

MODALITY OF VOLITION IN THE CONTEXT OF COMMUNICATIVE-PRAGMATIC STRATEGIES AND TACTICS OF IMPLEMENTATION OF SPEAKER'S INTENTIONS

YAKIV BYSTROV, NATALIIA KURAVSKA, DIANA SABADASH*

*Corresponding author: natalia.kuravsk@pnu.edu.ua

Abstract. The article explores the multifaceted role of the modality of volition within communicative-pragmatic strategies and tactics, elucidating its significance in implementing the speaker's intentions. Based on linguistic, pragmatic, and communication studies, the research examines how the speaker uses different communication-pragmatic strategies to effectively communicate their intentions. The concept of illocutionary force is the key concept in this study. Depending on the communicative situation, the speaker's intention is communicated through utterances, conveying either obvious or hidden intentions. The study analyses examples showcasing the nuanced gradations of illocutionary force, emphasizing the speaker's intention to prompt action through utterances imbued with the modality of volition. Moreover, it outlines the pragmatic implications of employing different communicative-pragmatic strategies and tactics, illustrating how coercion, persuasion, and justification are used taking into account the speaker's intentions. Coercion, which is considered to be the most violent strategy, involves attempts to influence the addressee through pressure or force, disregarding their autonomy and, thus, resulting in negative consequences. In contrast, persuasion is aimed at changing attitudes or behaviours through reasoning and appeals, fostering collaboration and mutual benefit. Justification, meanwhile, is aimed at supporting the speaker's opinions through rational discourse and transparent communication, thus, enhancing understanding and consensus-building. Through a comprehensive analysis of communicative-pragmatic strategies and tactics, this study offers insights into the complex nature of the modality of volition, dynamics of the communicative-pragmatic intentions and strategic communication in interpersonal interactions.

Keywords: volition, modality of volition, communicative situation, communicative-pragmatic intention, communicative-pragmatic strategies and tactics, communicative-pragmatic potential, pragmatics.

1. INTRODUCTION

Linguistic studies are focused on examining language as a tool for the implementation of the speaker's communicative-pragmatic intentions, which involve shaping the addressee's behaviour and guiding decision-making processes. In this context, the communication process embodied in fictional

texts becomes a distinct form of linguistic activity, with fictional characters engaging in dialogue and employing specific linguistic actions to achieve their goal of volition.

The article analyses the communicative-pragmatic strategies and tactics used by one character to verbally influence the personality of another through volition. The relevance of this research lies in the necessity to examine volition within the context of communicative-pragmatic strategies and tactics, identifying their role in implementing the speaker's intentions.

The purpose of the article is to provide insight into how the speaker uses communicative-pragmatic strategies and tactics to influence the addressee through utterances of volition, thus, implementing their communicative-pragmatic intentions. Through an in-depth analysis of fictional discourse, this study aims to unveil the subtle mechanisms through which characters manipulate language to achieve their intentions. By exploring the strategic use of language by the speaker to shape the addressee's behaviour and decisions, this study reveals broader linguo-pragmatic phenomena and the intricacies of interpersonal influence. Furthermore, the article examines how the characters use communicative-pragmatic strategies and tactics to achieve their volitional intentions, which provides valuable insight into the dynamics of power, persuasion, and manipulation within fictional texts.

2. THEORETICAL BACKGROUND

In modern linguistics, the essence of the modality of volition is a subject of ongoing debate and varied viewpoints. Scholars from various linguistic disciplines offer diverse perspectives on the nature and significance of volition within language and communication. Thus, O. Daskaliuk believes that the modality of volition conveys the volitional influence of the speaker on the addressee (in the case of addressed volition), informs about the speaker's intention to change the existing reality or expresses a wish, through the embodiment of which the world would acquire the characteristic (quality) that the speaker needs at a certain moment (Daskaliuk, 2005, p. 9). V. Rohozha defines the modality of volition as the relation of the utterance to reality in terms of actuality/potentiality, determined by the speaker's volition regarding the regulation of official relationship, which is manifested in imperatives, prohibitions, orders, instructions, requests, etc. (Rohozha, 2005). As noted by N. Shvydka, a modal meaning of volition is a demand directed to the addressee or a group of addressees for such an action or behaviour that would ensure correspondence between the main content of the utterance and the reality (Shvydka, 1998, p. 7).

