

Communicative Strategies and Tactics Used in the Genre of Popular Science Articles

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ABSTARCT

In the communication process, the strategic nature of discourse holds particular significance: the language user (addresser) selects linguistic and non-linguistic means appropriate to the speech situation in order to achieve a communicative goal. Consequently, a system of goal-oriented speech acts is formed. The concept of communicative strategy is interpreted as a "complex of speech acts" serving a communicative purpose, and it is emphasized that it encompasses the planning, implementation, and monitoring of communication. This article analyzes the characteristics of applying communicative strategies and tactics based on materials from popular science discourse. The research findings indicate that in popular science texts, strategies manifest in several dominant forms. While the axiological strategy enhances the reader's trust and interest through linguistic tools such as expressive units, intensifiers, and rhetorical questions, the popularization strategy serves to adapt complex scientific knowledge into accessible language by utilizing tactics like comparison, metaphorization, terminological explanation, and the simplification of numerical data. The dialogization strategy strives to create the illusion of an oral conversation within a written text, fostering a sense of author-reader collaboration through direct address, the inclusive pronoun "we," and rhetorical questions. Furthermore, the article elucidates the relationship between communicative strategy and tactics. The premise that a strategy defines the overarching goal, whereas tactics execute it through specific speech units, is analyzed based on examples

*drawn from the Fan va Turmush (Science and Life) journal,
culminating in generalized conclusions.*

Keywords: Communicative strategy, communicative tactics, popular science discourse, axiological strategy, popularization, dialogization, pragmalinguistics, addresser/addressee, rhetorical question, metaphorization.

INTRODUCTION

Communication is an indispensable phenomenon in the civilization of human society. It serves as an instrument for socialization, development, and continuous improvement, representing a complex phenomenon that encompasses the stages of encoding and decoding, transmitting and receiving information, as well as analyzing, understanding, and interpreting it through the interplay of cognitive, psychological, pragmatic, linguistic, and non-linguistic factors. Within society, communication manifests as a strategic process. A human being, interpreted in linguistics as a “linguistic personality,” participates in an infinite number of communicative acts across diverse speech situations throughout their lifetime. To ensure successful and, most importantly, effective interpersonal communication in accordance with the communicative goal, every individual selects a specific model of speech behavior. For a communicative act to successfully conclude by ultimately achieving the anticipated outcome, the speaker or writer selects the most optimal linguistic and non-linguistic means for the given speech situation specifically semantic, stylistic, pragmatic, and other types of units that facilitate the realization of their intention. It is precisely this combination of selected methods and means, along with the specifics of their application, that constitutes a communicative strategy. A strategy possesses a complex cognitive and communicative-pragmatic nature: it encompasses the evaluation, planning, implementation, and monitoring of the entire communication process. O. S. Issers defines a communicative strategy as a “complex of speech acts directed toward achieving a communicative goal.” [3: 54]. A communication strategy is the speaker's formulation of a creative

plan for executing speech activity [2: 76-81]. Communicative strategies are evaluated as a coordinating and influential element of managerial activity [10: 30]. As an instrument that facilitates the communication process, a communicative strategy primarily relies on the individual, social, professional, and communicative competencies of the linguistic personality. Naturally, a communicative strategy relies on speech tactics applied in accordance with the intention of the addresser or addressee. The close interconnectedness of speech strategy and tactics ensures that the strategic plan dictates the selection of means and the methods for their implementation. From a pragmalinguistic perspective, a strategy is understood as a "set of speech acts" or "a series of decisions made by the speaker, including the selection of specific communicative actions and linguistic resources." [8: 192].

It is well known that the speech process involves a two-way interaction, and the stages of speech communication are actualized based on the relationship between the addresser and the addressee. Communicative strategies can also pertain to the position of either the addresser or the addressee. The former involves strategies of influence, while the latter pertains to strategies of understanding (comprehension). Approached from the addresser's perspective, communicative strategies imply the methods and means that express targeted behavior, based on the recipient's perception of reality and their value system. Conversely, from the addressee's perspective, they denote a system of actions and speech acts directed toward understanding and interpretation. For instance, when interpreting popular science materials, the addressee activates transformational, logical-semantic, cognitive, prognostic, and translational strategies. Linguistic and contextual-semantic strategies for processing scientific information are determined to be dependent on the audience's experience and their thesaurus capacity.

