

Міністерство освіти і науки України
Київський національний лінгвістичний університет
Кафедра германської і фіно-угорської філології

КУРСОВА РОБОТА

з мовознавства

на тему: Принципи ефективної комунікації в сучасному
англомовному дискурсі

Студентки 4 курсу групи МЛа 07-20
Факультету германської філології і перекладу
Напряму підготовки 035 “Філологія”
Спеціальності Германські мови та літератури
(переклад включно), перша – англійська
Бут Вікторії Валентинівни
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Національна шкала _____
Кількість балів: _____ Оцінка: ЄКТС _____

Члени комісії

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м. Київ – 2023 р.

Ministry of Education and Science of Ukraine
Kyiv National Linguistic University
Department of Germanic and Finno-Ugric Philology

COURSE PAPER

Principles of effective communication in Modern English
discourse

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PhD (Linguistics)

Kyiv 2023

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INTRODUCTION

Effective communication is fundamental to human interaction, serving as the cornerstone of successful discourse in various contexts, including politics, academia, business, and everyday social interactions. The study is informed by a multidisciplinary approach, integrating insights from discourse analysis, pragmatics, and communication studies. Key theoretical frameworks include the works of prominent scholars such as E. Kotov, D. Roebuck, and others, whose contributions shed light on the complex nature of communication processes.

In today's world, where globalization and digital communication platforms facilitate the rapid exchange of information, the ability to communicate effectively in English is becoming increasingly important. Understanding the principles that underlie effective communication in modern English discourse is important for navigating this complex communication environment and engaging in meaningful interaction in different cultural and linguistic contexts, which determines the **topicality** of the research.

The object of research in this term paper is communication and communicative principles.

The subject of the research is the principles of effective communication in modern English discourse.

The aim of research is to explore the principles of effective communication in modern English discourse, with a focus on linguistic aspects.

The aim mentioned above envisages the fulfilment of following **tasks**:

- to define the concept of discourse and explore its typology;
- to define the concept of discourse and investigate its typology;
- to study the role of communication in modern society;
- describe the fundamental principles that contribute to effective communication in modern English explore the importance of linguistic correctness and structure in promoting effective communication;

- analyse the influence of cultural differences on communication styles and strategies;
- analyse the concept of tolerance for speech and avoiding conflicts in communication.

Accordingly, to fulfill the tasks set we used the following theoretical and practical **methods** of research:

- textual analysis for detailed study and analysis of English discourse;
- with the help of discourse analysis, the research was focused on identifying models, norms and conventions that regulate communication in modern English discourse;
- the method of analysis and synthesis was used to describe the main results of the study;
- the continuous sampling method was used to select the research material;
- comparative analysis was used to study similarities and differences in communicative practices in different types of discourse.

The novelty of the research lies in its comprehensive approach to exploring the principles of effective communication in modern English discourse. While previous studies have focused on specific aspects of communication or analysed discourse within particular contexts, this paper adopts a multidisciplinary perspective, drawing on insights from discourse analysis, pragmatics, and communication studies.

The theoretical value of the research lies in its contribution to the field of linguistics by advancing our understanding of the principles underlying effective communication in contemporary English discourse.

The practical value of our work is that its materials and conclusions can be applied in the practice of teaching specialized courses. Educators can integrate this knowledge into language learning curricula to equip students with the necessary skills for successful communication. Language learners can benefit from understanding the basic principles of effective communication to improve their English proficiency.

The course paper consists of two chapters, conclusions to each of them, general conclusions, résumé, bibliography and the list of illustrative material.

Introduction provides a comprehensive overview of the research topic, highlighting the importance of effective communication in modern English discourse. It outlines the objectives, scope, and significance of the study, as well as the methodology employed.

Chapter I “Theoretical aspects of the study” focuses on the theoretical foundations of the research. It begins with a discussion of the definition and typology of discourse, exploring various perspectives and approaches to understanding discourse in linguistic studies. The chapter then examines the role of communication in modern society, considering its significance in different social, cultural, and professional contexts. Finally, it outlines the basic principles of effective communication, drawing on relevant theoretical frameworks and empirical research.

Chapter II “Analysis of linguistic aspects of communication” delves into the linguistic dimensions of effective communication. It explores the use of language correctness and structure in communication, examining how linguistic choices and patterns impact the effectiveness of communication. The chapter also investigates the influence of cultural differences on the speech act, exploring how cultural norms, values, and expectations shape communicative behaviour. Additionally, it discusses speech tolerance and conflict avoidance strategies, analysing how individuals navigate communication challenges in diverse contexts.

General conclusions provide a summary of the key findings and insights generated through the research. It synthesizes the main theoretical and empirical contributions of the study.

CHAPTER I

THEORETICAL ASPECTS OF THE STUDY

1.1 Definition and typology of discourse

Understanding the nature of discourse is important for analysing communication processes and identifying the main mechanisms that contribute to effective communication. By studying different definitions and typologies of discourse, we can gain insight into its multifaceted nature and its role in shaping social interactions, language practices, and cognitive processes.

In contemporary linguistics, the definition of discourse remains a topic of debate, and there is no consensus among scholars. However, many domestic and foreign researchers tend to agree that “discourse” can be conceptualized as a **holisticspeechact** that serves multiple cognitive and communicative functions (Павленко, 2020, с. 131).

According to the concept proposed by A. Kondryko, **discourse** encompasses more than just a means of communication; it also serves as a mirror reflecting an individual's worldview, including their perceptions of different aspects of life. This definition suggests that discourse is not merely a linguistic activity but rather a complex interplay of **language**, **cognition**, and **cultural values**. Furthermore, A. Kondryko posits that each type of discourse, whether it be everyday conversation or philosophical debate, exhibits unique characteristics and underlying patterns that influence the selection of language tools and concepts used within it (Кондрико, 2011, с. 153).

According to J. Hawthorn, the concept of “**text**” and “**discourse**” represents two distinct ideas with several important differences between them. Firstly, while a text may not necessarily involve interaction, discourse implies communication and the exchange of ideas among participants. Secondly, texts can vary in length, whereas discourse always implies a certain duration and broader scope of communicative activity. Thirdly, texts exhibit surface-level connections, whereas discourse involves deeper connections and may contain subtextual aspects. Finally,

texts tend to be abstract, while discourse is concrete and pragmatic, always connected to a specific situation and having a pragmatic orientation (Hawthorn, 1992, p. 189).

Discourse refers to the various ways in which language is used in specific contexts to convey meaning and achieve communicative goals. Each type of discourse possesses its own **unique structural model** and utilizes specific linguistic and extralinguistic tools for communication, shaped by cultural and social conditions inherent to that particular discourse type (Павленко, 2020).

The diversity and complexity of discourse make it challenging to create a single classification. However, there are typologies that aid in understanding discourse. **Personal discourses** are individual-oriented and reflect the experiences and views of a specific person, contributing to self-expression. **Institutional discourses**, on the other hand, are associated with institutional structures and social roles, serving to express the interests and values of groups or institutions while maintaining social norms and structures (Scollon, 2001).

The concept of discourse in linguistics, as articulated by T. van Dijk, encompasses a broad spectrum of communicative phenomena, considering the **social context** of communication and the characteristics of the participants involved (Dijk, 2006, p. 113). Discourse studies, being interdisciplinary in nature, examine this concept from various perspectives, including linguistic pragmatics, sociolinguistics, literary studies, and historical perspectives (Wodak, 2015).