The diverse viewpoints in modern linguistics reflect the multifaceted nature of volition and its significance in understanding language, communication, and human interaction. Through interdisciplinary inquiry and empirical research, scholars continue to deepen their understanding of how utterances of volition function in linguistic discourse and shape social behaviour.

We define the modality of volition as the expression of the speaker's desire to cause an action in the presence of its (direct) implementer or listener, who is capable to inform a third party of the speaker's desire and, thus, cause the action in order to change the situation.

The nature of the speech act is directly influenced by the surrounding situation and circumstances, which shape the dynamics of a communicative exchange. In this context, the speaker strategically uses linguistic means embedded within the utterance, carefully considering their intentions alongside the nuances of the communicative situation. The communicative situation serves as a guiding framework, imprinting its characteristics onto the linguistic and pragmatic features of the utterance, while also

delineating the parameters and constraints of the communication process. Moreover, the communicative situation serves as a lens through which the speaker tailors their linguistic and pragmatic choices, ensuring alignment with the situational context and optimizing the probability of successful communication. By acknowledging and adapting to the demands of the communicative situation, the speaker enhances the clarity, relevance, and impact of their utterance, thereby fostering mutual understanding and facilitating meaningful interaction.

We define the communicative situation of volition as a communicative situation that consists in reflecting not only a certain relationship to reality, but also to the speaker's actions, aimed at changing the reality, at the emergence of a 'new reality'. The communicative situation of volition is a combination of external communication conditions and internal states of the communicants that are manifested in communicative behaviours, i.e. utterances of volition.

The speaker endeavours to exert influence over the addressee's behaviour by actively shaping and directing their cognitive and emotional processes. This concerted effort aims to guide the listener's interests, judgments, and arguments towards a specific outcome, ultimately leading to the implementation of what the speaker perceives as the 'right decision' or acquisition of the desired state. To achieve this intention, the speaker uses a variety of strategies and tactics to effectively influence the addressee's perspective and decision-making process.

In linguistics, the term 'communicative strategy' refers to the optimal way to implement speaker's intentions to achieve a specific communication objective, i.e. control and selection of effective communication moves and their flexible modification in a specific situation (Batsevych, 2009, p. 133); verbal and non-verbal mechanisms to solve communication problems (Brown, 1994); a speaker's attempt to convey meaningful content when there are some apparent shortcomings in the interlanguage strategies (Tarone, 1980, p. 419); verbal and non-verbal strategies to compensate for communication breakdowns resulting from ability variables or insufficient competence (Canale & Swain, 1980, p. 27). Each individual implement their intention by adhering to their strategic direction and employing conventional tactics.

In linguistics, the term 'communicative tactic' refers to a defined line of behaviour at a certain stage of speech interaction, aimed at obtaining a desired effect or preventing an undesirable effect (Batsevych, 2009, p. 136); a method of verbal influence, a set of verbal mechanisms, a way of implementing a strategy (Bielova, 2004, p. 12); a specific speech action aimed at accomplishing a task within a strategic goal (Bielova, 2004); a set of speech actions performed by communicants in varying sequences to either implement or not implement a communication strategy that is consistent with certain rules or in defiance of them (Malyuga & Tomalin, 2017, p. 33); a set of techniques organized in a certain way to implement hidden influence, aimed at achieving a desired effect or preventing an undesirable result (Shkitska, 2012, p. 51). The set of tactics is quite wide: logical argumentation, emotional manipulation, information distortion, pleading, increasing the importance of the addressee, references to authorities, the illusion of choice, etc.

The concepts of communicative strategy and communicative tactic serve as pivotal frameworks for understanding how individuals navigate and shape interactions through language. Communicative-pragmatic strategies and tactics illuminate the intricate dynamics of language use and social interaction, offering valuable insights into the ways individuals implement their intentions and negotiate meaning within the communicative situation.

