

THE RELEVANCE OF THE STUDY OF THE THEORY OF INDIRECT COMMUNICATION IN LINGUISTIC SCIENCE

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Abstract. This article is devoted to the phenomenon of studying indirect communication. A brief review of authors involved in this issue is presented. Also three types of indirect communication are applied, which are indirect communication, indirect message, indirect influence.

In this work, as a basis, the definition proposed by V.V. Dementiev is used. Indirect communication is understood as meaningfully complicated communication, in which understanding of statement includes meanings that are not contained in statement itself, and requires additional interpretive efforts from the addressee.

The relevance of study and its scientific novelty is justified by increasing interest in this issue at interdisciplinary level and an attempt to combine the views of representatives of different branches of knowledge on this issue.

The purpose of this publication is to determine the extent of research into theory of indirect communication in linguistic science.

The research uses the following research methods: distributional analysis, contextual analysis, discursive analysis, component analysis, linguo-cognitive analysis.

The practical significance of the study is determined by the possibility of studying indirect communication on the basis of different language pairs in subsequent scientific research. The main provisions of the article, the results of the study and general conclusions can serve as the basis for scientific work on the study of the characteristics of indirect communication in different languages and cultures.

The study of indirect communication leads to such general philosophical problems as origin and essence of language, human knowledge of the world. Thus it should be concluded that there are many meanings that are implicitly conveyed by speech units of various levels.

It can be stated that diverse forms of indirect communication allow addressees to realize various kinds of communicative intentions by characterizing it as a universal form of communication, which predetermines further prospects for theoretical research in this area.

Keywords: communication, indirect communication, implicitness, speech acts, indirectness, addressor, intention, message.

Basic provisions

The problem of transmission and interpretation of communicative meanings, which has become the focus of linguistics in recent decades, has become the reason for intensive study of the phenomenon of indirect communication.

Following V.V. Dementiev, we believe that “the most significant language category is indirect communication, which is also one of the most significant communicative and speech categories” [1], since any form of speech communication contains elements of indirect communication.

Before proceeding to the study of the theory of indirect communication, first of all, we should consider the term “communication”, which is defining in this direction.

Introduction

Communication in its first Greek form (*koinonia*) and Latin translation (*communio*) meant participation in some joint business, but mainly and to the greatest extent - in some kind of political union, as A. Toynbee writes [2]. The word communication meant communication, living together and, one might say, from ancient times expressed the very essence of the concept of society. Forming their idea of society, ancient thinkers turned to it, constructing an ideal “commune” and taking a small colony emerging in a new place as a historical prototype [3].

In the XX century. new concepts arise: “*communication*” (precisely as a scientific concept), “*verbal communication*”, “*communicative action*”, “*communicative behavior*”, “*communicative revolution*”, etc., drawing their original meaning from behavioral studies and psychologically interpreted practice [4].

Description of material and methods

G. M. Andreeva, for example, defines communication as one of the three sides of the communication process. The author characterizes communication through three interrelated aspects: as *communication*, or the process of transmitting information, as *interaction*, or interaction of subjects, communication with each other, and as *perception*, or communication as reception [5].

M.Yu. Kovalenko offers the following description of the communication process. He argues that “communication as a process is an exchange of semantic information between people, in which a message or signal in the form of signs or symbols arranged in a particular way that transmitted intentionally, accepted in accordance with certain rules, regardless of whether this process produces the desired result”. The sender (source, communicator), message, channel, and recipient of information are among the fundamental components of communication identified by the author [6]. Communication can be modeled as an intersubjective process, sometimes known as a “subject-subject relation” (S-S). But in this case, we assume that in response to any information that is sent, there is the response that will come. G.M. Andreeva, as well as A.A. Leontiev, defines communication not as a process of one-way transfer of information, but as a process of information *exchange* between the *subjects of communication* [5].

We, in turn, understand communication as the exchange of certain information between communicants, and communication as the exchange of ideas and information for mutual understanding.

In the scientific literature, the following types of communications are distinguished: linguistic and speech, verbal/non-verbal; visual, tactile, olfactory, communication using gestures and facial expressions; communication using various signaling systems, direct/indirect communication, etc. For all its types, communication is considered to have taken place if the transmitted information is understood and appropriate actions are taken on it.

