



## ORIGINAL RESEARCH PAPER

### The Category of Deixis in the Verbal Interaction of Belarusian and English Speakers

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The article deals with Belarusian and English deictic markers and their role in verbal communication of native speakers in line with the pragmatic approach to language as a theory of speech influence for achieving communicators' goals. Being a universal lingua-pragmatic category, deixis not only forms the propositional frame of an utterance with the indication to the place, time and communicators, but also marks their goals in communication as a strategic process aimed at achieving participants' aims (macro-intentions) through the strategies of confrontation, negative politeness, and cooperation. The strategy is implemented through one or a number of tactics, which possess a dynamic character and make the strategy flexible. Speech tactics are predetermined by local aims (micro-intentions), and represent one of the tasks carried out consistently within a certain strategic line.

**Keywords:** Deixis, Macro-intention, Communicative Tactics and Strategies, Speech Act, Maxims.

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## Introduction

The current stage of linguistic research focuses on the study of speech interaction. The communicative approach to language in the works on analytical philosophy (L. Wittgenstein (Vitgenshteyn, 1985), B. Russell (Russel, 1997), developed the speech theory of J. Austin (Austin, 1962) and J. Searle (Sorl', 2004), the logic of verbal communication of G.P. Grice (Grays, 1985) and rhetorical pragmatics of G. Leech (Leech, 1983) and built the conceptual basis of modern Pragmalinguistics as a theory of speech influence for achieving communicators' goals, which according to D.K. Lewis can be divided into ideological (the exchange of ideas and propositions), textual (the creation of coherent texts from these thoughts and propositions) and interpersonal (the representation of the speaker's values and purposes) motives (Lewis, 1969).

Being a universal lingua-pragmatic category, deixis not only forms the propositional frame of an utterance with the indication to the place, time and communicators, but also marks their goals in communication as a strategic process aimed at achieving participants' aims (macrointentions). The strategy is implemented through one or a number of tactics, which possess a dynamic character and make the strategy flexible. Speech tactics are predetermined by local aims (microintentions), and represent one of the tasks carried out consistently within a certain strategic line. The strategic plan defines the sequence of tactics implemented through conversational moves.

It should be noted that communicative linguistics does not possess a complete classification of speech strategies due to the variety of communicative situations and the problem of optimal criteria for their stratification. In our research we use the traditional division of the strategies into co-operative and confrontational. The cooperative speech behavior is characterized by the tactics of integration and solidarity aimed at raising the status of the communicative partner and creating positive atmosphere in verbal interaction. The confrontational verbal behavior is represented by the tactics aimed at increasing the addresser's dominance and lowering the addressee's communicative status with establishing the destructive tone of communication. The strategy of negative politeness is a set of conventional tactics that minimize the direct impact on the addressee and promoting social distancing between interlocutors.

## Methodology

### Materials and Methods

In our research, we analyzed the Belarusian and English dialogical contexts with deictic markers selected by continuous sampling from Belarusian and English sub corpuses of National Russian Corpus (Natsional'nyy Korpus Russkogo Yazyka) and the Internet resources (Context Riverso; David Cameron speech at Tory conference; Kalí zhonka kasha; Rabínovich; Shelyagovich; State of the Union Addresses; Vínshavanní bískupa Antoníya Dzyam'yankí verníkam Pínskay dyyatsezíí na svyata Naradzhennya Pana i Novy 2013 god ) in line with:

- 1) Participants' macrointentions;

2) G. Leech's communication maxims of tact, generosity, approbation, modesty, agreement, and sympathy (Leech, 1983);

3) The theory of speech acts (SA) with G. Pocheptsov's classification including Constative (approval), Promissive (offer-promise), Menasive (threat), Performative (congratulation, gratitude, apology, guarantee, appointment), Directives of two types – Injunctive (proposal-order) and Requistive (suggestion-request), Questisive (interrogative sentence) (Pocheptsov, 1986) and Vocative (address).

According to the confrontational strategy, communicants demonstrate their intention to achieve their own goals through ignoring the addressee's communicative aims and provoking his negative response.

## Discussions

### 1. The tactic of the addressee's elimination from communication for public disapproval and defamation.

**Macrointention:** the addresser intentionally eliminates the addressee from communication for disapproval and defamation.