3. RESULTS AND DISCUSSION

The speaker provides the utterance. Through utterances, the speaker communicates their intention, or, as defined in the theory of speech acts, illocutionary force. Illocutionary force is a component of the meaning of the utterance, which implies the possibility of its use in speech acts of certain types. Communicative-pragmatic intention is a conscious or intuitive intention of the speaker, which determines the internal program of speech and the way of its implementation (Batsevych, 2009, p. 116; Kuravska & Bilianska, 2023, p. 40). The speaker's intentions can be obvious or hidden, depending on the communicative situation. They can include reporting information, expressing opinion, asking a question, giving an order, making a promise, greeting, or apologizing. When the addressee fully understands the speaker, they are aware of the illocutionary force the speaker is trying to achieve. Hidden intentions can be communicated by using indirect meanings, hints, allegories, understatements, etc. It is important to emphasize that there is a certain gradation of illocutionary force in the situation of volition. Let's compare: (1) '*Give these to the first person you come across, introduce yourself and see what happens,*' she advised him, then set off on her own to the kitchen (Scott, 1991); (2) '*I really don't much care,*' she snapped, '*about what appeals or does not appeal to that obnoxious mire you call a mind. I demand that you take me back to the others now, this minute*' (Neil, 1993). These utterances are distinguished primarily by illocutionary force, since the performative verb *to demand* has a greater degree of manifestation of the intensity of action, which is directly related to its semantics. The speaker's intention when using an utterance with the modality of volition (order, demand, advice, etc.) is to encourage the addressee to take action. The speaker employs a set of language tools to achieve successful results in communication. Thus, a request that is expressed in the form of a question is more effective and successful. The speaker is concerned about the politeness and persuasiveness of the language they use to convey their intention when they are uncertain about the addressee performing the action. For example, in the utterance '*Oh, kind sir,*' begged Gabriel, '*could you give me a pear or two, just to keep a poor old traveller from dying of hunger?*' (Aiken, 1989) the speaker uses a question to emphasize the possibility of not obtaining what she is asking for. Since the action indicated in the utterance is primarily beneficial for the speaker, polite phrases *could you give me* and *kind sir* enhance the semantics of the request.

The speaker uses the communicative-pragmatic potential of volition to influence the addressee's perception of reality, impose specific attitudes, and elicit desired emotional responses. By employing utterances of volition, the speaker not only conveys their own desires and intentions but also subtly influences the addressee's understanding and interpretation of the presented information. Through strategic use of language, the speaker effectively imposes a particular viewpoint or interpretation of reality onto the addressee, guiding their perception and framing the discourse in a manner that aligns with the speaker's intentions. Additionally, the speaker uses utterances of volition to establish the necessary attitude towards reality and evoke the necessary emotional responses from the addressee, thereby enhancing the persuasive impact of their communication. The speaker uses the communicative-pragmatic potential of volition to assert influence over the addressee's cognitive and emotional engagement with the discourse through direct commands, subtle suggestions, or persuasive appeals.

The potential illocutionary force of an utterance is determined by the speaker alone, usually by their expression of a specific communicative-pragmatic intention. The addressee is confined to either recognising the speaker's intention and making the illocutionary act successful or failing to recognise it

and making the illocutionary act unsuccessful (McDonald, 2022, p. 918). In this situation, the speaker is active, while the addressee is passive. The addressee is provided with a ready-made and verbally formulated product of thought, without them making any independent mental efforts.

In their speech interactions, the speaker chooses from various communicative-pragmatic strategies and tactics depending on their specific intentions and desired outcomes. Coercion, which involves using force or pressure, is typically employed to obtain immediate compliance or obedience to orders or demands. This strategy is aimed at controlling the addressee's behaviour through the tactics of intimidation, manipulation, or threats of consequences. In contrast, persuasion is the preferred strategy when the speaker wants to change the addressee's attitudes, beliefs, or actions through reasoning, emotional appeals, or incentives. Requests and warnings are common tactics of persuasion, as the speaker seeks to influence the addressee's decision-making process by presenting compelling reasons or highlighting potential risks or benefits. Furthermore, justification is employed when the speaker seeks to provide rationale or reasoning to support their recommendations or proposals. The speaker intends to persuade the addressee of the validity or necessity of their stance through the tactics of logical arguments, evidence, or ethical principles. Aligning their strategies and tactics with their intentions enables the speaker to effectively achieve their desired goals while navigating the complexity of interpersonal communication. The choice of communicative-pragmatic strategies and tactics is determined by the speaker's intentions and the specific communicative situation

Coercion is a communicative-pragmatic strategy that involves attempts to influence the addressee by exerting pressure or force to make them comply with the speaker's wishes, beliefs, or demands. Coercion involves manipulation or intimidation to achieve the speaker's intentions.