We used the idea that when the plan of the statement's content and the plan of expression are aligned, or when the content structure of an utterance, the meaning is equal to the meaning, the plan of the statement's content, expressed by the meanings of the components of the statement (words, grammar, etc.) recorded in the dictionary, coincides with the final communicative meaning, direct communication occurs [1]. Such utterances are explicit speech acts; they immediately indicate the speaker's intention. During direct communication, the message is primarily conveyed through words that must be translated literally.

The term “direct communication” is used to distinguish itself from “indirect communication”. The conflict between the two modes of communication is actually the opposition between the speech phenomenon and the communicative phenomenon, which is completely mirrored in political language.

The origins of the study of indirect communication originate in the anthropocentric paradigm of language, which taken in the theory of speech activity by A.A. Leontiev, which, in turn, was supplemented by the theory of speech genres by M.M. Bakhtin, A. Wierzbicka and the theory of speech acts by J. Austin, D. Searle, G.P. Grice. It is important to note that from the theory of speech acts, namely from the theory of indirect speech acts, came the school of indirect communication and the theory of persuasion (J. Lakoff's term).

Further, within the framework of the theory of indirect communication, there were written works of such linguists as I. N. Borisova, I. T. Vepreva, E. G. Grigorieva, T. A. Gridina, V. V. Dementiev, A. V. Malgozhata Kita, V.P. Moskvina, E.V. Omelchenko, I.I. Pribytok, L.N. Saakyan, K.F. Sedov, S.S. Takhtarova, K.S. Shilikhina and other specialists.

In the works of the following authors, various aspects of the planned indirect communication were considered: the problem of obscenity (V.I. Zhelvis), sociolinguistic and psycholinguistic factors of generating and interpreting indirect communication (I.N. Borisova), indirect message (S. Dönninghaus), indirect influence (A. Yu. Belyaeva, A. V. Olyanich, K. F. Sedov, A. G. Pospelova and E. N. Shustrova), indirect communication (S. N. Plotnikova).

Most of the authors, both Russian and from “near and far abroad”, who represent very different research areas and schools (draw on the provisions of

different related sciences and use different terminology), understand the study of indirect communication as one of the most relevant areas of linguistics” [7] .

Discussion

The study of indirect communication leads to such general philosophical problems as the origin and essence of language, human knowledge of the world. Researchers of indirect communication come to the conclusion that there is an endless number of meanings conveyed by speech units of various levels in an implicit manner [2].

Today, the problem of indirect communication is still relevant in linguistics, although in some ways it is solved by old methods, and in some ways - of course - in a different way. This is clearly seen, for example, in the number of works (including dissertations) directly devoted to indirect communication.

The study of the concept of “*indirect communication*”, which rapidly burst into linguistic everyday life[8], is a promising direction of research not only of speech, but also of language, it is theoretically significant and practically necessary, since it is the linguistics of a person with his emotions, addictions, mistakes [8].

We employ V.V. Dementiev's definition in our work. Our proposal is to define indirect communication, in the words of the scientist, as meaningfully complicated communication, in which the understanding of the statement includes meanings that are not contained in the statement itself, and requires additional interpretive efforts on the part of the addressee [1]. This paradigm of communication is interactional, according to which "interaction situated in the socio-cultural conditions of a given scenario" [1] is its main principle. Instead of the formula laid down by U. Eco: “*I say - you understand*”, another one is used: “*we are mutually attempting to understand one another*”. In this case, communication is carried out not in the form of a translation or manifestation of intention, but as a demonstration of meanings, not necessarily intended for recognition and interpretation by the recipient. Any form of behavior - action and inaction, speech and silence in a certain situation can be communicatively significant [1].

Indirect communication as an interdisciplinary and multifaceted phenomenon was considered in a number of scientific disciplines under different names: *implicitness, implicates, speech implicatures* (according to the terminology of G.P. Grice), *euphemisms, indirect speech acts, tropes, ironic statements, "games"* (according to E. Bern), *occasional formations, speech creation, implicit speaking* (according to M.M. Bakhtin), *speech fencing* (*hedging*, according to J. Lakoff), etc.