According to E. Kotov, discourse can be understood as more than just individual utterances or phrases. It encompasses specific units of language that go beyond the sentence level and have an impact on both the speaker and the listener. Additionally, discourse refers to the constraints imposed on language use by social and ideological factors (Котов, 2021, с. 66-67). This definition highlights the dynamic and complex nature of discourse, emphasizing its role in shaping social interactions and conveying meaning within specific contexts.

Constitutive categories focus on the structural and thematic unity of the text, while genre-stylistic categories examine its functional aspects. Content categories

determine the level of informativeness and intertextual connections, while **formal-structural categories** relate to the text's composition and organizational features (АНТОНЕНКО, 2014).

Discourse refers to the communication of ideas, thoughts, and information through language. It can be categorized into three main types: oral, written, and mental (Kholboboeva, p. 127-128). Additionally, discourse can be classified based on its alignment with the subject matter of different disciplines, individual speech characteristics, domains of **communication**, **ethnocultural** characteristics, **functional** styles, and **pragmatic** purposes (СИТНИК, 2021, с. 246).

In their research, I. Shevchenko and O. Morozova propose criteria for identifying different types of discourse, including **formal**, **functional**, and **content-related** criteria, which are associated with discourse categories (ШЕВЧЕНКО, 2005, с. 232). However, a more comprehensive and contemporary classification, in our opinion, is one that encompasses nine **types of discourse** selected based on formal criteria. This typology includes “newspaper discourse, literary discourse, television and radio discourses, advertising discourse, theatrical discourse, cinematic discourse, discourse in the field of public relations (PR), political discourse, and religious (ideological) discourses”. Each of these types represents a specific domain of communication characterized by unique features, linguistic styles, and rhetorical strategies (ПАВЛЕНКО, 2020, с. 134). In our opinion, this typology offers a comprehensive framework for studying discourse across various domains and provides valuable insights into the ways in which language is used to convey meaning and shape social interactions.

Overall, understanding the classification and characteristics of discourse is essential for analysing communication processes effectively. Each type of discourse has unique features and implications, highlighting the complexity of human communication.

1.2 Communication and its role in modern society

Communication is extremely important in human interaction, facilitating the exchange of information, ideas, emotions and values between individuals, groups and institutions. In today's digital age, communication has become more dynamic and pervasive than ever before, thanks to advances in technology that enable instant and global connectivity.

Definitions from Ukrainian dictionaries highlight the dual nature of communication, encompassing both the linguistic aspect of interaction and the broader concept of connectivity and pathways of communication. It underscores the importance of understanding communication not only as a linguistic phenomenon but also as a fundamental aspect of **social interaction** and connectivity within modern society (Словник української мови, 1973; Великий тлумачний словник сучасної української мови, 2004).

In examining the role of communication in modern society, there are three main approaches to understanding the concepts of “communication” and “interaction”. The first approach treats these terms as synonymous, viewing communication and interaction as interchangeable concepts. However, the second approach, articulated by M. Pryshchak, differentiates between the two, emphasizing communication as an informational process primarily concerned with **message transmission**, while interaction encompasses a broader spectrum of practical, material, spiritual, and informational dimensions. Additionally, interaction involves subject-subject engagement, contrasting with communication's one-way flow of information from a subject to an object (Прищак, 2010, с. 5-6).

In contemporary Western communication philosophy, the notion of “**communality**”, “**unity**”, and “**coexistence**” is central to understanding communication. It presupposes a shared essence and content, highlighting the inherent interconnectedness of individuals and the significance of meaningful interaction. Thus, communication is not merely a transmission of information, but a dynamic process imbued with meaning, enabling individuals to express

themselves, connect with others, and negotiate their identities within a social context (Пришак, 2010, с. 7).

The culture of communication necessitates, on one hand, the transmission of existing information by one person to others, and on the other hand, interaction with others in forming new information. The former type of connections is called **communication**, while the latter is called **interaction**. This differentiation of these two situations in the system of **subject-object relations** demonstrates the possibility and necessity of both, as well as their sufficiency for the full functioning of this system (Малик, 2023, с. 181-182).

Communication is a fundamental aspect of human **agency**, **identity**, and **self-expression**. Through communication, individuals not only convey messages but also assert their autonomy, regulate their interactions, and express their values and beliefs (Малик, 2023, с. 379).

In today's interconnected world, communication has become more dynamic and pervasive than ever before, thanks to advancements in technology and the rise of digital platforms. These developments have revolutionized the way people **interact**, **share information**, and **engage** with one another, leading to increased connectivity and globalization. However, while communication has numerous benefits, it also poses challenges such as information overload, misinterpretation, and the spread of misinformation. Additionally, inequalities in access to communication technologies can exacerbate existing social disparities, hindering effective communication and participation in society (Пілішек, 2016, с. 208).

Communication can be defined as the process of sharing information between different entities, which includes the sender of the information, the message itself, the recipient of the information, the channel through which the information is transmitted, and any potential disturbances or noise that may affect the transmission. This paradigm of communication encompasses a broad spectrum of phenomena, ranging from **interpersonal interactions** to interactions on a larger scale. It emphasizes the coordinated efforts of individuals, the role of communication in the functioning and evolution of social systems, the transfer of

knowledge across generations, and the transmission of cultural norms and values (Шук, 2017, с. 97).

In conclusion, communication is a cornerstone of modern society, shaping social interactions, cultural norms, and societal structures. Understanding the complexities of communication dynamics is essential for navigating the challenges and opportunities of contemporary communication in today's rapidly evolving world.

1.3 Basic principles of effective communication

Effective communication is essential for fostering understanding, building relationships, and achieving shared goals. The **principles of effective communication** involve communicative strategies and tactics, crucial components in the speech process that shape interactions between speakers and audiences. These **strategies** encompass a broad set of speech actions with the overarching goal of achieving effective communication, while **tactics** are the specific actions directed towards implementing these strategies. The dynamic interplay between strategies and tactics is akin to a strategic plan, determining the selection of tools and techniques for realizing the communication goal (Ya-Ni, 2007).

According to D. Roebuck, effective communication involves the strategic use of communicative strategies and tactics to achieve specific goals. Communicative strategies serve as overarching plans for achieving communication objectives, while communicative tactics are the specific actions or techniques used within these plans to accomplish those objectives in real speech situations (Roebuck, 2012). Thus, communicative strategies provide a general roadmap for achieving communication goals, while communicative tactics involve the practical steps taken to implement strategies and achieve success in actual interactions.

F. Batsevych's definition underscores the importance of strategic thinking and adaptability in communication. Effective communicators not only choose the most appropriate means of expression but also adjust their approach based on the context, audience, and desired outcome. By employing strategic communication,

individuals can enhance clarity, relevance, and impact, ultimately achieving their communicative objectives more effectively (Бацевич, 2009, с. 133).

The concept of **communicative intention**, defined as overarching for various communicative tasks, reflects the diversity of goals that arise during human speech interaction with others. Communication situations involve different purposes, such as informing, persuading, negotiating, demanding, and others, each of which influences the choice and organization of speech (Семенюк, 2008, с. 181). This understanding underscores the importance of considering the intended purpose of communication when striving for effectiveness. Communicators must be mindful of their objectives and tailor their messages accordingly to achieve the desired outcome.

The classification of **communicative strategies** and tactics proposed by T. van Dijk and V. Kintsch provides a comprehensive framework for understanding the various approaches to structuring texts and effectively influencing the audience. These strategies encompass a wide range of techniques, including propositional strategies, local coherence strategies, macro strategies, schematic strategies, production strategies, stylistic strategies, rhetorical strategies, non-verbal strategies, and conversational strategies (Dijk, 1983).