MATERIALS AND METHODS

In the academic literature on linguistics, several classifications of communicative strategies exist. For instance, based on the addresser's type of speech behavior, strategies are distinguished

such as: appealing to authority, commanding (dominant type), demonstrating submission, expressing fear or striving to appease (submissive type), and displaying helplessness or downplaying one's own competence (dependent type). Based on the means of influence namely, the communication code verbal, non-verbal, and mixed strategies are identified. Depending on the selected communication channel (e.g., posters, videos, etc.), the manifestation of strategies for activating voluntary and involuntary attention also varies. As a comprehensive approach, three types of strategies (presentational, conventional, and manipulative) can be distinguished based on the developmental trajectory of the communicative scenario, the form of interaction, and the primary means of communication. In this framework, the presentational type represents passive communication; the conventional type denotes interactive communication oriented toward cooperation; and the manipulative type signifies active communication. However, some researchers associate strategy solely with the planning stage of the speech act, thereby narrowing the scope and significance of the concept.

The term communicative strategy is frequently used in tandem with the term communicative tactics. This is because these two concepts share a genus-species (hypernym-hyponym) relationship, wherein every specific method comprising a communicative strategy is considered a communicative tactic. The most frequently encountered types of communicative tactics include the “minus” analysis tactic, persuasion-oriented tactic, accusation tactic, discrediting (defamation) tactic, impactful presentation tactic, criticism deflection tactic, encouragement tactic, cooperation tactic, promising tactic, warning tactic, and provocation tactic.

RESULTS

In popular science articles, which constitute our object of study, the features that distinguish them from other types of discourse are inherently linked to the application of communicative strategies and tactics. There are several typical communicative

strategies prevalent in popular science articles. These are as follows:

Axiological strategy

This strategy aims to arouse the reader's interest and trust in the subject matter and is realized through the use of several tactics. A positive attitude and sympathy toward the elucidated concept are evoked through the use of expressive units, collocations such as "global idea," "remarkable discovery," "astonishing result," "revolutionary idea," intensifiers like "very," "incomparable," "most," "extremely," "exceedingly," and rhetorical questions. Furthermore, the tactic of using positive evaluative epithets is considered significant. For example: "To this day, numerous sources have been and are being written about the great thinker, the sultan of the realm of words, Alisher Navai." [12: 22-25]. The tactic of expressing emotion through exclamatory sentences is also employed. For example: "Behold, a clear manifestation of reverence for a mentor! It is worthy of utmost emulation." [12: 22-25].

Popularization strategy

This strategy is also actively applied in popular science genres. This entails "translating" complex scientific concepts into accessible language. This strategy is verbalized through tactics such as comparison (comparing a complex process to daily life), metaphorization, terminological explanation, and the simplification of numerical data (using analogies like "the size of a football field" instead of precise statistical indicators) and explication. For instance: "It is known that all matter in nature consists of atoms. Pure water consists of two hydrogen atoms and one oxygen atom. The air we breathe mainly consists of nitrogen and oxygen atoms, and it also contains a small amount of carbon and argon atoms. Most of the 90 natural elements exist in the Earth's crust, primarily oxygen, silicon, iron, carbon, phosphorus, and many other trace elements." [14: 6-10]. In this context, the tactic of explanation is utilized; in the introduction of the article, the author brings the ordinary reader into the world of substances and particles by describing the chemical elemental composition

of everyday objects. Alternatively: "When the Sun disappears in this process, a 'diamond ring' appears first, followed by the pearly glow of the solar corona. Like other layers of the atmosphere, the corona is highly diverse, containing numerous structures such as streamers, coronal holes, rays, and loops." [13: 16]. In this context, metaphors such as "diamond ring," "solar corona," "pearly glow," and "coronal holes" are significant in popularizing the scientific material, serving to explain the structure and atmosphere of the Sun an average star in the Milky Way – in lay terms.

Dialogization strategy

This strategy aims to create the illusion of an oral conversation within a written text based on interaction with the reader, and it relies on tactics such as rhetorical questions, the inclusive pronoun "we," and direct address. This strategy aligns with Brown and Levinson's positive politeness strategy the author reduces social distance by treating the reader as an "in-group" member. Let us refer to examples: "Below, we will reflect on Khondamir, a contemporary of Alisher Navai who lived in the same environment, and his work 'Makarimul-Akhlaq' concerning Alisher Navai.'" Even within the brief excerpt we have examined, we observe the following descriptions addressed to Navai's persona." [12: 22-25].

