and social contexts on strategic choices. A comprehensive approach that considers communicative competence, psychological factors, and situational variables is proposed as essential for the successful implementation of cooperative strategies. The paper contributes to the deeper understanding of the dynamics of speech behavior and provides insights for enhancing communication effectiveness across different contexts.*

**Keywords:** Linguistic cooperation, communicative strategies, speech communication, pragmatic goals, empathy, intercultural dialogue, confrontation tactics, communicative competence.

### INTRODUCTION

In modern linguistics, the study of speech communication continues to evolve as scholars investigate the mechanisms that drive effective interaction. One of the most significant

components of this process is the strategy of linguistic cooperation, which ensures mutual understanding and productive communication. The importance of aligning communicative and pragmatic goals in speech behavior has grown, particularly in multicultural and high-stakes environments such as business, politics, and journalism. This paper examines theoretical contributions by Russian linguists and builds on their insights to evaluate the practical application of cooperative strategies and tactics. The focus is on understanding how communicative choices are influenced by individual, psychological, and social factors.

#### MATERIALS AND METHODS

This study is based on qualitative analysis and descriptive methodology. It involves the theoretical examination of key works by Russian linguists, including O. S. Issers, E. A. Kuznetsova, V. S. Tretyakova, A. V. Lanskiikh, I. P. Tarasova, and others, whose approaches to communicative strategies and tactics form the foundation of the analysis. Comparative discourse analysis was applied to evaluate examples of cooperative and confrontational speech behavior across various communicative contexts. Additionally, the influence of cultural norms and values on strategic choices was considered through a sociolinguistic lens.

The topic of linguistic cooperation holds particular significance in the study of the speech communication process within linguistics. Communicative strategies and tactics are considered fundamental components of this process. In her research, O. S. Issers classified communicative strategies into primary (general) and secondary (specific) types, thereby initiating a broader discussion and enabling the expansion and deepening of strategic classifications. In our view, Issers' approach is highly valuable not only within the academic field of linguistics but also in the development of practical communicative skills. For instance, general strategies may be employed to achieve broad objectives such as strengthening relationships or adapting to specific cultural contexts, while

specific tactics are effectively used in particular situations, including disputes or negotiations.

At the same time, the ability to correctly select and effectively manage strategies and tactics is essential for any communicator and serves as a critical factor in enhancing the effectiveness of speech activity. Furthermore, understanding and applying these strategies contributes to the expansion and deepening of research in the field and can stimulate the development of new approaches and research methodologies for future generations of linguists. Russian scholars who have made significant contributions to the study of strategies and tactics in ensuring linguistic cooperation include O. S. Issers, E. A. Kuznetsova, V. V. Bogdanov, N. N. Koshkarova, V. S. Tretyakova, A. V. Lanskih, I. P. Tarasova, and O. V. Yachkova. We are currently engaged in analyzing their works.

When discussing the principle of cooperation within the framework of speech behavior theory, E.A. Kuznetsova emphasizes that communicative strategies vary depending on intent. In particular, she highlights the interrelation between the strategies of introducing the interlocutor and self-presentation during journalistic interviews. She also offers a definition of strategy as “the art of management, forecasting, and planning” [4]. This definition underlines the role of strategies in guiding and regulating speech processes.

The universal nature of strategies lies in their main function – managing, predicting, and planning communicative acts – which makes them adaptable to various communicative situations and essential for ensuring effective interaction. As Kuznetsova notes, strategies can differ based on context and purpose; they are designed to suit particular scenarios or situations. The strategies used by journalists in the interview process serve as a clear example of this. During interviews, journalists employ specific strategies to manage interaction and shape the course of the conversation by introducing the interviewee in a way that creates a comfortable environment, encouraging openness and more informative responses. Additionally, through self-presentation, journalists aim to project credibility and professionalism, which

helps foster trust and encourages the interviewee's active participation.

The connection between these two strategies lies in their complementary nature; they work together to optimize the communicative environment. Their interdependence and mutual influence enhance the overall effectiveness of the interaction, facilitating the achievement of intended communicative goals. Thus, based on Kuznetsova's definition, strategies serve as effective tools for guiding and organizing speech processes.

Many researchers recognize communicative strategy as the most essential function of speech [1]. However, in my opinion, not only communicative but also pragmatic goals play a significant role in the choice of strategy. Indeed, a strategy is the result of organizing speech and achieving a pragmatic objective. Communicative strategies serve as the primary tools for initiating, developing, and concluding interaction, allowing interlocutors to influence one another, improve relationships, or attain specific goals. For example, in business negotiations, a participant may aim to reach an agreement by strengthening interpersonal relationships.