It is important to note that, as a result, the study of indirect communication is actively being developed in accordance with cognitive linguistics: it is connected to a particular kind of human thinking, to put it another way, implicitly; additionally, it is studied in the context of the phenomenon known as "hedging," which J. Lakoff defines as words or phrases that serve to distance

themselves from a direct statement and present things ambiguously. The complex of "hedging" means includes all possible methods of arriving at a non-categorical conclusion (uncertainty, understatement, mitigation, etc.). In political disputes, when "reframing" (refocusing, shifting attention) is achieved by utilizing oblique, evasive phrases, this perspective enables us to understand indirect communication as a tool for manipulation and mystification. As a result, in order to manipulate and distance the audience, indirect communication is utilized as a speech technique [7].

It should be clarified that we rely on the idea of planned indirect communication when evaluating the intricacies of how language is used for indirect communication. As V. V. Dementiev notes, the planned indirect communication is used consciously, as a technique aimed at programming the interpretation of the addressee in the direction desired by the addresser [1]. In other words, in the planned indirect communication, the content complexity and additional interpretive efforts of the addressee are the result of the communicative-pragmatic choice of the units of speech interaction by the addresser [1].

In our opinion, the main elements of indirect communication are the indirect way of transmitted information, the unpredictability of reactions, the uncertainty of the communicative intentions of the speakers.

As we know, situations of indirect communication are typologized depending on the situation of communication.

In this case, it is fair to recall what functions of language and speech dominate in linguistics. Of course, the foundation is made up of the functions laid down by R.O. Jakobson: expressive, communicative, poetic, metalinguistic, conative, phatic, related to the author's communicative model. Following V.V. Vinogradov, we believe that language performs "three most important social functions: communication, message and influence"[9]. To implement these functions, both direct and indirect language means can be used, so we can talk about three types of indirect communication: *indirect communication, indirect message, and indirect influence*.

Results

V.V. Dementiev believes that some forms of indirect communication are initially set on a language game, aimed at game communication. In this case, the interpretation of the statement is predetermined (directed, programmed by the addresser), and creativity is a mandatory property of indirect communication. The exceptionally wide use of aspects of indirect communication, indirect influence and indirect message in the language game makes the language game a reliable highly informative material for the study of indirect communication, prompting those aspects that cannot be distinguished on other material [1].

However, it is important to note that human communication consists not only in the interaction of linguistic personalities for the purpose of transmitting, receiving, exchanging information, but also in one form or another of

influencing the emotions and behavior of the interlocutor, i.e. verbal dominance aimed at capturing the intellectual, emotional and behavioral field of the opponent's activity.

In this regard, since political communication has always been distinguished by the use of means to veil communicative intentions, it remains the area where indirect communication dominates.

The linguistic means that implement *indirect message* include a number of means of the lexical and grammatical level. At the lexical level, the means of indirect communication are euphemisms and metaphors.

The task of metaphors is to minimize the responsibility of the speaker, simplify the perception of the message, by presenting a ready-made image that makes it more expressive and visual, evokes emotions. Additionally, an interactive role of smoothing down the most harmful political utterances is carried out by the metaphor [10].

Euphemisms have a positive emotional connotation, thereby softening an unpleasant situation, obscure and cover up unsightly phenomena of life or immodest thoughts and intentions [11]. So, for example, D. Trump is usually straightforward, expressing his position, but even he sometimes uses phrases, the purpose of which is to soften the content of the statement.

There are four directions in the study of indirect impact: *indirect speech acts, implicitly conveyed meanings, the study of the sociolinguistic aspect of indirect impact, and research on artistic style*. Direct and indirect speech acts are related to semantic domain of the utterance.

Indirect speech acts implicitly express the content of the message, and are also used as a way of pragmatic influence on the addressee.

In addition, indirect impact is associated with such a concept as *implicitness*. Implicit statements contain information that is not expressed directly or explicitly, it is implied by the addresser, and its decoding requires additional efforts on the part of the addressee.