A. Byelova's perspective emphasizes that effective communication is shaped by various factors beyond just language itself. These factors include cultural background, social dynamics, personal characteristics, and the specific context of communication. Classification based on status, age, gender, and other parameters allows for the consideration of socio-cultural and individual characteristics of communicants. **Verbal** and **non-verbal strategies**, as well as those that are a temporal or time-bound, cooperative or conflict-driven, sender-oriented or recipient-oriented, informative or persuasive (Бєлова, 2004, с. 32).

Effective communication involves the strategic use of various linguistic and cognitive elements to convey messages successfully. According to researcher O. Selivanova, communicative strategies and tactics can be analysed at three levels (Селіванова, 2008, с. 312):

1) At the **formal-semiotic level**, linguistic elements such as address forms, personal pronouns, and interjections shape the structure and form of the message, directing the attention of the audience. These linguistic means play a crucial role in crafting messages that are clear, concise, and impactful.

2) On the **cognitive-interpretative level**, mutual understanding and information acceptance depend on shared conceptual structures in the worldview of communication participants. This level of analysis considers the convergence of the addresser's and addressee's knowledge, including situational, encyclopedic, and referential knowledge, as well as shared positions. Effective communication requires aligning these cognitive elements to ensure mutual comprehension and interpretation of messages.

3) The **motivational-pragmatic level** involves considerations of the addressee's strategies, social-role status, and the purpose of speech contact. This level aims to achieve practical results in speech interaction, such as persuasion, negotiation, or collaboration. Adherence to etiquette and ritual behaviour also plays a role in achieving successful communication outcomes.

L. Zaval'ska identifies specific strategies, such as discreditation, motivation, idealization, intellectualization, and negation, each serving a distinct purpose in the communication process. These strategies are aimed at achieving specific objectives, whether it's challenging an opponent's credibility, inspiring motivation, or presenting an idealized image. Additionally, L. Zaval'ska's classification includes strategies like **self-presentation**, **power struggle** and **maintenance**, as well as **persuasion**. These strategies highlight the complexities of interpersonal communication, particularly in situations where individuals seek to assert their authority, maintain power dynamics, or persuade others to adopt their viewpoints (Завальська, 2015, с. 89).

Overall, a comprehensive understanding of these basic principles provides a solid foundation for individuals seeking to enhance their communication skills. By incorporating these principles into their communication practices, individuals can navigate diverse communicative contexts with greater confidence, clarity, and

effectiveness, ultimately fostering better understanding and collaboration among interlocutors.

Conclusions to Chapter I

The examination of discourse, understood as a complex system of language use, has brought to light its multifaceted nature. It reflects socio-cultural and historical dimensions, shaping and reflecting societal norms, values, and power dynamics. This understanding of **discourse** as a dynamic and evolving phenomenon provides scholars and practitioners with valuable insights for analysing and interpreting communicative interactions in various contexts.

Furthermore, the exploration of **communication** as a dynamic process has underscored its transformative impact on social, cultural, economic, and political domains. The discussion has shed light on the diverse forms and channels of communication, emphasizing the challenges and opportunities posed by digital communication platforms. Moreover, it has highlighted the importance of ethical considerations and audience awareness in effective communication practices, emphasizing the need for communicators to navigate the complexities of modern communication with sensitivity and responsibility.

Lastly, the examination of the basic **principles of effective communication** has emphasized key concepts such as politeness, clarity, conciseness, active listening, adaptability, and context awareness. The exploration of universal and ethnically specific strategies, as well as common and individual approaches, has underscored the diversity of communicative interactions and the importance of considering socio-cultural and situational factors in communication.

CHAPTER II

ANALYSIS OF LINGUISTIC ASPECTS OF COMMUNICATION

2.1 Use of language correctness and structure in communication

Language correctness refers to the adherence to grammatical rules, syntax, vocabulary, and usage conventions in communication. It encompasses the use of proper grammar, spelling, punctuation, and word choice to ensure clarity and precision in conveying meaning. Additionally, language correctness involves avoiding ambiguity, errors, and misunderstandings that may arise from linguistic inaccuracies.

Furthermore, language structure pertains to the organization and arrangement of linguistic elements within a communication act. It encompasses the logical sequencing of ideas, coherence, and cohesion in discourse, as well as the use of rhetorical devices and persuasive techniques to enhance the effectiveness of communication.

In this subsection, we will analyse how language correctness and structure manifest in various types of texts and communicative genres.

In the **political discourse** in his speech “Statement about the Violence at the Capitol” (Trump, 2021c) D. Trump demonstrates a strategic use of **language correctness** and structure, aiming to convey a clear message while addressing a complex and emotionally charged situation. Throughout the discourse, the language remains concise and straightforward, ensuring that the message is easily understood. The speaker begins with a clear address to the audience, “*My fellow Americans*” (Trump, 2021c), establishing a direct connection and invoking a sense of unity. Varied sentence structures, from short and impactful sentences to longer, explanatory ones, create a dynamic and engaging rhythm. This variation in **syntax** keeps the audience's attention and emphasizes key points. The repetition of phrases such as “*I want*” (*I want to speak; I want to be very clear*) (Trump, 2021c) and “*No true supporter of mine*” (*No true supporter of mine could ever endorse political violence. No true supporter of mine could ever disrespect law*

enforcement or our great American flag. No true supporter of mine could ever threaten or harass their fellow Americans) (Trump, 2021c) reinforces the speaker's stance against violence and strengthens the overall argument. Additionally, the use of rhetorical questions engages the audience and prompts reflection on the speaker's message. Throughout the discourse, the speaker strategically employs language to align with their values and the perceived values of the **audience**. Phrases like “Making America Great Again” and “upholding our nation's most sacred traditions and values” appeal to shared ideals and reinforce the speaker's message. The discourse concludes with a call to action, urging Americans to come together and move forward united. The use of phrases like “*overcome the passions of the moment*” (Trump, 2021c) and “*join together as one American people*” (Trump, 2021c) encourages collective responsibility and unity. In summary, the political discourse effectively utilizes language correctness and structure to communicate a strong, clear, and carefully crafted message. The strategic combination of rhetorical devices, syntax, and appeals contributes to the overall impact of the communication in addressing a challenging and sensitive situation.

The “Speech Urging Supporters to Go Home” (Trump, 2021b) begins with a direct acknowledgment of the audience's emotions: “*I know your pain. I know your hurt*” (Trump, 2021b). This empathetic language establishes a connection with the audience and validates their feelings.

The repetition of phrases like “*We have to have peace*” (Trump, 2021b), “*We have to have law and order*” (Trump, 2021b), and “*We don't want anybody hurt*” (Trump, 2021b) emphasizes key points and reinforces the speaker's call for calm and order.

The use of short, declarative sentences, such as “*But you have to go home now*” (Trump, 2021b) and “*This was a fraudulent election*” (Trump, 2021b), contributes to the overall clarity and impact of the message.

The speech is structured in a way that builds towards a clear and unequivocal call to action: “*So go home*” (Trump, 2021b). This statement is repeated for emphasis, highlighting the urgency of the situation.

In the D. Trump's speech "Message After Pro-Trump Mob Overruns US Capitol" (Trump, 2021a), the use of language correctness and **structure** is characterized by a blend of condemnation, reassurance, and calls for unity.

The speech begins with a strong condemnation of the attack on the United States Capitol: "*I would like to begin by addressing the heinous attack on the United States Capitol. Like all Americans, I am outraged by the violence, lawlessness, and mayhem*" (Trump, 2021a). This direct and unequivocal language sets the tone for the rest of the speech.

