

**Abstract.** The article discusses two types of communication: cooperative and non-cooperative. The strategies and tactics used in non-cooperative communication are analyzed in detail.

**Keywords:** Communication, discourse, non-cooperative communication, tactics, strategy.

Communication began to be studied back in the 20th century, defining it as “the means by which people construct and maintain their relationships”. T.N. Astafurova views communication as a three-stage structure, which includes:

1) communication, manifested in the exchange of information; 2) interaction aimed at organizing interaction between communicants; 3) perception, consisting in the sensory perception of information coming from the addresser [1].

A. Yu. Bykov defines communication as: 1) the transfer of information in human society, in the process of human social activity: social communication; 2) transmission of information using various signals in the animal world: biological communication; 3) form of communication and means of communication (radio, television, Internet, etc.); 4) exchange of information in inanimate nature[2, p. 86-97].

Linguists define cooperative and non-cooperative communication. In cooperative communication, the assessments, attitudes, preferences, and attitudes of the communicants are consistent and in accordance with each other, therefore the dialogue is built in the tone of agreement. However, such verbal interaction, which is entirely based on the pragmatic principle of cooperation formulated by G. Grice, takes place only under conditions of ideal communication. In a conversation, people try to influence each other, impose their opinion on the interlocutor, hide facts that are undesirable for themselves, avoid answering questions that are unpleasant for themselves, etc. So, along with the “principle of cooperation,” we can talk about the “principle of non-cooperation” [3, p. 213–225]. In other words, the reactive remark of the interlocutor in the perlocutionary plan does not always correspond to the expectations of the author of the stimulus remark of the dialogue. This is exactly how one can characterize a question that is a reaction to a directive cue-stimulus, or a counter question that is a response to the initiating question.

In general, with non-cooperative (conflict, confrontational) communication, the assessments, positions, and attitudes of the communicants are in conflict, and dialogues are built in the tone of disagreement (objection, refusal, quarrel, abuse, etc.). The term “non-communication” was introduced by T. Kahler to denote the lack of mutual understanding in communication, conflict or passivity of the interlocutor. It was originally used in psychology, but was later borrowed by linguistics to characterize the corresponding situation. T. Kahler identifies three stages of non-communication: the driver stage (5 main drivers: pleasure, effort, perfectionism, bitterness, haste), the mask stage, and the stage of despair [4]. According to the author of this theory, reactions, or drivers of human behavior in response to certain stimuli, are laid down in childhood. Children often copy the behavioral reactions of their parents, close relatives or friends. Knowledge of such reactions is necessary for understanding the actions of communication partners and their possible prediction.

According to N.N. Kirillova, the division of communication into cooperative and non-cooperative is traditional in modern linguistics, however, she believes that confrontational and non-cooperative communication are not synonymous, because “using the term confrontational in relation to them as a synonym is not always correct. Of course, they are based on an authoritarian model, the desire of the initiator of communication to dominate, to be a leader, to subjugate those around him, to create a hierarchy in the system of social relations. Non-cooperative dialogues include dialogues built on violations of the ethical rules of verbal communication – friendly cooperation, sincerity, and adherence to the “code” of trust. She calls representatives of this model of behavior the bearers of a culture of monologue (as opposed to “communicative cooperation”, where dialogue dominates). The reason for this behavior is in upbringing, formed ideological guidelines, and partly in the individual personal characteristics of the communicants. This is hypertrophied egocentrism, opposing oneself to society, rejection of everything that does not meet one’s own standards, etc. However, the social world order is far from ideal: it inevitably contains hierarchy and social roles [5, p.26–33].

Non-cooperativeness can manifest itself in speech and behavior at both the verbal and non-verbal levels. One of the characteristic elements of non-cooperative Internet communication is trolling. As a result of the use of trolling, the discussion turns into an argument, often using reduced and/or invective language.

Thus, the following cooperative strategies can be distinguished: trust, politeness, sincerity, cooperation, compromise, etc. However, the priority of the speaker over the interests of the listener is often observed, i.e. the addressee’s opinion does not always coincide with the recipient’s opinion, which is an example of non-cooperative communication. In non-cooperative communication, there is a contradiction of opinions, judgments, attitudes of the addressee and the recipient, and the dialogue itself takes place in the tone of disagreement (misunderstandings, quarrel).

Table – Basic cooperative and non-cooperative tactics

Tactics	Main characteristics	Type of communication
Accuation	Attributing guilt to both a specific person (using lexemes with negative connotations) and impersonal accusation (using vaguely personal sentences).	non-cooperative
Promise	The obligation to fulfill the will of the recipient after he fulfills any conditions (using perfective verbs in the future tense form).	cooperative, non-cooperative
Provocation	Incitement to actions characterized by negative consequences.	non-cooperative
Warnings	Warning the addressee against performing any actions that could potentially harm his reputation or current state of affairs.	cooperative
Cooperation	Appeal to the ideas and values of the addressee in order to use it in one’s own interests, which helps to establish a balance in the addressee-recipient relationship	cooperative, non-cooperative
Rejection of criticism	The communicant presents arguments in someone’s favor in order to justify his actions, while distancing himself from the situation in order to show the audience his innocence and objectivity in relation to the events described.	cooperative, non-cooperative
Motives	A call to action, to accept a certain point of view, persuading the recipient to act in a manner beneficial to the communicant; It is typical to use the pronoun “we” to create a sense of belonging among the addressee.	cooperative, non-cooperative

In non-cooperative communication, communicators often use confrontational strategies to achieve their goals. N.N. Kirillova identified the following confrontational strategies: discredit, aggression, coercion, conflict, competition, coercion, claim, threat, etc. These non-cooperative strategies are based on an authoritarian model, i.e. the communicant's desire to dominate others. [5, p.26–33]

The following strategies and tactics are distinguished in non-cooperative communication:

- 1) Strategy of open conflict and aggression:
  - tactics of refusal and objection;

- threat tactics;
- tactics of indignation and making claims.
- 2) Strategy of discreditation:
  - insult tactics;
  - tactics of communicative pressure.
- 3) Strategy for controlling the communication situation:
  - tactics of control over the topic;
  - tactics of avoiding the topic and changing the topic;
  - tactics of avoiding answering;
  - tactics of silence;
  - tactics of ignoring.

Having analyzed various strategies of behavior in conflict situations proposed in domestic and foreign studies, we can propose the following classification of basic communication strategies with a corresponding arsenal of tactical methods of implementation in relation to conflict discourse:

Thus, we can conclude that cooperative and non-cooperative speech is a dialogue. Cooperative dialogue is the communication of communicants who are interested in continuing the conversation and have common goals, and non-cooperative dialogue is the communication of communicants, which they seek to stop due to the lack of unity of opinion.

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