**Maxim:** violation of tact and sympathy maxims.

**Typical SA:** Directives.

**Means of expression:**

1) The indication to the addressee by the 3d person personal pronouns or nouns for the introduction of a fictitious recipient or observer: – *Даражэнькая, я вырашыў болей ніколі з табой не сварыцца!* – *Не, вы толькі паглядзіце на яго!* ... *Ён вырашыў...* *А ў мяне ты спытаў!?* (Kali zhonka kazha). – 'Mr. Wonka doesn't seem to think so!' cried Mrs. Gloop. 'Just look **at him!** He's laughing his head off!' (R. Dahl. Charlie and the Chocolate Factory) (Natsional'nyy Korpus Russkogo Yazyka).

### 2. The tactic of the addressor's personal superiority.

**Macrointention:** the addresser shows his communicative advantage to the addressee.

**Maxim:** violation of sympathy, modesty and generosity maxims.

**Typical RS:** Constative

**Means of expression:**

1) The demonstrative pronoun *here* and 3rd person plural form of the verb: *Ходзяць тут усякія з фотаапаратамі...* (Shelyagovich);

2) The 1st person Dative *мне* in the word combinations *ох гэтыя мне* in Belarusian and the demonstratives *this / these* in English: *А да тутэйшых пайдзі – адразу пачастунак і абавязкова гарэлка. Ох, гэтыя мне звычай!* *Няшчасце гэта наша!* (І.Шамякін. Крыніцы) (Natsional'nyy Korpus Russkogo Yazyka); *"These hack artists," Eugene would sigh disconsolately. "There's not much to be made out of them. A pile of straw and a couple of boiled potatoes a day is all they need. "Aw, cut it out, "MacHugh would grunt* (Т. Dreiser. The "Genius") (Natsional'nyy Korpus Russkogo Yazyka).

### 3. The tactics for lowering the addressee's communicative status.

**Macrointention:** the addresser deliberately lowers the status of the addressee or the subject of speech.

**Maxim:** violation of tact, harmony and sympathy maxims.

**Typical SA:** Constatative.

**Means of expression:**

1) The demonstratives *эты, эта, той, тая, тыя* in the function of particles to reduce significantly the referent's status or to show the pejorative alienation: – *Андрэічык Лузан ды гэты, ну гэты самы, чарнявы такі, што кульгае крыху* (М. Лынькоў. Апошні зверьядавец) (Natsional'nyu Korpus Russkogo Yazyka);

Article I. 2) The possessive pronouns *твой, ваш* in the word combination *ваш брат* and *your* in *your lot*: – *Дрыжаць.– Вібрацьця ад матора. – Пасля перапою заўсёды такая вібрацьця? Слаба вашага брата ганяе ДАІ. Я такі закон увёў бы! Я чытаў: у адной краіне сеў п'яны за руль – смяротная кара. – Дурны гэта закон* (І. Шамякін. Вазьму твой боль) (Natsional'nyu Korpus Russkogo Yazyka); *She's run off with one of your lot* (Context Riverسو).

### 4. The Invective tactic.

**Macrointention:** the addresser wants to hurt the addressee with the shift to a higher degree of politeness.

**Maxim:** violation of approbation, generosity and tact maxim.

**Typical SA:** Invective.

**Means of expression:**

1) Shifting from *ты* to *Вы* in Belarusian:

a) To exclude the addressee from the addresser's personal sphere: – *Слухай, ты... вы там нармальны ці не?* (В. Быкаў. Яго батальён) (Natsional'nyu Korpus Russkogo Yazyka); – *Не будзь бюракратам! – амаль пагрозліва папярэдзіў Шыковіч. Гукана ашаламлілі не столькі словы, колькі тон, тое, што "пісака гэты" вось так да яго – на "ты"* (І. Шамякін. Сэрца на далоні) (Natsional'nyu Korpus Russkogo Yazyka);

b) To render the addresser's emotional shock: *Ну, што-ж? Жадаю вам быць шчаслівай у замужстве... За каго-ж выходзіш, Ліда? Лабановіч зварачаўся да яе то на «вы», то на «ты»* (Я. Колас. На ростанях) (Natsional'nyu Korpus Russkogo Yazyka);

2) The position of *you* before an invective adjective in English (“*You bastard,*” she said, crying. “*What am I doing with you?*” I don't know,” he said. I don't know any more. But the situation can be remedied, Vicky.” He pulled away from the curb (S. King. Children of the Corn) (Natsional'nyu Korpus Russkogo Yazyka) and after *ты* in Belarusian (–*Што, я вінават? – А хто ж – твая работа! Гад ты! Судзіць цябе! – Судзіць? – вызверваецца ён. –* (В. Быкаў. Трэцяя ракета) (Natsional'nyu Korpus Russkogo Yazyka).