The speaker immediately takes action by deploying the National Guard and federal law enforcement to secure the building and expel the intruders. This decisive language reinforces the speaker's commitment to restoring order and upholding the rule of law.

Throughout the discourse, the speaker emphasizes the importance of law and order, stating, "*America is, and must always be, a nation of law and order*" (Trump, 2021a). This language underscores the speaker's commitment to preserving the integrity of American democracy and the institutions of government.

The speech also includes a call for calm and unity in the aftermath of the attack: "*We must get on with the business of America... Now tempers must be cooled, and calm restored*" (Trump, 2021a). This language reflects the speaker's desire to move forward and focus on the tasks at hand. Additionally, the speaker acknowledges the outcome of the election and emphasizes the need for a smooth transition of power: "*Now Congress has certified the results... My focus now turns to ensuring a smooth, orderly, and seamless transition of power*" (Trump, 2021a). This language demonstrates the speaker's acceptance of the election results and commitment to a peaceful transition of power.

The speech concludes with a message of gratitude and optimism: "*To the citizens of our country, serving as your president has been the honor of my lifetime... Thank you, God bless you, and God bless America*" (Trump, 2021a).

This language expresses appreciation for the opportunity to serve as president and conveys a sense of optimism for the future.

In summary, message effectively utilizes language correctness and structure to condemn the violence, reassure the public, and call for unity in the aftermath of a challenging event. The speech combines decisive language with calls for calm and unity, reflecting the speaker's commitment to upholding the rule of law and preserving American democracy.

The dialogue from the series “Virgin River” (see Appendix A) exemplifies the use of language correctness and structure in a casual, conversational setting. The language used by the characters is informal and colloquial, reflecting the natural flow of everyday conversations. Phrases like “*So, what are we havin'?*” (see Appendix A) and “*Well, it will be in about 60 more payments*” (see Appendix A) create a relaxed atmosphere and contribute to the authenticity of the dialogue. The characters also employ slang terms and colloquial expressions, such as “*city girls*” (see Appendix A) and “*cartier*” (see Appendix A), which add depth to their personalities and backgrounds. **Interruptions** in speech, indicated by dashes or ellipses, mirror the spontaneity of real-life conversations and enhance the realism of the dialogue. Furthermore, the characters' speech patterns and choice of words reveal nuances of their personalities and interpersonal dynamics. For instance, Jack's casual language and humor contrast with Mel's more formal and reserved manner, highlighting their differing backgrounds and personalities. Overall, the dialogue in “Virgin River” effectively captures the natural rhythm and dynamics of everyday conversations, showcasing the use of language correctness and structure in a casual, conversational context.

In next dialogue from “Virgin River” (see Appendix B), the language correctness and structure reflect the character's emotional state and the informal nature of the conversation. The character's speech is fragmented, with **interruptions** and **repetitions**, indicating uncertainty and emotional distress. Phrases like “*Hey, I'm sorry, sis*” (see Appendix B) and “*I'm worried about you*” (see Appendix B) convey empathy and concern, while the repetition of “*I'm fine*”

(see Appendix B) and “*Nothing*” (see Appendix B) suggests an attempt to downplay or suppress emotions. The use of informal language, such as “*Um*” (see Appendix B) and “*Just tell me what's goin' on*” (see Appendix B), adds authenticity to the dialogue and reflects the close relationship between the characters. Overall, the language correctness and structure in this dialogue effectively convey the character's **emotional turmoil** and the **informal, supportive nature** of the conversation.

In other dialogue from “*Virgin River*” (see Appendix C), the language correctness and structure reflect the intimate and supportive nature of the conversation between the characters. The exchange is characterized by short, fragmented sentences and interruptions, indicating a natural flow of conversation and a close relationship between the characters. Phrases like “*Hey*” (see Appendix C) and “*Oh, I'm so happy to see you*” (see Appendix C) convey warmth and affection, setting a friendly tone for the interaction. The use of informal language, such as “*And you too*” (see Appendix C) and “*You're not gonna join me?*” (see Appendix C) adds authenticity to the dialogue and reflects the relaxed atmosphere between the characters. Additionally, the dialogue includes expressions of empathy and understanding, as well as reassurances of support, reinforcing the bond between the characters. Overall, the **language correctness** and structure in this dialogue effectively convey the intimate and supportive dynamic between the characters in the series “*Virgin River*”.

Both types of discourse, whether political or dialogues from a television series like “*Virgin River*”, showcase the effective use of language correctness and structure to convey specific contexts and emotions.

In the political discourse language correctness and structure are employed to convey authority, urgency, and **reassurance**. Formal language and structured sentences are used to address the audience, emphasize key points, and convey a sense of control amidst chaotic situations. The speeches are carefully crafted to maintain credibility and project a sense of leadership.

On the other hand, in dialogues from television series the language correctness and structure serve to create an authentic and intimate atmosphere. Informal language, interruptions, and colloquial expressions reflect the natural flow of conversation and the close relationships between characters. Short, fragmented sentences and pauses convey emotions, such as warmth, affection, empathy, and support, enhancing the realism of the interactions portrayed in the series.

In conclusion, both political discourse and dialogues from television series effectively utilize language correctness and structure to serve their respective purposes. While political discourse aims to convey authority and control, dialogues from television series focus on authenticity and emotional resonance, showcasing the versatility of language in different communicative contexts.

2.2 The influence of cultural differences on the speech act

The study of linguistic aspects of communication goes beyond a simple analysis of the correctness and structure of language. Understanding how culture shapes communication is critical to understanding the nuances and subtleties of language use in a variety of social contexts. **Cultural differences** play a significant role in shaping speech acts, influencing how people encode, interpret, and respond to messages. In this subsection, internet discourse was used for analysis, namely jokes selected by the method of continuous sampling from one of the pages and film discourse. An analysis of selected examples is presented below. Jokes were analysed from the point of view of their perception by different cultures.

“What do clouds wear underneath their pants? Thunder wear” (Twitter).

This joke relies on a play on words, utilizing the pun “thunder wear” to create humour. From a linguistic perspective, both Americans and Ukrainians may find this joke amusing due to its use of wordplay. However, the effectiveness of the joke may vary based on cultural familiarity with English **idiomatic expressions** and puns. While Americans are likely to understand and appreciate the pun, Ukrainians may find it less amusing if they are not familiar with English

idiomatic expressions. Additionally, cultural differences in humour preferences may influence the reception of this joke, with some individuals finding wordplay-based humour more entertaining than others.

“What’s the leading cause of dry skin? Towels” (Twitter).

Similar to the previous joke, this joke also relies on a play on words by attributing dry skin to the use of towels. Linguistically, both Americans and Ukrainians may appreciate the humour in this joke, as it employs a simple wordplay technique that transcends cultural boundaries. However, cultural differences in humour preferences may still influence the perception of this joke, with individuals from different cultural backgrounds interpreting the humour differently.

“I told my neighbours they could eat whatever they wanted when they housesat for me. Damn, I miss that goldfish.” (Twitter).

This joke utilizes irony and unexpected humour, as the punchline reveals that the speaker's neighbors took the invitation to eat anything literally and consumed the speaker's pet goldfish. From a linguistic perspective, both Americans and Ukrainians may appreciate the humour in this joke due to its use of irony and wordplay. However, cultural differences in attitudes towards pets and humour related to animal welfare may influence the reception of this joke. While some individuals may find the joke amusing, others may find it distasteful or insensitive.

“Did you hear about the bartender that pushed his wife off a cliff? He made a Bloody Mary on the rocks” (Twitter).