We consider 'coercion' to be the most violent method of influencing the addressee. It involves the desire to make a person behave against their wishes and beliefs, suppressing the ability to resist by the threat of punishment or other influence that can lead to undesirable consequences for the addressee. Coercion is generally viewed negatively because it disregards the autonomy and agency of the addressee being coerced. It does not promote understanding or mutual agreement, but rather undermines trust and may result in resentment or resistance from the addressee. For example, in the utterance, *'Before God, sir,' he threatened hoarsely. 'If I find even the vaguest reference to an Ark or to Jordan's water in this abbey or any place in your possession, I shall see you stand trial at King's Bench in London on a charge of high treason!'* (Clynes, 1993) the speaker tries to make the addressee satisfy their demand by employing a speech act of threat and stating the conditions under which the threat will be carried out.

Thus, coercion as a communicative-pragmatic strategy involves using force or pressure to influence the addressee, so it fails to achieve genuine consensus or cooperation, leading to negative consequences for both parties involved. Threats, ultimatums, manipulation, or direct physical influence are common tactics employed in this strategy.

Persuasion as a communicative-pragmatic strategy involves influencing the addressee through reasoning, argumentation, and appeal. In contrast to coercion, which aims at gaining compliance through intimidation or manipulation, persuasion aims at achieving the speaker's intentions through compelling arguments, evidence, or appeals to emotions.

We define 'persuasion' as a conscious and firm opinion based on new knowledge that is introduced into the addressee's worldview. We believe that it is desirable for it to happen naturally, without any psychological discomfort. It should not be perceived as an imposition, therefore, it does not provoke

rejection. Both the speaker and the addressee are involved in the process of persuasion as it implies self-persuasion. The speaker's intention is to alter attitudes, beliefs, or behaviour by providing convincing reasons or appealing to values, emotions, or interests that resonate with the addressee. Mutual respect, transparency, and recognition of the autonomy and agency of the addressee are the characteristics of persuasion. It has the potential to build trust, foster understanding, and create lasting change by appealing to the rational and emotional dimensions of the addressee's decision-making. For example, in the utterance, '*You need your sleep, sweetheart, or you'll be no good in the morning*' (Brayfield, 1990) the speaker persuades the addressee to take specific actions because he is confident that complying with his instructions will result in the desired outcomes for the addressee.

Thus, persuasion as a communicative-pragmatic strategy is valued for its capacity to foster collaboration, consensus-building, and mutual benefit. This strategy encourages open dialogue, active listening, and the exchange of ideas. Storytelling, logic, credibility, empathy, or social proof are common tactics employed in this strategy.

Justification is a communicative-pragmatic strategy that involves providing reasons, explanations, or evidence to support a particular action, decision, belief, or position. It aims at persuading the addressee by demonstrating the validity, legitimacy, or necessity of the speaker's position.

We define 'justification' as a set of verbally implemented cognitive procedures, resulting in a change in the ontological status in the addressee's worldview and, therefore, affecting the decision-making process. Justification is used by the speaker to justify their actions, opinions, or proposals by providing logical arguments, relevant facts, precedents, or ethical principles. Justification is used in the contexts of disagreement or scepticism, or when advocating for a particular course of action. In order to persuade the addressee of the validity or accuracy of their opinion, the speaker uses reasoned explanations and evidence. The effectiveness of justification is determined by the quality and relevance of the arguments presented, as well as the receptiveness of the intended audience. Despite giving compelling justifications, the speaker may still face resistance or scepticism from the addressee in certain contexts. For example, in the utterance, '*You need it,' Nutty said vehemently. 'Swimming tonight. Running tomorrow. Mr Fogerty said. You got to eat, Hoomey. You're just a weed.'*' (Peyton, 1988) the speaker provides evidence and arguments on how to act in the future in order to achieve the best results.

Thus, justification as a communicative-pragmatic strategy is valued for its capacity to enhance understanding, build consensus, and persuade others through reasoned discourse and transparent communication. Addressing potential concerns, objections, or criticisms in order to build credibility and trust with the addressee are common tactics employed in this strategy.