### 5. The tactic of pejorative alienation.

**Macrointention:** the addresser retreats from the addressee.

**Maxim:** violation of tact and generosity maxims.

**Typical SA:** Constatative.

**Means of expression:**

1) 1<sup>st</sup> and 3d person possessive pronouns: – *Я вам кажу. I вы лепей не на **наш** разумны гуманізм навальвайцеся, а на **тых**, хто трукіць азёры, рэкі, лясы, хто не сёння-заўтра атрукіць акіяны. Мы – усё для ўнукаў, хаця рукі ў нас часам бываюць у крыві. У **тых** – усё для кішэні і пуза, а рукі чысценькія* (У. Караткевіч. Чазенія) (Natsional'nyy Korpus Russkogo Yazyka.); **They** [terrorists] *seek to impose a heartless system of totalitarian control throughout the Middle East and arm themselves with weapons of mass murder. **Their** aim is to seize power in Iraq [...]. **They** have miscalculated: **We** love **our** freedom, and we will fight to keep it* (State of the Union Addresses).

#### 6. The tactic of criticism.

**Macrointention:** the addresser expresses his critical attitude to the addressee's personal qualities or actions.

**Maxim:** violation of harmony and generosity maxims.

**Typical RA:** Constatative.

**Means of expression:**

1) Demonstrative pronouns *that, those*: – *Miranda Priestly! Take **that** rag off this second. **That** dress makes you look like a slut!* (L. Weisberger. The Devil Wears Prada) (Natsional'nyy Korpus Russkogo Yazyka);

2) Preposition of *you* in evaluative statements: *'**You** fool,' snarled Shagrat* (J. R. R. Tolkien. The Lord of the Rings: The Two Towers) (Natsional'nyy Korpus Russkogo Yazyka).

#### 7. The tactics of threat.

**Macrointention:** the addresser intends to cause harm to the addressee.

**Maxim:** violation of tact, approval and generosity maxims.

**Typical SA:** Menasive.

1) Verb forms and lexical indicators of the future tense: – *Гэля, вазьмі Лёніка, сказала! Лёнік, **наб'ю!*** (В. Быкаў. Сотнікаў) (Natsional'nyy Korpus Russkogo Yazyka); *But I **will kill** you dead before this day ends* (E. Hemingway. The Old Man and the Sea) (Natsional'nyy Korpus Russkogo Yazyka);

2) Possessive constructions with *Dativus Ethicus* to focus attention on the negative consequences for the addressee: *Аддзелены шырокаю лужынай, Зайкоўскі пакуль заставаўся недасяжны. – Ну, падла, **ты ў мяне** дачакаеся! Я на цябе абоймы не пашкадую* (В. Быкаў. Жоўты пясочак) (Natsional'nyy Korpus Russkogo Yazyka);

2) The Dative *табе* in the function of a particle: *Па беразе кульгаў прыгорблены Максім Герасімавіч Блонак, папросту Блонька, старшы лагерны вожаты і баяніст, які злосна зыркаў на кожнага, хто набліжаўся да сеткі, і адразу кідаўся ў пагрозлівы крык: Я **табе** падплыву! Я **табе** паднырну!* (У. Някляеў. Лабух) (Natsional'nyy Korpus Russkogo Yazyka);

#### 8. The tactics of contrast.

**Macrointention:** the addresser confronts himself to the addressee.

**Maxim:** violation of approbation maxim.

**Typical SA:** Constatative.

**Means of expression:**

1) The Genitive *мяне/нас* and *цябе/вас* limit communicators' personal areas and express disagreement based on the semantic opposition *ты, our – good / your – bad*: – *Дурняў слухаць – розуму не займаець. – Такі звычай, – настойваў поп. – Трэба шанаваць. – Тое ў вас. У нас дурных не шануюць* (У. Тарасаў. Пагоня на Грунвальд) (Natsional'nyu Korpus Russkogo Yazyka).