This joke relies on a dark and unexpected twist, as the punchline reveals a play on words with the phrase *“**Bloody Mary on the rocks**”* (Twitter), which refers to a cocktail served over ice. From a linguistic perspective, both Americans and Ukrainians may appreciate the **humour** in this joke due to its clever wordplay and unexpected punchline. However, cultural differences in humour preferences and sensitivities towards dark humour may influence the reception of this joke. While some individuals may find the joke humorous, others may find it inappropriate or offensive.

“I asked my friend when his birthday was, and he said, 'March 1st'. So, I walked around the room like a soldier and asked him again” (Twitter).

This joke employs a pun based on the word “march”, which has a dual meaning as a month and a military action. From a linguistic perspective, both Americans and Ukrainians may find this joke amusing due to its use of wordplay and unexpected punchline. However, cultural differences in **humour preferences** and familiarity with English idiomatic expressions may influence the reception of this joke. While some individuals may appreciate the clever wordplay, others may not find it particularly humorous.

“I left my job today. I couldn't work for that man after what he said to me. He said: 'you're fired” (Twitter).

This joke plays on the common phrase “**you're fired**” (Twitter), which is associated with termination from employment, but is used here in a literal and humorous context. From a linguistic perspective, both Americans and Ukrainians may appreciate the humor in this joke due to its clever **wordplay** and unexpected twist. However, cultural differences in attitudes towards employment and humor related to workplace situations may influence the reception of this joke. While some individuals may find the joke amusing, others may not appreciate humor related to job loss or termination.

The speech act in the series “Extra” (see Appendix D) is influenced by cultural differences, specifically between British and Argentinean characters, leading to **miscommunication** and humorous situations. In this analysis, we'll examine several instances where cultural differences impact the speech acts of the characters. In one scene, Bridget and Annie attempt to greet Hector, their Argentinean flat mate, in a traditional British manner by saying “*Good morning*” (see Appendix D). However, Hector responds with “*Ah-ah-ah*” (see Appendix D), expecting a kiss on the cheek as a customary greeting in Argentina. This cultural difference leads to confusion and an awkward exchange between the characters.

When Hector decides to go shopping for clothes, Bridget and Annie offer conflicting suggestions based on their British and Argentinean perspectives on

fashion. Bridget suggests a “*designer look*”, while Annie recommends a “*cowboylook*”. This highlights the cultural differences in fashion preferences between the characters' respective countries.

During the shopping experience, Hector's measurements are taken in centimetres, a common metric unit used in Argentina. However, when the shopkeeper quotes the price in British pounds, Hector is unfamiliar with the **currency** and **struggles** to convert it into dollars, showcasing the differences in measurement units and currency between the two cultures.

Hector's attempt at online shopping results in ordering “*ten melons*” (see Appendix D) instead of “*ten lemons*” (see Appendix D) and purchasing an excessive quantity of eggs due to misunderstanding British shopping terminology. This demonstrates the challenges of navigating cultural differences in language and shopping customs, leading to humorous consequences. To assist Hector in shopping, Bridget and Annie engage in a role-play scenario where they act as shopkeepers, mirroring the cultural dynamics of a typical British shopping experience. However, their attempt to teach Hector about British shopping customs leads to comical misunderstandings and exaggerated interactions.

Overall, the series “Extra” humorously portrays the influence of cultural differences on speech acts, showcasing the challenges and comedic misunderstandings that arise when characters from different cultural backgrounds interact in a shared living space. Through these scenarios, the series highlights the complexities of **cross-cultural communication** and the humorous moments that ensue when navigating cultural differences in everyday interactions.

In the other episode (see Appendix E), Hector struggles with English, leading to frequent misunderstandings. For instance, when Annie writes a letter to find a boyfriend, Hector misinterprets “*dream date*” (see Appendix E) as an invitation to fulfil someone's dream, showcasing his limited understanding of English idiomatic expressions.

Hector often uses English idioms and phrases incorrectly due to his limited language proficiency. For example, he says, “*Stick to the script*” (see Appendix E)

to Cuddles and Bubbles, intending to follow a prepared conversation, but the phrase is typically used in the context of adhering to a plan or staying on topic, resulting in confusion.

Hector's Argentinean background influences his use of vocabulary and expressions, which differ from those of his British flat mates. For instance, he refers to the gym equipment as “*Cindy's 101 Top Exercises*” (see Appendix E), showcasing his unfamiliarity with British fitness terminology.

Cultural differences in politeness strategies and address terms are evident in interactions between Hector and his British flat mates. For instance, Hector's use of “*please*” (see Appendix E) and “*thank you*” (see Appendix E) may differ from British norms, reflecting his cultural background. Additionally, the flat mates engage in playful arguments about social etiquette, such as who should go first when offered a drink, highlighting cultural differences in politeness conventions.

Language barriers and cultural differences contribute to humour and language play in the series. For example, misinterpretations of **idiomatic expressions**, such as “*millionaires*” (see Appendix E) in the context of Hector and Nick's online dating profiles, lead to comedic misunderstandings. Additionally, Hector's attempts to navigate English result in humorous situations, such as his confusion over “*eyes*” (see Appendix E) and “*ears*” (see Appendix E) during a scripted conversation.

So, it was found that jokes can be perceived and **interpreted** in different ways, so it is important to use them with special care in communication. In addition, linguistic aspects such as language barriers, misuse of idioms, cultural differences in vocabulary and expressions, politeness strategies and language play revealed in film discourse contribute to the comedic and cultural interaction in Extra.

2.3 Speech tolerance and conflict avoidance

Communication is shaped not only by language and cultural differences, but also by the level of tolerance for various speech acts and the approach to conflict resolution. In this chapter, we will delve into the linguistic aspects of

communication related to speech tolerance and conflict avoidance, using the example of political discourse and film discourse. An analysis of specific examples is presented below.

In his speech, D. Trump (Trump, 2021c) takes a firm stance on speech tolerance and conflict avoidance, particularly in light of the troubling events at the US Capitol. Linguistically, the speech employs euphemisms and softening language to condemn the violence, using terms like “*troubling events*” (Trump, 2021c), “*incursion*” (Trump, 2021c), “*mob violence*” (Trump, 2021c), and “*calamity*” (Trump, 2021c) instead of more direct terms like “*insurrection*” (Trump, 2021c) or “*riot*” (Trump, 2021c). The speaker distances themselves from those involved in violence by stating that “*No true supporter of mine could ever...*” (Trump, 2021c) engage in such actions.

The speech unequivocally condemns the violence and vandalism, emphasizing that they have no place in the country or in the speaker's movement. There is a clear appeal for peace and unity, with calls to ease tensions, promote peace, and listen to one another. The importance of upholding the rule of law and respecting law enforcement is stressed, indicating a commitment to maintaining order and preventing further violence. The speaker assures that those involved in the attacks will be brought to justice, highlighting a commitment to accountability and legal consequences for unlawful actions.

Proactive measures are mentioned, such as the deployment of thousands of National Guard members to secure the city and ensure a safe transition, indicating steps taken to prevent further violence. Overall, the speech aims to address the recent events with a firm denouncement of violence, a call for peace and unity, and a commitment to upholding law and order, using language that seeks to soften the condemnation of violence while still conveying a strong message against it. The emphasis is placed on finding common ground and moving forward as one nation.

In next speech (Trump, 2021b), the politician acknowledges the pain and hurt felt by their supporters, expressing solidarity with their feelings of frustration and disillusionment regarding the election. The use of phrases like “*I know your*

pain” (Trump, 2021b) and “*I know your hurt*” (Trump, 2021b) serves to validate the emotions of the audience and build rapport with them.