B. Johnson's video message dedicated to the 80th anniversary of the outbreak of World War II, which he posted on Twitter on September 1, 2019.

Eighty years ago, Hitler invaded Poland and triggered the Second World War. As Poles defended their country against the Nazi onslaught, Soviet forces attacked them from the east, trapping Poland between the hammer of fascism and the anvil of communism. Yet the Polish people never succumbed to tyranny...

[<https://twitter.com/10DowningStreet/status/1168073681010081792?s=20>].

Johnson, in his speech, actually equates the actions of the Soviet army with the actions of the fascists: "...Soviet forces attacked them from the east, trapping Poland between the hammer of fascism and the anvil of communism", creating the image of a country - a tyrant: "Polish people never succumbed to tyranny".

Information is focused on achieving a specific goal, which is to influence the addressee and change his behavior in the process of communicative

interaction. This kind of information is an effective means of influence in the sphere of politics, since, by decoding hidden information, the addressee becomes involved in the logic of reasoning and may falsely consider the conclusions drawn as his own.

The linguistic means of *indirect influence* include the means of *hedging*. This phenomena is linked to certain words and idioms, the purpose of which is to make the message sound more delicate. Its use in political speech results from the speaker's wish to temper his evaluation of any events or objects, disagree with the audience's viewpoint, and lessen responsibility for his statement in circumstances when the use of overly categorical judgements is unacceptable.

B. Johnson replaced T. May in the chair of the head of government. Eurosceptic B. Johnson is determined to withdraw Britain from the Europe Union, however, even he tries to sound uncategorical:

I believe that would be a disastrous mistake that would lead to permanent and ineradicable feelings of betrayal. We cannot and will not let it happen.

[<http://www.ukpol.co.uk/boris-johnson-2018-speech-on-brexit/>].

Conclusion

In conclusion, it can be noted that the interdisciplinarity of studies of the theory of indirect communication, its definition and functioning remain not fully explored. In modern linguistic knowledge, this category has not yet received a comprehensive study.

The study of indirect communication raises a number of philosophical issues, including the origin and essence of language, as well as human awareness of the universe. As a result, it should be argued that speech units of varying levels implicitly communicate a variety of meanings.

The prospect of investigating indirect communication on the basis of different language pairings in future scientific research determines the study's practical value. The primary points of the article, as well as the study's findings and general conclusions, can be used as a foundation for further research into the peculiarities of indirect communication in other languages and cultures.

At the same time, it can be stated that the functionally diverse forms of indirect communication allow speakers to realize various kinds of communicative intentions and characterize it as a universal communication strategy, which predetermines further prospects for theoretical studies of the comparative direction.

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ТІЛ ҒЫЛЫМЫНДАҒЫ ЖАНАМА КОММУНИКАЦИЯ ТЕОРИЯСЫН ЗЕРТТЕУДІҢ ӨЗЕКТІЛІГІ

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Аңдатпа. Бұл мақала жанама коммуникацияны зерттеу мәселесіне арналған. Осы мәселемен айналысқан авторлар көзқарастарына шолу ұсынылады. Сондай-ақ жанама коммуникацияның жанама байланыс, жанама хабар, жанама әсер секілді үш түрі қарастырылады.

Берілген жұмыста, негіз ретінде В.В. Дементьев ұсынған анықтама қолданылады. Жанама коммуникация мәлімдеменің өзінде қамтылмаған мағыналарды қамтитын және адресат тарапынан қосымша түсіндіру талпынысын талап ететін мағына жағынан күрделі коммуникация деп түсініледі.

Бұл зерттеудің өзектілігі және оның ғылыми жаңалығы осы мәселеге пәнаралық деңгейде үнемі өсіп келе жатқан қызығушылықпен және жанама коммуникация мәселесі бойынша әртүрлі білім салалары өкілдерінің көзқарастарын біріктіру әрекетімен негізделеді. Жанама байланыс, жанама хабар және жанама әсер аспектілері қамтылған тілдік материал жанама коммуникацияны зерттеуді, басқа материалдан анықтай алмайтын сенімді жоғары ақпараттық материал етеді.

Бұл мақаланың мақсаты – лингвистика ғылымындағы жанама коммуникация теориясының зерттелу деңгейін анықтау.