Nevertheless, pragmatic goals also hold a crucial place in the selection of communicative strategies. Pragmatic goals refer to the concrete, practical outcomes achieved through communication – such as exchanging information, enhancing skills, or disseminating knowledge or experience. Therefore, both types of goals –communicative and pragmatic – play distinct and important roles in the selection of communication strategies.

It is important to emphasize that the harmony between communicative and pragmatic goals plays a major role in effective interaction. For instance, a chosen communicative strategy must be aligned with the intended objective; at the same time, if the strategy does not serve pragmatic goals, the communication may become ineffective. Thus, in any communicative act, special attention should be paid to the integration of both communicative and pragmatic objectives during the strategy selection process.

## RESULTS AND DISCUSSION

The analysis reveals that cooperative strategies are crucial for maintaining balance in relationships, fostering empathy, and ensuring communication effectiveness. Positive personal qualities such as sincerity, humility, and emotional intelligence significantly enhance the implementation of cooperative tactics. The dual nature of certain tactics – such as flattery, sarcasm, or topic-shifting – demonstrates the importance of context in interpreting speaker intent. Furthermore, the research shows that cultural background plays a decisive role in strategic preferences: collectivist cultures favor cooperation, while individualist cultures often resort to more confrontational styles. The integration of psychological insight into strategy selection allows for a more adaptive and responsive communication process, increasing the likelihood of achieving desired outcomes.

In short, the alignment of communicative and pragmatic goals enhances the effectiveness of communication and significantly influences the process of choosing an appropriate strategy. For this reason, we believe it is essential to ensure that the chosen communication strategy is not only suited to the current context but also aligned with long-term goals.

N. N. Koshkarova identifies the following as tactics that give rise to the strategy of cooperation:

- making requests;
- demonstrating solidarity;
- providing clarification;
- seeking rapprochement;
- accepting neutrality;
- avoiding superstition;
- showing respect for differing political views [3].

It can be understood that these tactics are aimed at fostering mutual understanding and a cooperative atmosphere between interlocutors.

The application of the tactics proposed by N. N. Koshkarova in implementing cooperation strategies holds significant

importance. For instance, using the tactic of making a request during a conversation signals the interlocutor's willingness to engage in cooperation, increases their active participation, and enhances the sense of social respect and personal dignity. The tactic of demonstrating solidarity ensures collective effort and unity, which are essential for successful communication, as it promotes mutual support in achieving shared goals. Providing detailed clarification eliminates misunderstandings and establishes a foundation for clear and precise communication, creating conditions for interlocutors to express their thoughts openly and accurately.

Seeking closer relations strengthens trust and mutual understanding between participants, thereby fostering genuine cooperation and deeper interpersonal connections. The tactic of accepting neutrality serves to maintain objectivity and fairness during communication, allowing each participant to express their views freely. Avoiding superstition implies the use of rational, evidence-based approaches, which facilitates logical thinking and effective problem-solving among interlocutors. Showing respect for differing political views helps ensure constructive dialogue in multicultural and ideologically diverse societies by promoting tolerance and mutual understanding – ultimately contributing to peace and harmony.

As we can see, this set of tactics plays a decisive role in enhancing the effectiveness of the cooperation strategy and leads to positive outcomes in communication [3]. Observations indicate that Eastern politicians and journalists tend to rely extensively on cooperative strategies during conferences and meetings. In contrast, Western journalists are more likely to employ tactics such as propaganda, criticism, and quotations. This clearly demonstrates that cultural and social factors directly influence the choice of communicative strategies. On one hand, the preference for cooperative strategies in Eastern societies is linked to the emphasis on collectivism and shared interests; on the other hand, Western societies prioritize individualism and the free expression of personal opinions, which contributes to the adoption of more critical and confrontational communication

styles. Hence, culture and social structures play a fundamental role in the selection and application of communicative strategies.

In general, the cooperation strategy requires the speaker to fulfill a number of tasks. In this process, the use of a diverse repertoire of tactics is of great importance. As V. S. Tretyakova emphasizes, the expression of positive personal qualities and the establishment of empathic connections create the foundation for the successful implementation of a cooperative strategy [7]. Thus, the cooperation strategy, above all, demands the speaker's active role in communication.