However, the speaker also urges their supporters to go home and maintain peace, **emphasizing the importance of law** and order and the need to respect law enforcement. Despite alleging fraud in the election, the speaker discourages their supporters from engaging in further violence or unrest, emphasizing the need to avoid playing into the hands of those who may seek to exploit the situation.

By urging their supporters to go home and emphasizing the importance of peace, law, and order, the speaker attempts to mitigate the potential for further **conflict** and promote a sense of calm and stability, while still acknowledging their supporters' grievances regarding the election.

In the speech “Message After Pro-Trump Mob Overruns US Capitol” (Trump, 2021a), D. Trump addresses the violent events at the United States Capitol with a tone of condemnation and a call for calm and order. Linguistically, the speech utilizes **euphemistic language** to denounce the violence, referring to it as “*heinous attack*” (Trump, 2021a), “*violence, lawlessness, and mayhem*” (Trump, 2021a), and “*acts of violence and destruction*” (Trump, 2021a). These terms soften the severity of the situation while still conveying a strong disapproval.

The speaker emphasizes the importance of law and order, asserting that America must always uphold these principles. They condemn the intrusion into the Capitol as a defilement of American democracy, distancing themselves from the perpetrators by stating, “*you do not represent our country*” (Trump, 2021a). The speech promises consequences for those who broke the law, indicating a commitment to accountability and justice.

Furthermore, the politician acknowledges the contentious nature of the recent election but emphasizes the need to move forward and focus on the business of America. They mention their campaign's efforts to contest the election results within the **legal framework**, framing it as a defense of American democracy.

So, the speech expresses gratitude to the citizens and supporters, acknowledging their disappointment while also signalling hope for the future. The

speaker closes with a message of optimism and determination, stating that the journey is only beginning. Overall, the speech employs linguistic strategies to condemn violence, promote unity, and emphasize the importance of moving forward together as a nation.

In the dialogue from the series “Extra” (see Appendix E), the linguistic aspect of speech tolerance and **conflict avoidance** is evident through various interactions among the characters, particularly between Nick, Hector, and Annie. Hector struggles with English and cultural differences, which leads to miscommunication and humorous situations. Despite the challenges, the other characters demonstrate tolerance and avoid direct conflict by trying to assist Hector and maintain a friendly atmosphere.

An example of speech tolerance is seen when Nick and Bridget gently correct Hector's English, such as when Nick corrects Hector's misunderstanding of the word “*dancers*” (see Appendix E) as “*dogs*” (see Appendix E) in the phrase “*dancing dogs*” (see Appendix E). Instead of ridiculing Hector, Nick calmly corrects him, showing patience and understanding.

Furthermore, when Hector unintentionally causes a misunderstanding by claiming to be a millionaire along with Nick, Bridget and Annie play along with the joke instead of confronting Hector directly. This demonstrates their **tolerance** and **willingness** to avoid conflict by going along with unintentional deception.

Conflict avoidance is also evident when Nick and Hector try to evade the situation by hiding in the bedroom when they hear the landlady approaching. Rather than facing the potential conflict of explaining the situation, they choose to avoid it altogether by hiding.

Overall, the dialogue illustrates how characters navigate linguistic challenges and cultural differences with speech tolerance and conflict avoidance, using humour and patience to maintain harmony in their interactions.

In the dialogue from the series “Virgin River” (see Appendix B), the linguistic aspect of speech tolerance and conflict avoidance is depicted through the **interaction** between the characters. Melinda, initially responds with a dismissive

statement, “*Nothing. I'm fi... I'm fine*” (see Appendix B), indicating an attempt to avoid discussing their feelings or the underlying issue. However, when pressed further by the other character (“*What's wrong?*” (see Appendix B)), Melinda eventually opens up about their concerns.

Despite feeling alone and struggling with their situation, Melinda initially tries to avoid conflict by downplaying their emotions and insisting that everything is fine. This behaviour reflects a common tendency in communication to minimize discomfort or confrontation. However, as the **conversation progress**, Melinda begins to express their worries and feelings of isolation more openly, demonstrating a shift towards speech tolerance and a willingness to engage in dialogue about their concerns.

Additionally, the use of hesitation and fragmented speech, such as “*Um, nothing. Nothing, nothing. I'm... fine*” (see Appendix B), suggests internal conflict and uncertainty in expressing their emotions. This linguistic feature adds depth to the portrayal of the character's emotional state and highlights the complexity of communication in conveying personal struggles.

Overall, the dialogue captures the nuances of speech tolerance and conflict avoidance through the characters' interactions, showcasing the challenges of navigating difficult emotions and maintaining open communication.

In other dialogue (see Appendix C) the conversation begins with expressions of affection and gratitude, such as “*Oh, I'm so happy to see you*” (see Appendix C) and “*You're a good man*” (see Appendix C), creating a positive and supportive atmosphere. However, as the dialogue progresses, the characters reveal underlying tensions and disagreements, particularly regarding the care of a child and the actions of a doctor.

Despite the potential for conflict, the characters demonstrate speech tolerance by acknowledging each other's perspectives and avoiding direct confrontation. For example, when one character expresses frustration with a doctor's approach, the other character responds with understanding, saying, “*Don't beat yourself up. You've been under a lot of stress*” (see Appendix C).

Furthermore, the characters use indirect language and subtle cues to convey their concerns while maintaining a level of **diplomacy**. For instance, Melinda expresses doubt about a doctor's decision without directly criticizing them, saying, “*Never in my career have I seen a doctor just throw procedure out the window and leave nothing in its place*” (see Appendix C).

Additionally, the characters demonstrate conflict avoidance by focusing on common ground and shared goals, such as the well-being of a child. Rather than dwelling on their differences, they emphasize their mutual support and commitment to doing what is best for the child, saying, “*Well, just so you know, you're not alone. Okay? I'm on your side*” (see Appendix C).

Overall, the dialogue illustrates the complexity of communication in navigating disagreements and emotional challenges while maintaining speech tolerance and avoiding conflict.

In conclusion, the analysis of speech tolerance and conflict avoidance in both political discourse and cinematic discourse reveals significant similarities and differences in how these aspects are portrayed and utilized.

In political discourse, speech tolerance and conflict avoidance are often employed strategically by politicians to manage conflicts, maintain public support, and project a diplomatic image. Politicians may use **diplomatic language**, indirect speech, and subtle cues to address contentious issues without escalating conflict or alienating their audience. This approach allows them to navigate sensitive topics, negotiate with opponents, and present themselves as reasonable leaders.

On the other hand, in **cinematic discourse**, speech tolerance and conflict avoidance are depicted in fictional narratives to explore interpersonal dynamics, emotional conflicts, and character relationships. Filmmakers use dialogue, body language, and subtext to convey characters' underlying tensions, unresolved conflicts, and attempts to avoid direct confrontation. This enables them to develop complex characters, build narrative tension, and create engaging storytelling.

Despite these differences, both political discourse and cinematic discourse emphasize the importance of speech tolerance and conflict avoidance in managing interpersonal relationships, resolving conflicts, and maintaining social harmony.

Conclusions to Chapter II

In this chapter, we delve into the linguistic aspects of communication, exploring how the correctness and structure of language, as well as cultural differences, influence speech acts, speech tolerance, and conflict avoidance in both **political discourse**, **TV series dialogue**, and **Internet discourse**.

The use of language correctness and structure in political discourse and dialogues of television series was analysed. Both types of discourse demonstrate the effective use of language for their respective purposes. In political discourse, linguistic correctness and structured sentences are used to convey authority, urgency and reassurance, while in teleserye dialogue, **linguistic correctness** and structure create an authentic and intimate atmosphere, reflecting the natural flow of conversation and emotional resonance between characters.