In these examples, the tactic of convergence is actualized through the pronoun "we," and the reader is encouraged to think and reason collaboratively. The tactic of directly addressing the reader also holds paramount importance in dialogization. For example: "We would be exceedingly pleased if this information also appeals to you, dear readers of the journal." In this sentence, a respectful and warm relationship is established with the reader through the phrase "you, dear readers of the journal." This is considered a tactic for reducing social distance. Engaging the reader by expressing trust and hope is also of particular importance in a popular science article. For instance: "Therefore, we believe that anyone not indifferent to the life and work of Alisher Navai will derive great benefit from reading 'Makarimul-Akhlaq.'" [12: 22-25].

Argumentative-persuasive strategy

This strategy is realized through tactics such as referencing authoritative sources, providing statistical evidence, and utilizing expert quotations. For example: "Hero of Uzbekistan, Professor Suyima Ganiyeva states the following in her foreword to the 2015 edition of 'Makarimul-Akhlaq' published by the Gafur Gulam Publishing and Creative House..." [12: 22-25]. It is well known that Suyima Ganiyeva is a renowned scholar and a recognized figure who has earned prestige not only in literary studies but throughout the entire scientific community of Uzbekistan for her high-caliber works. Here, by citing the words of a high-ranking scholar (specifically emphasizing her titles and positions) rather than expressing their own opinion, the author instills trust in the reader. Furthermore, science does not develop within the confines of a single country; the level of awareness of scientific discoveries and research conducted in various developed countries is of immense importance in this field. Specifically, referring to such advanced research theoretically enriches the scientific text and consolidates the reader's trust in the popular science source. It serves as evidence demonstrating the breadth of the author's worldview, their study of the field based on global research, and the unconfined nature of their scope of knowledge. Precisely for this reason, referencing foreign sources occupies a unique place in actualizing the argumentative-persuasive strategy. For example: "Regarding Khondamir's sons, the orientalist Charles Rieu, author of the catalogue of manuscripts in the British Museum, wrote: 'Khondamir's son was a contemporary of Akbar and served at his court.'" Through this tactic, the author demonstrates that the information originates from an internationally recognized source, thereby amplifying the effect of objectivity. Quoting serves an evidentiary function within the argumentation and persuasion strategy. "As the Iranian scholar Said Nafisi writes in the preface to 'Dastur al-Wuzara' Khondamir's son named Mirmahmud either returned from India to Herat after his father's death or did not go to India with his father at all." [12: 22-25].

Precision and factological strategy

This strategy is implemented in a popular science article through dates, place names, and specific details, ensuring informativeness. The tactic of chronological precision serves to convey historical facts convincingly. For example: "Due to the turmoil that began in the country, Khondamir went to India in 1528." "Khondamir died in Delhi in the year 942 (1535-1536)." [12: 22-25]. Here, even the Hijri and Gregorian dates are provided in parallel, which helps to underscore scientific precision. Alternatively: "In the 19th century, atoms were considered elementary particles that lacked internal structure and could not be divided into smaller particles. In 1897, the English scientist Joseph Thomson discovered the electron. The English physicist Ernest Rutherford first discovered alpha particles emitted from radioactive uranium decay in 1899, and in 1911, it was determined that a very small, positively charged nucleus, measuring around 10^{-15} meters, exists at the center of the atom. Almost all the mass of the atom is concentrated within it." [14: 6]. The tactic of geographical precision serves to convey information reliably in popular science articles by introducing onomastic units such as toponyms, hydronyms, oronyms, and oikonyms. The frequency of using historical dates and geographical names is particularly high in popular science articles related to history and literary studies. For example: "Enduring the hardships of a seven-month journey, they reach Agra." "According to his will, he is buried near the tombs of Nizamuddin Auliya and Amir Khusrau Dehlavi near Delhi." [12: 22-25].