In our view, the successful fulfillment of the speaker's active role in communication depends on several factors, including the ability to adapt tactics, foster positive relationships, establish empathic connections, demonstrate adequacy and self-control, and adapt to changing circumstances [See Figure 1].

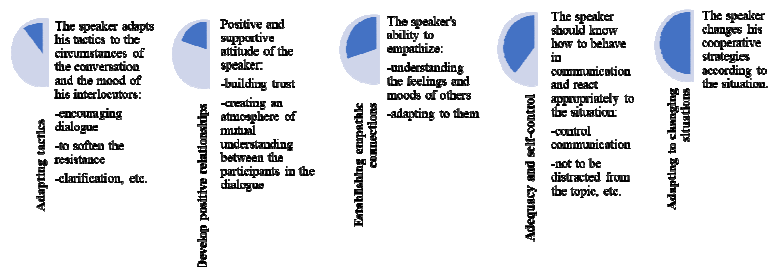


Figure 1. Tasks that ensure the successful fulfillment of the speaker's active role in communication

As can be seen from Figure 1, in order to successfully implement a cooperation strategy, the speaker must demonstrate the personal and tactical skills necessary to establish reliable and sincere communication that ensures mutual understanding. Cooperation arises when a person is able to self-criticize and accept evaluation with humility. In the words of A. V. Lanskykh [5], if an interlocutor glorifies themselves and insists on their own righteousness, it leads to conflict.

In general, actions such as respect, sincerity, trust, solidarity, closeness, and compromise have a positive impact on

communication, while non-cooperative behaviors such as aggression, violence, discrediting, and domination have a negative effect. In seeking an answer to the question of what constitutes the effective outcome of a cooperation strategy, we become convinced that if interlocutors maintain communicative intentions and act accordingly, then a “balance of relationships” is considered to have been achieved. If this balance is not maintained, a conflict arises. Additionally, empathetic connections are established; otherwise, feelings of antipathy may emerge [7]. If a cooperative strategy is applied in communication, it creates the opportunity for the speaker to demonstrate positive personal qualities. In such a case, the participants will understand and assess the situation in a similar way.

V. S. Tretyakova emphasizes that bright examples of cooperative strategies rely on actions such as closeness, refraining from attempts to dominate, and self-displacement. At the same time, she includes the following as part of confrontation tactics: threatening, intimidating, mocking, accusing, laughing at others, speaking harshly, sarcastic remarks, caustic comments, insulting, provoking, etc. [7]. Conflict and confrontation are synonyms, whereas harmony and cooperation are not complete synonyms but can be used interchangeably to some extent.

In addition to distinguishing between the strategies of cooperation and confrontation, V. S. Tretyakova also draws attention to the ambiguous nature of certain tactics, noting that depending on the context, they can serve both cooperative and confrontational purposes. Tactics such as lying, sarcasm, flattery, bribery, giving false information, mockery, flattery, bribery, warnings, requests, and topic-shifting can all function in support of either cooperation or confrontation, depending on how they are applied [7]. According to I. P. Tarasova, the concept of strategy involves organizing the interaction of speech while taking into account specific communication events and the personal characteristics of the interlocutor. In this regard, it is appropriate to emphasize the importance of considering communication events. When choosing a strategy, the unique conditions and circumstances of the communication process –

such as the communication environment, the topic, the participants' goals, and the expected outcomes are of critical importance [6].

Taking personal characteristics into account, including each interlocutor's beliefs, values, past experiences, and communication styles, allows for the adaptation of the strategy and makes it more effective. Since the main objective of a strategy is to optimize the influence between communication participants, it is essential to combine communicative skills with psychological factors. This means that, in order to select an effective strategy, the speaker must consider not only their communicative abilities but also psychological factors, ensuring that participants align with real situations and achieve communication effectiveness.

Thus, based on I.P. Tarasova's ideas, the concept of strategy should encompass not only linguistic but also psychological and social aspects.

#### CONCLUSIONS

The study concludes that the successful application of linguistic cooperation strategies requires a comprehensive understanding of communicative, psychological, and social factors. Communicators must carefully select tactics aligned with both their pragmatic goals and the interactional context. Emphasis on empathy, mutual respect, and cultural sensitivity is key to fostering effective and harmonious communication. The findings underscore the importance of further research in strategic speech behavior to support more nuanced and adaptable communicative practices in diverse settings.

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