4. CONCLUSIONS

The modality of volition encompasses a distinct form of linguistic expression rooted in the speaker's volition, serving to establish a connection between the speaker and the addressee. In this context, a speech act of volition signifies the intentional influence of the speaker's utterances on the addressee, with the aim of prompting or dissuading specific actions or states deemed necessary by the speaker.

From a pragmalinguistic perspective, volition emerges as a multifaceted linguistic phenomenon, requiring consideration of numerous components within the communicative situation. This complexity is reflected in the linguistic means employed to convey intentionality.

The speaker and addressee are the main participants in a communication situation of volition, and their behaviour is influenced by the situational dynamics. The speaker's role is crucial, as they act as the catalyst for communication and initiate the exchange. Each utterance used by the speaker within this context is directed towards the addressee, serving as a crucial element in completing the speech act.

In the realm of volition, the speaker's intention to prompt action can manifest in various forms, including orders, demands, requests, wishes, advice, suggestions, prohibitions, or warnings. Based on these diverse intentions, the speaker selects an appropriate communicative strategy: coercion for orders and demands, persuasion for requests, and justification for advice, suggestions, and warnings.

The addressee is responsible for interpreting the message and responding accordingly after receiving the utterance of volition. The addressee can choose whether to comply, refuse, take initiative, or make their own decision regarding the proposed action depending on the nature of the speaker's intention.

To summarize, the dynamics of volition depend on the interaction between the speaker's intentions and the addressee's interpretation, with the outcome influenced by the collaborative negotiation of meaning within the communicative situation. The communicative goal of volition can be achieved as both the speaker and the addressee contribute to the construction of meaning through a nuanced understanding of effective communicative-pragmatic strategies.

REFERENCES

- [1] Aiken, J. (1989). *The kingdom under the sea and other stories*. London: Penguin Books.
- [2] Batsevych, F. S. (2009). *Fundamentals of communicative linguistics*. Kyiv: Akademiia. (in Ukrainian)
- [3] Bielova, A. D. (2004). Communicative strategies and tactics: Problems of systematics. *Linguistic and conceptual pictures of the world*, 10, 11–16. Kyiv: Lohos. (in Ukrainian)
- [4] Brayfield, C. (1990). *The prince*. London: Chatto & Windus Ltd.
- [5] Brown, H. D. (1994). *Principles of Language Learning and Teaching*. Englewood Cliffs, NJ: Prentice Hall.
- [6] Canale, M., & Swain, M. (1980). Theoretical bases of communicative approaches to second language teaching and testing. *Applied Linguistics*, 1 (1), 1-47.
- [7] Clynes, M. (1993). *The grail murders*. London: Headline Book Publishing.
- [8] Daskaliuk, O. L. (2009). *Semantic and grammatical characteristics of the imperative in modern Ukrainian language* (Candidate of Philological Sciences dissertation abstract). Chernivtsi. (in Ukrainian)
- [9] Kuravska, N., & Bilianska, I. (2023). Enhancing Foreign Language Acquisition Through CLIL Methodology. *Journal of Vasyl Stefanyk Precarpathian National University. Philology*, (10), 38–46. <https://doi.org/10.15330/jpnuphil.10.38-46>
- [10] Malyuga, E. N., & Tomalin, B. (2017). Communicative strategies and tactics of speech manipulation in intercultural business discourse. *Training, Language and Culture*, 1 (1), 28-45. <https://doi.org/10.29366/2017tlc.1.1.2>
- [11] McDonald, L. (2022). Reimagining Illocutionary Force. *The Philosophical Quarterly*, 72 (4), 918–939. <https://doi.org/10.1093/pq/pqab063>
- [12] Neil, J. (1993). *The waters of Eden*. Richmond, Surrey: Mills & Boon.
- [13] Peyton, K. M. (1988). *Who, sir? Me, sir?* Oxford: Oxford University Press.
- [14] Rohozha, V. H. (2005). *Means of expressing volitional modality in the texts of the codes of Ukraine* (Candidate of Philological Sciences dissertation abstract). Kyiv. (in Ukrainian)
- [15] Scott, M. (1991). *Nudists may be encountered*. London: Serpent's Tail.
- [16] Shkitska, I. Yu. (2012). *Manipulative tactics of positivity: A linguistic aspect*. Kyiv: Dmytro Burago Publishing House. (in Ukrainian)
- [17] Shvydka, N. V. (1998). *Imperative sentences in modern Ukrainian: Semantics, means of expressing inducement, functions* (Candidate of Philological Sciences dissertation abstract). Kharkiv. (in Ukrainian)

[18] Tarone, E. (1980). Communication strategies, foreigner talk, and repair in interlanguage. *Language Learning*, 30 (2), 417-431.