#### 9. The tactics of coercion.

**Macrointention:** the addressor coerces the addressee to perform acts.

**Maxim:** violation of generosity and tact maxims.

**Typical SA:** Directives.

**Means of expression:**

1) The verbs of movement *ісці, валиць, тэпаць* and *go, get, run* with the particles *вон*, pronoun *прэч*, the interjection *марш* and the adverb *адсюль* for showing the negative attitude of the addressor to the addressee and the desire to get rid of him as the addressee invades the addressor's private space and is perceived as a threat: – *Пайшоў адсюль вон!* (У. Някляеў. Лабух) (Natsional'nyu Korpus Russkogo Yazyka); "*Get out of here! I want to sleep!*" (K.Vonnegut. Slaughterhouse-Five or the Children's Crusade) (Natsional'nyu Korpus Russkogo Yazyka).

2) The replacement of the Dative *цябе* by the 3rd person verb form with the purpose to decrease the degree of conflict: *Сьні каця! Чуеш? Каму кажуць!* (У. Гніламедаў. Вяртанне) (Natsional'nyu Korpus Russkogo Yazyka);

3) The double imperative with the 2nd person *you* to give the statement a negative emotional coloring: "*Don't drink that,*" she said. "*Darling, please don't drink that. We have to do everything we can.*" "*You do it,*" he said. "*I'm tired.*" (E. Hemingway. The Snows of Kilimanjaro) (Natsional'nyu Korpus Russkogo Yazyka);

4) Modifiers of immediacy (*suddenly, immediately*) or markers of the current time (*now, right now, at present, right this minute*): "*You tell me right this minute who else you've told ab -*", "*Alex Fineman, you better fucking tell me right now what happened with my best friend*" (L. Weisberger. The Devil Wears Prada) (Natsional'nyu Korpus Russkogo Yazyka);

5) The perfect imperative to increase the level of conflict in Belarusian: *Сядзь! – колка бліснуў позіркам скрозь акулярны ўсяго хвіліну таму мяккі і клпатлівы Мікалай Іванавіч* (У. Някляеў. Лабух) (Natsional'nyu Korpus Russkogo Yazyka);

#### 10. The tactic of rejection.

**Macrointention:** the addressor responds negatively to the request of the addressee.

**Maxim:** violation of tact maxim.

**Typical SA:** Constatative.

**Language means:**

1) Phraseological construction with the 3d person pronoun in *так ён, яна, яны і*: – *Так яна мне праўду і скажа* (У.Рабіновіч. Жыдзянё) (Rabinovich).

#### 11. The tactics of opposition to the opinion of the addressee

**Macrointention:** the addressor does not agree with the addressee's position.

**Maxim:** violation of tact and approval maxims.

**Typical SA:** Constatative.

**Means of expression:**

1) Possessive construction *у цябе/вас* and pronouns with the semantics of universality *увесь, кожны, заўсёды*: – **У цябе ўсе** то лявы, то хлондры (В. Шэляговіч. У адным кроку ад цуда) (Shelyagovich).

**12. The tactic of manipulation.**

**Macrointention:** the addressor controls the consciousness of the addressee.

**Maxim:** violation of tact maxim.

**Typical SA:** Constativ.

**Means of expression:**

1) the 1st person plural *мы, we* with its blurry semantics, the ability to group identification (Zupnik, 1994, 340) and the lack of clear deictic reference (Zupnik, 1994, 340) it provides the basis for the determination of verbal techniques used to manipulate the addressee's consciousness: – *Кожны народ мае свой гонар. Англічанін перад усім светам горда вызначае: я – англічанін! Тое самае скажа француз, немец, аўстрыец, расеец і іншыя прадстаўнікі другіх нацый. А мы, беларусы, не адважваемся прызнацца тым, што мы – беларусы* (Я. Колас. У палескай глушы) (Natsional'nyy Korpus Russkogo Yazyka); *I love our get-up-and-go; that whenever we're down, we're never out* (David Cameron speech at Tory conference).

Negative politeness is a set of conventional tactics aimed at the demonstration of the addressor's independence to the addressee, personal autonomy and minimization of the direct impact. The main objective of these strategies is social distancing (Brown, 1978, 129).