The influence of **cultural differences** on speech acts was also investigated, focusing on interactions in series and jokes presented in Internet discourse. The analysis revealed how cultural norms, values, and expressions shape language use, leading to misunderstandings, humour, and variations in politeness strategies. These cultural differences add depth and richness to the interaction, emphasizing the importance of understanding the cultural context in communication.

In addition, **speech tolerance** and **conflict avoidance** in both political and cinematic discourse were analysed. While politicians strategically use speech tolerance and conflict avoidance to manage conflicts and maintain public support, filmmakers depict these aspects in fictional narratives to explore interpersonal dynamics and relationships between characters. Despite the differences in portrayal, both types of discourse emphasize the importance of effective communication strategies to overcome differences and achieve mutual understanding.

Therefore, understanding the linguistic aspects of communication is essential for effective communication and navigation in social and cultural landscapes.

GENERAL CONCLUSIONS

This term paper covers various aspects of **effective communication** in both written and spoken English discourse. Through the analysis of linguistic features, cultural influences and communication strategies, we have gained insight into the principles that govern successful communication in modern English discourse. The study made it possible to draw the following conclusions:

Discourse refers to a complex system of language use that encompasses various forms of communication, including **written and spoken** discourse. It has emphasized how discourse goes beyond individual sentences or utterances to encompass larger units of communication that convey meaning and fulfil communicative purposes. In addition, we delved into discourse typology, which involves **classifying discourse** into different types based on their characteristics, functions, and contexts of use. This typology includes a group of **personal** and **institutional** discourses, and also allows the categorization of discourse by spheres of use. By recognizing discourse as a multifaceted and dynamic aspect of communication, we gain a deeper understanding of how language is used to construct meaning and convey messages in different communicative contexts.

Communication is a fundamental aspect of human interaction and plays a crucial role in facilitating social interactions, disseminating information, shaping perceptions and developing relationships in diverse cultural and linguistic contexts. The importance of effective communication to promote understanding and cooperation between individuals and groups was emphasized.

The study highlighted the importance of **linguistic correctness** and structure in promoting effective communication. We discussed how following grammar rules, choice of vocabulary, sentence structure and appropriate tone play a vital role in conveying messages accurately and convincingly. In addition, we emphasized the importance of clarity, consistency and conciseness in communication, as well as the importance of considering the needs and expectations of the audience. By understanding and applying these fundamental

principles, communicators can increase the clarity, impact, and effectiveness of their messages in a variety of communication contexts.

The analysis of **language correctness** and structure in communication reveals strategic and intentional use of linguistic elements to convey specific messages and emotions across different contexts. In political discourse, exemplified by D. Trump's speeches addressing the violence at the Capitol, a careful selection of language ensures clarity and impact. Varied sentence structures and rhetorical devices are employed to engage the audience, emphasize key points, and reinforce the speaker's stance against violence. The use of **formal language** and structured sentences conveys authority and control, while appeals to shared values foster unity and collective responsibility. Similarly, in the television series "Virgin River", the dialogue showcases an authentic and intimate atmosphere through informal language, interruptions, and colloquial expressions. Short, fragmented sentences and pauses convey emotions, reflecting the natural flow of conversation and the dynamics between characters. Both types of discourse effectively utilize language correctness and structure to serve their purposes: political discourse aims for authority and control, while dialogues from television series prioritize authenticity and emotional resonance.

The analysis of **cultural differences** in communication revealed valuable insights into how these differences shape speech acts and influence the encoding, interpretation, and response to messages. Through the examination of internet discourse, including jokes, and film discourse, such as the series "Extra", it became evident that cultural familiarity and preferences significantly impact the perception and interpretation of humour and language use. While some jokes relying on wordplay and puns may transcend cultural boundaries, others involving darker or culturally specific humour may be subject to varying interpretations based on cultural background and sensitivities. Similarly, the analysis of speech acts in "Extra" highlighted the challenges and misunderstandings arising from cultural diversity, showcasing how linguistic barriers, misuse of idioms, and differences in politeness strategies contribute to comedic misunderstandings and cultural

interactions. Overall, the findings underscore the importance of cultural awareness and sensitivity in communication, emphasizing the need for communicators to navigate cultural differences with care and understanding to foster effective dialogue and avoid potential misunderstandings in diverse contexts.

The analysis of **speech tolerance** and **conflict avoidance** provides valuable insights into the intricacies of communication across different contexts. Through the examination of political discourse, exemplified by speeches from D. Trump, and cinematic discourse, illustrated by interactions in TV series like “Extra” and “Virgin River”, it becomes evident that linguistic strategies play a crucial role in managing conflicts and fostering harmony. In political discourse, politicians strategically employ euphemisms and diplomatic language to condemn violence while promoting unity, projecting a composed and diplomatic image to maintain public support. Conversely, in cinematic discourse, characters navigate linguistic challenges and cultural differences with patience, understanding, and humour, employing indirect language and subtle cues to avoid conflicts and preserve harmony. Despite the contextual differences, the analysis highlights the universal importance of speech tolerance and conflict avoidance in facilitating constructive dialogue and maintaining social cohesion.

Through our comprehensive analysis, we have gleaned crucial insights into effective communication in modern English discourse. Specifically, we have explored the significance of linguistic correctness, cultural differences, conflict avoidance, and speech tolerance. This examination has provided us with a deeper understanding of how linguistic structures, cultural norms, and communication strategies shape interactions in diverse contexts and cultures. By recognizing the nuances and complexities inherent in communication, we are better equipped to navigate various communicative situations, foster harmonious relationships, and promote effective dialogue across different cultural and linguistic landscapes.

РЕЗІЮМЕ

Дослідження присвячено аналізу принципів ефективної комунікації в сучасному англомовному дискурсі. У першому розділі “**Theoretical aspects of the study**” (Теоретичні аспекти дослідження) розглянуті основні концептуальні підходи до визначення та типології дискурсу, роль комунікації в сучасному суспільстві та основні принципи ефективної комунікації.

Другий розділ “**Analysis of linguistic aspects of communication**” (Аналіз лінгвістичних аспектів комунікації) включає детальний аналіз використання мовної коректності та структури в комунікації, впливу культурних відмінностей на мовленнєві акти, а також вивчення уникання конфліктів у комунікації. У роботі були використані як теоретичні, так і практичні підходи до аналізу, а також конкретні приклади з різних сфер сучасного англомовного дискурсу, таких як політичний дискурс, інтернет дискурс, а також кінодискурс.

Результати дослідження демонструють важливість розуміння та використання принципів ефективної комунікації для побудови успішних міжособистісних взаємин та досягнення комунікативного успіху у сучасному суспільстві.

Ключові слова: дискурс, комунікація, тактики комунікації, принципи ефективної комунікація.

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2. *Extra English 03 – Hector has a date.* (б. д.). <https://english-online.org.ua/materials/87ebfef3ad2d1dd>
3. Trump D. (2021a) *Message After Pro-Trump Mob Overruns US Capitol.* Miller Center. <https://millercenter.org/>
4. Trump D. (2021b) *Speech Urging Supporters to Go Home.* Miller Center. <https://millercenter.org/>
5. Trump, D. (2021c). *Statement about the Violence at the Capitol.* Miller Center. <https://millercenter.org/>
6. Twitter (б. д.). <https://twitter.com/jokesofthedaydn>
7. *Virgen River* (б. д.). <https://www.netflix.com/title/80240027>

APPENDICES

APPENDIX A

Dialogue from the TV series “Virgin River”

(J) So, what are we havin'? Whiskey? Soda? Wine? You look like a wine person.