Yakiv Bystrov, Doctor of Philology, Professor, Head of the English Philology Department of Vasyl Stefanyk Precarpathian National University, Ivano-Frankivsk, Ukraine.

ORCID ID: 0000-0002-6549-8474

Address: Yakiv Bystrov, Vasyl Stefanyk Precarpathian National University, 57 Shevchenko St., Ivano-Frankivsk, 76025, Ukraine.

E-mail: yakiv.bystrov@pnu.edu.ua

Nataliia Kuravska, PhD, Associate Professor of the English Philology Department of Vasyl Stefanyk Precarpathian National University, Ivano-Frankivsk, Ukraine.

ORCID ID: 0000-0002-3069-9241

Address: Nataliia Kuravska, Vasyl Stefanyk Precarpathian National University, 57 Shevchenko St., Ivano-Frankivsk, 76025, Ukraine.

E-mail: natalia.kuravska@pnu.edu.ua

Diana Sabadash, PhD, Associate Professor of the English Philology Department of Vasyl Stefanyk Precarpathian National University, Ivano-Frankivsk, Ukraine.

ORCID ID: 0000-0001-8972-8003

Address: Diana Sabadash, Vasyl Stefanyk Precarpathian National University, 57 Shevchenko St., Ivano-Frankivsk, 76025, Ukraine.

E-mail: diana.sabadash@pnu.edu.ua

Received: February 16, 2024; **revised:** March 15, 2024; **accepted:** April 21, 2024; **published:** December 22, 2024

Яків Бистров, Наталія Куравська, Діана Сабадаш. Модальність волевиявлення в контексті комунікативно-прагматичних стратегій і тактик реалізації інтенцій мовця. *Журнал Прикарпатського університету імені Василя Стефаника. Філологія*, 11 (2024), 36–43.

У статті досліджено багатоаспектну роль модальності волевиявлення в комунікативно-прагматичних стратегіях і тактиках, з'ясовано її значення в реалізації інтенцій мовця. З опертям на лінгвістичні, прагматичні й комунікативні дослідження, автори статті вивчають, як мовець використовує різні комунікативно-прагматичні стратегії для ефективної реалізації своїх інтенцій. Термін 'іллокутивна сила' є ключовим поняттям у нашому дослідженні. Залежно від комунікативної ситуації, мовець експлікує свої інтенції за допомогою висловлень, які передають явні або приховані інтенції. У статті проаналізовано приклади, що демонструють нюансові градації іллокутивної сили, підкреслюючи інтенцію мовця спонукати адресата до дії через висловлення з модальністю волевиявлення. Ба більше, у статті окреслено прагматичні наслідки використання різних комунікативно-прагматичних стратегій і тактик, ілюструючи, як примус, переконання й аргументацію використовують із урахуванням інтенцій мовця. Примус, який вважають найбільш насильницькою стратегією, передбачає спроби вплинути на адресата за допомогою тиску чи сили, нехтуючи його автономією і, таким чином, призводячи до негативних наслідків. Натомість, переконання спрямоване на зміну ставлення або поведінки за допомогою аргументації й закликів, що сприяє співпраці й взаємній вигоді. Водночас, аргументація спрямована на підтримку точки зору мовця за допомогою раціонального дискурсу й прозорої комунікації, таким чином покращуючи розуміння й досягнення консенсусу. Завдяки всебічному аналізу комунікативно-прагматичних стратегій і тактик наше дослідження сприяє розумінню складної природи модальності волевиявлення, динаміки комунікативно-прагматичних інтенцій і стратегічної комунікації в міжособистісній взаємодії.

Ключові слова: волевиявлення, модальність волевиявлення, комунікативна ситуація, комунікативно-прагматична інтенція, комунікативно-прагматичні стратегії й тактики, комунікативно-прагматичний потенціал, прагматика.