**1. The tactic of distancing and depersonalization.**

**Macrointention:** the addressor minimizes the degree of interference in his affairs.

**Typical SA:** Constativ, Indirect speech act.

**Means of expression:**

1) The tense shift:

- The future tense (Future Simple) instead of the present tense (Present Simple): *I'll have to ask you to stop* (Context Riverso);

- the past tense (Past Simple) instead of the present tense (Present Simple): *"We dine nearly always alone here together on Sunday evening, so I thought it would be nice if you came just to be alone with us* (Th. Dreiser. An American Tragedy) (Natsional'nyy Korpus Russkogo Yazyka);

- the Continuous aspect instead of the Common Aspect: *We're all looking forward to meeting your new boyfriend,' she said, looking around. 'Where is he?'* (H. Fielding. Bridget Jones's Diary). *I was wondering if I could talk to you and your wife for a few minutes* (M. Connelly. City Of Bones) (Natsional'nyy Korpus Russkogo Yazyka).

Cooperation strategy is aimed at creating in the addressee's mind the sense of integrity, intimacy and unanimity with the addressor.

**1. The tactic of integration.**

**Macrointention:** the addressor identifies himself with the addressee.

**Maxim:** maxim of tact, modesty and sympathy.



**Typical SA:** Questisive, Vocative.

1) Plural is sociativus *мы, we* instead of the 2nd person *you, ты*: – Як *мы* адчуваем сябе? – Добра, – нясмела адказала яна і ўсё яшчэ закрывала грудзі і хавала пад табурэт свае босыя ногі (І. Шамякін. Сэрца на далоні) (Natsional'nyy Korpus Russkogo Yazyka); “And *how are we feeling today?*” Doctor Radcliffe asked Jason (D.L. Ball. Twisted Road Home) (Natsional'nyy Korpus Russkogo Yazyka);

2) Possessive pronouns *мой, тую* and *наш, our* to establish contact: *Мае шапоўныя сябры*, Сказаць я мую пры спатканні, Што мне выключна камары Душу парадаваць у стане (Х. Гурыновіч. Смаката) (Natsional'nyy Korpus Russkogo Yazyka); *My dear viewers*, I think I may just have had a near-death experience (Context Riverso);

1) The omission of the 2<sup>nd</sup> person pronoun *ты, вы* in introductive constructions with mental verbs *ведаць, разумець* for concentrating the addressee's attention on the subject of speech: – А *ты?* – *Ведаеш, тут, можа, лёс такі. Можа, якая выпадковасць* (В.Быкаў. Пакахай мяне, салдацік) (Context Riverso).

**2. The tactic of sympathy.**

**Macrointention:** The addresser shows his ability to understand and share the addressee's negative emotions.

**Maxim:** maxims of tact and generosity.

**Typical SA:** Directives.

**Means of expression:**

1) *There* to comfort the addressee: “*There, there, close friend*,” Kevin said, and patted one of her hands (L. Snicket. The Carnivorous Carnival) (Context Riverso).

**3. The tactic of the addressor's self-neglecting.**

**Macrointention:** the addressor deliberately lowers his communicative status in favor of the addressee.

**Maxim:** maxims of tact and modesty.

**Typical SA:** Constativ

**Means of expression:**

1) The 1st person *мы, we, our, наш, ours*: У дадзеным даследаванні *мы* ставім наступную мэту: асэнсаваць і ўсвядоміць, якія канатацыі набыла “віртуальная культурная прастора” у сучасным разуменні (А.В. Худніцкая) (Khudnitskaya, 2017); *That is, we still need a way of analysing representation processually* (N. Fairclough Critical Discourse Analysis: The Critical Study of Language) (Fairclough).

**3. The tactic of praise.**

**Macrointention:** the addressor shows a positive opinion about the addressee.

**Maxim:** maxims of tact and approbation.

**Typical SA:** Vocative.

**Means of expression:**

1) The 1<sup>st</sup> person possessive pronouns *мой, тую* in combination with evaluative adjective or proper name: – А *эта што?* – *спытай я, торкаючы відэльцам у*



*нешта цёмнае на талерцы. – Каханенькі ты мой, гэта ласіныя губы ў падсалоджаным воцце* (У. Караткевіч. Дзікае паляванне караля Стаха) (Natsional'nyy Korpus Russkogo Yazyka); *You must promise me, one and all, even you, my beloved husband, that should the time come, you will kill me* (В. Stoker. Dracula) (Natsional'nyy Korpus Russkogo Yazyka);

2) Pronominal inversion in vocatives: – *Пазваленне ёсць гэтак позна прыходзіць? – Ёсць, ёсць, мая ты сакатушка, шчабятушка! Кажы толькі хутчэй, галубка мая бяскрылая: тата твой дома ці не?* (Я.Купала. Паўлінка) (Natsional'nyy Korpus Russkogo Yazyka).