Structural-compositional strategy

This strategy relies on tactics such as the pragmatics of headlines, the tactic of contrast, and climax structures. In any text, a headline functions to attract attention, spark interest, and prompt reflection. Specifically, by posing a rhetorical question, an intriguing query, or a paradox in the title, the reader is invited to contemplate. The tactic of starting with a fascinating fact in the introduction and gradually transitioning to a scientific explanation is also utilized. The tactic of repetition and

enumeration serves the function of drawing attention to the most notable part of the text. Syntactic repetition holds particular significance here. For example: "The sun of the heaven of honor and greatness, the servant of the world's guide, the embodiment of the best morals, the manifestation of the verses of the Merciful's mercy, the display of the lights of His Holiness the Glorious One's grace, the leader of the people of knowledge and gnosis, the qibla of the people of truth and belief..." [13: 14-18]. In this instance, the repetition of epithets serves the function of emphasis and intensification.

Directive (prompting) strategy

This strategy is also significant in conveying the topic within a popular science article; the author does not limit themselves to merely providing information but rather proposes a specific model of behavior to the reader. Here, an implicit appeal is expressed through an indirect speech act. "Behold, a clear manifestation of reverence for a mentor! It is worthy of utmost emulation." [12: 22-25]. Although this sentence is grammatically in the form of a declarative statement, pragmatically it performs an exhortative/prompting function, conveying the implicit meaning: "You too should learn to show such respect to a mentor."

Intertextuality strategy

This strategy performs the function of ensuring reliability, historicity, and authenticity by introducing other texts (the original source itself) within the text. Citing a large excerpt of the original text in its entirety is also considered significant in this regard. "In the 'Preface' to "Makarimul-Akhlaq," after offering praise and glorification to the Creator, Khondamir describes the great Navai and writes the following regarding the creation of the work: "...let it not remain hidden and concealed from those with perceptive eyes that..." [12: 22-25].

By citing poetic excerpts such as qit'a, bayt, and misra, aesthetic impact is intensified. "Qit'a: The purpose of speaking in praise of you is that, among the people of art, we too may achieve success." "Misra: The eminent have said that a good

name is a second life.” [12: 22-25]. This tactic adds a literary-aesthetic layer to the scholarly-popular text and enlivens an otherwise dry historical narration.

The biographical-descriptive (narrative) strategy

This strategy is considered significant in scholarly-popular discourse on history and literary studies. This tactic makes it possible to present events in a coherent, chronological order with clear cause-and-effect relations. In this process, cohesiveness is created through the use of causal connectives. For example: “Due to the unrest that had begun in the country, Xondamir went to India in 1528. Enduring seven months of travel hardship, they reached Agra. He met Babur in the HashtBehesht garden. After Babur’s death, he became a close attendant of Humayun.” [12: 22-25]. Here, the events are presented sequentially and as a cause-and-effect chain, enabling the reader to follow the historical process coherently.

The conclusion-generalization strategy

This strategy on the other hand, is realized through the tactic of summarizing the parts and moving toward a general idea. For instance: “As we have seen, Xondamir spent the main periods of his life in the circles of AlisherNavoi and the Baburids. Therefore, he was an eyewitness to their lives and works, and the legacy he left behind serves as a highly important source for studying the history of our great ancestors.” [12: 22-25]. The discourse markers “as we have seen” and “therefore” signal the transition to a concluding statement and guide the reader in connecting previous information with the new conclusion.

CONCLUSION

In popular-scientific articles, the balance between scholarly rigor and accessibility is achieved through a carefully organized combination of informative and expressive means. On the one hand, academic credibility is preserved by the use of precise dates, authoritative sources, factual accuracy, and quotations from original texts. These elements ensure that the content

remains grounded in reliable knowledge and meets the requirements of scientific discourse. On the other hand, the text is made more engaging and reader-oriented through dialogization, axiological evaluation, and the inclusion of literary excerpts, all of which help establish an emotional and intellectual connection with the audience.

This dual orientation demonstrates that the popular-scientific style is not merely a simplified version of academic writing, but a distinct pragmatic model that mediates between expertise and accessibility. By combining rational explanation with aesthetic appeal, such texts broaden the reader's understanding while also sustaining interest and motivation. Therefore, the effectiveness of popular-scientific discourse lies in its ability to inform, persuade, and engage simultaneously, creating a harmonious interaction between scientific content and communicative clarity.

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