(M) You need a minute? Uh, no. Uh, any chance of getting a cosmo?

(J) Nope. Not unless you brought your own Cointreau.

(M) I did not. Uh... So, mixed drinks are not...

(J) Not our thing.

(M) But I have all the boys, Johnnie, Jack, and Jim. All the regular stuff and beer. Just no frills. All right, make it a Jim straight up.

(J) Okay.

(M) I commend you on your choice.

(J) Huh. - Thank you. - Mm-hm.

♪ The feelin' is quite deceivin' ♪

(J) Well, I didn't know city girls could shoot whiskey.

(M) What makes you think I'm a city girl?

(J) Come on. Cosmo? Manicure? Cartier?

(M) Wow. You should be a detective.

(J) No. My days of tracking bad guys are over.

(M) - What? –

(J) Sorry. We don't get a lot of visitors. Certainly not as beautiful as you.

(M) I'm sorry. Does that line really work?

(J) Oh, you'd be surprised.

(M) Well, you're lucky we're not in Los Angeles, because Angelinos can smell BS a mile away.

(J) Oh, really? That's one of the reasons why I love living here so much. People aren't so jaded [chuckles]. I'm Jack Sheridan.

(M) Mel Monroe. So, is this your bar?

(J) Well, it will be in about 60 more payments [chuckles]. So, Miss Mel Monroe from LA, what brings you to our tiny little hamlet?

(M) - Work. –

(J) Yeah? Where you staying?

(M) Uh, the McCrea cabin.

(J) Oof. What'd you do to deserve that? [laughs]

(M) Yeah, I should have come up and vetted the place first.

(J) Oh, come on. I think spontaneity's an admirable quality.

(M) Oh, no. You... you can't credit me with being spontaneous. [sighs] No, it once took me six months to buy a crêpe pan. –

(J) Six months.

(M) - Six months. Yeah, I usually check everything three times, and then I check it again. Used to drive my...

(J) - So, how long you here for?

(M) - Um... A year. I'm working with Dr. Mullins. I'm a nurse.

(J) Oh, that should be an experience.

(M) Yeah. I imagine it's gonna resemble the cabin.

(J) - Uncomfortable.

(M) - Exactly.

(J) I think you might be right. [sighs]

APPENDIX B

Dialogue from the TV series “Virgin River”

(M) Hey, I'm sorry, sis. I...

(What's wrong?)

(M) Nothing. I'm fi... I'm fine. I'm worried about you. Just tell me what's goin' on. Um, nothing. Nothing, nothing. I'm... fine. I just... It's just this doctor

that I'm working for doesn't want me here. And this cabin I'm in, it's just... it's just awful. And I... I just feel really alone right now.

APPENDIX C

Dialogue from the TV series “Virgin River”

(J) - Hey. - Oh, I'm so happy to see you.

(M) [chuckles] And you too. - You're not gonna join me?

(J) - No, no, no, they're both for you.

(M) [sighs] Mm. - Ah. You're a good man.

(J) - And you're a good woman.

(M) [laugh] I don't think my sister would agree with you.

(J) - Hm?

(M) - We didn't have the best phone call.

(J) Don't beat yourself up. You've been under a lot of stress. Look, I've got four sisters. I know how they can be.

(M) Well, she practically raised me, so she's used to bossing me around.

(J) - Mm-hm.

(M) - She's a force of nature.

(J) Obviously runs in the family.

(J) [chuckles] How's our girl?

(M) She's still not eating enough, and I'm running out of ideas.

(J) Still no word from Doc?

(M) No. And I can't, you know, sit around waiting, knowing that she's hungry. I mean, he's on some wild-goose chase, trying to keep Social Services away. And we don't know where the mother is. She could be in... a whole other state by now.

(J) Look, I promise you, Doc believes he's doing the right thing.

(M) *Never in my career have I seen a doctor just throw procedure out the window and leave nothing in its place. If he'd worked anywhere other than Virgin River, he might understand where I'm coming from.*

(J) *Well, he worked in Seattle before he came here. He was head of Internal Medicine, I think. Northwest Hospital.*

(M) *They have one of the best transplant centers in the country.*

(J) *- Mm-hm.*

(M) *- Let me guess. He got fired for making up his own rules?*

(J) *[chuckles] Oh, no, he quit.*

(M) *Yeah, something about too much paperwork and politics. Not enough doctoring.*

[Chloe fusses]

(M) *Hm.*

(J) *Here, you want me to take her?*

(M) *No, I got it.*

(J) *No, let me. I've got a lot of nieces and nephews. There you go. It's okay.*

(J) *[sighs] Look, I spent 20-plus years following protocol in the Corps, so I get why this is so hard for you.*

(M) *Yeah. Systems are in place for a reason.*

(J) *Yeah, but the thing you gotta remember about this town, it's a bit off the beaten path. So, people have learned to rely on each other more than the outside world. So, the rules out there, sometimes they just don't apply here.*

(M) *Yeah. I'm just trying to do what's best for her.*

(J) *I know.*

(M) *And if I'm the only one that thinks she needs more than a phone tree, then so be it.*

(J) *Well, just so you know, you're not alone. Okay? I'm on your side.*
[humming]

Dialogue from the TV series “EXTRA” (Extra English 02)

Good morning.

Oh, good morning.

No, no, no. Good morning.

- Ah- ah- ah.

- Oh.

Good morning.

Ah- ah- ah.

No, Hector.

....

You need a designer look.

No, no, no, Hector, that's not for you.

You need,

you need...a cowboy look.

- No, no. A leather jacket.

- A bandanna and a vest.

A denim shirt.

- A motorbike.

- Designer.

Cowboy.

Stop.

OK.

...

Nice melons.

Just a few.

Thank you.

Try...

it...

on.

I've got something for you.

So how did Hector do the shopping?

Hector ordered ten melons

instead of ten lemons.

Oh, an easy mistake. He did try.

Yes, he did try.

APPENDIX E

Dialogue from the TV series "EXTRA" (Extra English 03)

What's this?

'Dream date, make my dream come true!'

- Oh, how did that get there?

- How sweet!

Let's go. Look left.

Right. One, two, three, four, left.

...

Erm, come in.

Come in.

Er, please, sit down.

Sit!

Stick to the script.

You smell so sweet.

Your ears are...blue, like the ocean.

Psst.

- Eyes, eyes!

- Oh!

Eyes!

Are you a millionaire?

Psst, psst!

Am I a millionaire?

Are you a millionaire?

Are you a millionaire?

We are millionaires!

Good, good.

Well, you can pay for these, then!

If you please!

Your faces!

- We are the dancers.

- From the cybercafe!

- So you are millionaires, eh?

- Oh, what a trick to get girlfriends!

Millionaires, very funny!

...

Oh, I see Hector found

Cindy's 101 Top Exercises, then.

Yes!

Oh, good try, Hector.

But Cindy is so old-fashioned,

I can teach Hector how to exercise!

Exercise with Cindy, no.

Exercise with Bridget, yes!

...

- But...!

- It's OK, I can do it!

Music, please, Annie.

Follow me.

*Arms up, touch your toes,
stand straight and...
one, two, three, four, five, six, seven, eight!
More energy, please!*

...

*OK, your hair is so soft.
- Thank you, Nick.*

...

*Your eyes are blue, like the ocean.
Your ears are blue, like the ocean.
No! Eyes, ears, ears, eyes.
Oh, oh, oh, OK, OK. Er...
Your eyes are blue, like the ocean.
Good!*