#### 4. The tactic of wish.

**Macrointention:** the addressor shows hopes for the addressee's welfare.

**Maxim:** maxims of generosity and tact.

**Typical SA:** Performative.

**Means of behavior:**

1) 1<sup>st</sup> person possessive pronouns: *Дарагія браты і сёстры, мае самыя шчырыя пажаданні: жадаю Вам моцнай веры, нязломнай надзеі і братняй любові* [1]; *Please accept our heartiest congratulations on the marriage of your son* [16].

#### 5. The tactic of request.

**Macrointention:** the addressor politely encourages the addressee to do a favour for the addressor.

**Maxim:** maxim of tact.

**Typical SA:** Requestive.

**Means of expression.**

1) The combination of the 2<sup>nd</sup> person pronoun with the imperative for making requests intimate: – *Ты пачакай, калі задумаеш расказаць пра ўсё гэта* (У. Караткевіч. Чорны замак Альшанскі) (Natsional'nyy Korpus Russkogo Yazyka). In English, requests are expressed in the form of a question with the elimination of the addressee (negative politeness strategy): *Can I ask for help?*

#### 6. The tactic of persuasion:

**Macrointention:** the addressor assures the addressee with his point of view.

**Maxim:** maxim of tact.

**Typical SA:** Constative.

**Means of expression:**

1) The combination of the 2<sup>nd</sup> person singular *ты* with the particles to demonstrate the predominance of the emotional aspect over the rational one with a weak position of the addressor: – *Ты ж мяне кахаеш. Я ведаю* (В. Ткачоў. Так і жывём, брат) (Natsional'nyy Korpus Russkogo Yazyka).

#### 7. The tactic of apology.

**Macrointention:** the addressor admits his mistake and wants to restore harmonious relationships.

**Maxim:** maxims of tact and generosity.

**Typical SA:** Performative.

**Language means:**

1) 1st person pronouns and performative verbs in the present tense: – *Так, Іван Карнеевіч, – нечакана гучна сказаў Забаўскі. – І я прашу прабачэння. Не падумаў* (І. Шамякін. Вазьму твой боль); – *I apologize for his presence* (W.M. Miller, Jr.. A Canticle For Leibowitz) (Natsional'nyy Korpus Russkogo Yazyka).

### Conclusion

Thus, the Belarusian and English deictic elements in addition to the indications to the participants, place and time of communication are involved in the implementation of the strategies of confrontation, negative politeness and cooperation.

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## مقوله‌ی اشاره در تعامل کلامی گویشوران بلاروسی و انگلیسی

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این مقاله به نشان‌های اشاره‌ای بلاروسی و انگلیسی و نقش آن‌ها در ارتباط کلامی گویشوران بومی طبق رویکرد کاربردشناختی به زبان به‌عنوان نظریه‌ی گفتاری مؤثر در دستیابی به اهداف ارتباطی می‌پردازد. اشاره، که یک مقوله‌ی زبانی-کاربردشناختی جهانی است، نه‌تنها انگاره‌ی گزاره‌ای یک پاره‌گفتار را با توجه به زمان و مکان و برقرارکنندگان ارتباط شکل می‌دهد؛ بلکه اهداف آن‌ها را در ارتباط به‌عنوان فرایندی راهبردی به‌منظور دستیابی به اهداف شرکت‌کنندگان (اهداف کلان) از طریق راهبردهای مواجهه، ادب سلبی و مشارکت مشخص می‌کند. این راهبرد از طریق یک یا چند ترفند، که دارای مشخصه‌ی پویایی هستند و راهبرد را انعطاف‌پذیر می‌سازند، انجام می‌شود. ترفندهای گفتاری از طریق اهداف محدود (اهداف خرد) ازپیش تعیین می‌شوند و یکی از کارهایی که به‌طور هماهنگ با روش راهبردی خاصی انجام شده را نشان می‌دهند.

واژه‌های کلیدی: اشاره، اهداف کلان، راهبردها و ترفندهای ارتباطی، کنش گفتاری، راهکارها.

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