Берілген жұмыста келесі зерттеу әдістері қолданылады: дистрибутивтік талдау, контекстік талдау, дискурстық талдау, компоненттік талдау, лингвокогнитивтік талдау.

Зерттеудің практикалық маңыздылығы кейінгі ғылыми ізденістерде жанама коммуникацияны әртүрлі тілдік жұптардың материалы негізінде зерттеу мүмкіндігімен анықталады. Мақаланың негізгі ережелері, зерттеу нәтижелері және жалпылама қорытындылары әртүрлі тілдер мен мәдениеттердегі жанама коммуникацияның сипаттамаларына арналған ғылыми еңбектерге негіз бола алады.

Жанама коммуникацияны зерттеу тілдің шығу тарихы мен маңызы, адамның дүниені тануы сияқты жалпы философиялық мәселелерге әкеледі. Бұдан әр түрлі деңгейдегі сөйлеу бірліктері арқылы жасырын түрде берілетін байланыс түрлері көп деген қорытынды шығару керек.

Жанама коммуникацияның түрлі формалары сөйлеушіге коммуникативті ойын жүзеге асыруға мүмкіндік береді және оны коммуникацияның әмбебап нысаны ретінде сипаттайды, бұл осы саладағы теориялық зерттеулердің болашақ даму деңгейін айқындайды.

Тірек сөздер: коммуникация, жанама коммуникация, жасырындылық, сөйлеу актілері, жанамалық, адресант, ниет, хабарлама.

АКТУАЛЬНОСТЬ ИССЛЕДОВАНИЯ ТЕОРИИ НЕПРЯМОЙ КОММУНИКАЦИИ В ЛИНГВИСТИЧЕСКОЙ НАУКЕ

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Аннотация. Настоящая статья посвящена феномену изучения непрямо́й коммуникации. Представлен краткий обзор работ авторов, занимавшихся данной проблематикой. А также рассматриваются три разновидности непрямо́й коммуникации: непрямо́е общение, непрямо́е сообщение, непрямо́е воздействие.

В работе в качестве базового определения использовано определение, предложенное В.В. Дементьевым. Непрямо́я коммуникация понимается как содержательно осложненная коммуникация, в которой понимание высказывания включает смыслы, не содержащиеся собственно в высказывании, и требует дополнительных интерпретативных усилий со стороны адресата».

Актуальность настоящего исследования и его научная новизна обосновывается всевозрастающим интересом к данной проблематике на междисциплинарном уровне и попыткой объединения взглядов представителей разных отраслей знания на проблему непрямо́й коммуникации. Широкое обыгрывание аспектов непрямо́го сообщения, непрямо́го воздействия и непрямо́го общения делает языковой материал надежным высокоинформативным для исследования непрямо́й коммуникации, «подсказывающим» те аспекты, которые не могут быть выделены на другом материале.

Целью данной публикации является определение степени исследования теории непрямо́й коммуникации в лингвистической науке.

В данном исследовании используются следующие методы исследования: дистрибутивный анализ, контекстуальный анализ, дискурсивный анализ, компонентный анализ, лингвокогнитивный анализ.

Практическая значимость исследования определяется возможностью изучения непрямо́й коммуникации на материале разных языковых пар в последующих научных исследованиях. Основные положения статьи, результаты исследования и общие выводы могут служить основой для научной работы по изучению особенностей непрямо́й коммуникации в разных языках и культурах.

Изучение непрямо́й коммуникации выводит на такие общефилософские проблемы, как происхождение и сущность языка, познание мира человеком. Из этого следует сделать вывод о том, что существует множество смыслов, передаваемых имплицитным образом речевыми единицами самых разных уровней.

Можно констатировать, что многообразные формы непрямо́й коммуникации позволяют адресантам реализовать разного рода коммуникативные намерения и

характеризуют ее как универсальную форму общения, чем и предопределяются дальнейшие перспективы для теоретических исследований в этом направлении.

Ключевые слова: коммуникация, непрямая коммуникация, имплицитность, речевые акты, косвенность, адресант, намерение, сообщение.

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