

O. Salamatina,
candidate of philological sciences,
Mykolayiv State Agrarian University

**COMMUNICATIVE-PRAGMATIC RESPONDENT'S STRATEGIES
IN MODERN PUBLICISTIC INTERVIEW
(ON MATERIAL OF THE GERMAN-LANGUAGE
AND ENGLISH-LANGUAGE PRESS)**

Modern linguistics is characterized by the tendency to study publicistic texts of different genres as one of the main sources of society's information reception: newspaper sports discourse (A. V. Kikalo), scientific and technical abstract (V. Y. Mironova), diagnostic news (D. Maynard) and others. However an interview is one of the brightest speech genres in general and publicism in particular, that help to distribute social information on the mass and distant located audience and have the accurately expressed communicative organization and pragmatic potential.

Nowadays in spite of different linguistic researches of separate features in publicistic interview the problem of analysis of linguistic specificity of interview in press as a speech genre, taking into account its communicative pragmatic signs, remains unsolved. This fact stipulated the choice of theme of this work which is based on material of the modern German-language and English-language press.

As interviewer and respondent pursue obvious and hidden aims in texts of interview, they are forced to use the certain pragmatic strategies, each of which consists of different speech tactics, that help to use these strategies during the interview. Pragmatic strategy is determined as planning of construction of speech interaction process depending on the certain conditions of dialogue, interviewer's and respondent's personalities.

The tactics of speech interaction is expressed by the certain speech actions which have for a purpose realization of influence on the other participant of communication on the certain stage of interaction. The orientation of various tactical receptions on achievement of certain pragmatic objective lines up in speech strategy.

Thus, respondent uses peaceful or conflict communicative strategies in texts-interviews. They depend on his desire or unwillingness to give the public information to interviewer and on positive or negative attitude to the interviewer's remark. Depending on his communicative objective respondent chooses the speech strategy of information granting or the point of view expression. The speech strategy of information granting is represented by such peaceful tactics: "direct answer", "unwrapped answer", "management" and by the conflict tactics: "instructions on irrelevance of a question", "short answer", "counter question" and "ignoring". The point of view expression is presented by the peaceful speech tactics: "direct consent", "explanation", which includes "concretising explanation" and "generalising explanation", and also by the conflict tactics: "opposition", "full discrepancy", "partial discrepancy", "disagreement explanation", "displaced answer", "instructions on irrelevance of the statement" and "silence". All the tactics, which are used by respondent, are directed on realization of his communicative intention and pragmatic objective.