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NATIONAL COOPERATIVE COMMUNICATIVE BEHAVIOUR: EPISTEMES, META-LANGUAGE, TOOLS

Anotacija

Tautinė (nacionalinė) kooperacinė komunikacinė elgsena straipsnyje suvokiama kaip kooperacinė (nekonfliktinė) tam tikro etnoso bendravimo normų ir tradicijų visuma; tai įprasta, besikartojanti stereotipinė elgsena, kuri gali būti charakterizuojama kaip naudojanti tiek standartines, tiek specifines (ne)verbalines priemones ir kurioje komunikantai vienas kito komunikacinius tikslus arba tarpusavio komunikacinius vaidmenis ir tarp jų užsimezga partnerystės santykius. Kaip pagrindinis kompleksinės metodikos įrankis, analizuojant ukrainiečių, rusų, lietuvių ir amerikiečių tautinės (nacionalinės) kooperacinės komunikacinės elgsenos ypatumus, tyrime taikomas antropometrinis metodas, suteikiantis informacijos apie kalbą ir kalbėjimą iš pateiktų klausimų ir užduočių skirtingų komunikacinių kultūrų atstovams. Galima išskirti du pagrindinius šio metodo tipus – apklausą (anketavimas, lingvistinis interviu) ir sociopsicholingvistinį (laisvą arba tikslingą) eksperimentą. Abiem atvejais rezultatai yra statistiškai apdorojami, o jų pagrindu daromos išvados apie dominuojančias tendencijas, pagrindinius ir periferinius kalbos / kalbėjimo bruožus. Antropometrinis metodas laikomas pagrindine kompleksinės tautinės (nacionalinės) kooperacinės komunikacinės elgsenos tyrimo metodikos priemone, kurią sudaro keletas etapų: parengiamasis, aptiktų komunikacinių ypatybių verifikacija, tam tikros kalbos kultūros atstovo komunikacinės elgsenos aprašymas.

PAGRINDINIAI ŽODŽIAI: tautinė (nacionalinė) kooperacinė komunikacinė elgsena, parametrų modelis, antropometrinis metodas.

Abstract

Within the framework of the present work the phenomenon of the national cooperative communicative behaviour has been characterized, its basic episteme has been determined, the meta-language and tools have been analyzed. In particular, the methodological fundamentals of the study of the national cooperative communicative behaviour and the main trends in the methodology of his research have been observed. The special attention has been paid to the description of the anthropometric method as a component of an integrated method of analysis of the national cooperative communicative behaviour.

KEY WORDS: national cooperative communicative behaviour, parametric model, anthropometric method.

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Introduction, topicality.

Literature review

In the era of globalization, intensification of international contacts the public interest increases to the ethnic features of communication, to the mentality and national character of the peoples. There are many facts of manifestation of linguacultural specifics of communication of a particular ethnic group that makes the topicality of identifying and analyzing both universal and idioethnic characteristics inherent in certain communicative culture. Description of the national communicative behaviour (cooperative, intermediate, conflict) is an integral part of geography (regional studies), because it brings together a manifestation of the facts of speech etiquette, national traditions of communication, etc. The study of features of monocultural and intercultural dialogue, including communicative behaviour, was in the focus of the following special studios for a long time: psychologists (E. Berne, T. Dridze, M. Tomasello), sociologists (S. Borisyova, R. Grigas, F. Sharkov), historians, political scientists, anthropologists, culturologists (M. Grachev, A. Pavlovskaya, N. Ponomarev), linguists (M. Bakhtin, F. Batsevich, T. Vinokur, V. Glushak, O. Issers, V. Karasik, V. Kashkin, L. Krysin, T. Larina, O. Leontovich, A. Likhacheva, Yu. Prokhorov, K. Sedov, M. Skab, I. Sternin, N. Formanovskaya et al.), who give reason to assume that the psychological, linguistic, linguacultural laws and

features of communication communicants belonging to a particular ethnic group are manifested in the national communicative behaviour.

The following last year works of Ukrainian (F. Batsevych, Ya. Radevych-Vinnytskiy, S. Bogdan, L. Gnatyuk, A. Korolyova, T. Kosmeda, O. Ilchenko, I. I. Seryakova, L. Soloshchuk, M. Skab, M. Stakhiv, M. Shutova et al.), Russian (I. Sternin, A. Pavlovskaya, Yu. Prokhorov, A. Sergeeva, S. Ter-Minasova, N. Formanovskaya, O. Kharchenko, R. Bukhayeva, M. Lebedko, A. Taktarova, A. Stebletsova et al.), Lithuanian (L. Anglickienė, L. Lavaste, A. Lichačiová, S. Papaurėlytė-Klovienė, R. Grigas, J. Pauža, R. Chichinskayte, E. Lassan, V. Makarova, R. Repšienė, V. Savukynas, D. Senvaitytė, L. Kuzmickaitė, A. Kučinskaitė, G. Čepaitienė et al.) and American (G. Althen, D. K. Stevenson, A. R. Lanier, L. S. Luedtke, D. R. Levin, J. Buxter, P. McNulty, P. Martin, A. Wintergest, T. Toomey, R. Daigle, D. Heberle, S. Campbell, A. Finegold, M. Carpenter, B. Drier, S. Lane, G. Morris, E. Lunsford) researchers deal with the possibility of linguistic descriptions of various components and characteristics of national communicative behaviour of Ukrainians, Russians, Lithuanians and Americans. The interest to this unique phenomenon is not confined because of the investigation tradition.

Object and subject, aim and objectives of study

The **object** of the research is the concept of national cooperative communicative behaviour, and the **subject** is the characteristics of episteme, meta-language and tools for its analysis.

The **aim** of the article is the description of conceptual and terminological apparatus (episteme and meta-language) of national cooperative communicative behaviour within the parametric model and the clarification of the specific application of certain tools within the established methodological principles of its study, including the reasoning for using the anthropometric method for its objective analysis.

Objectives: – to consider the methodological fundamentals of study of national cooperative communicative behaviour; – to describe the parametric model of cooperative communicative behaviour based on the episteme and meta-language of its description; – to clarify the role of anthropo-

metric method as a tools in research methodology of national cooperative communicative behaviour.

Epistemes and meta-language of national cooperative communicative behaviour

The communicative behaviour is an integral component of national, group and personal cultures. That is why the study of national, group (separate groups – social, age, professional, etc.) and personal (famous figures, individual, etc.) communicative behaviour today is one of the priority directions and topical approaches of linguistics and communicative studies (R. Buhaeva, V. Glushak, T. Larina, I. Sternin, A. Pavlovskaya, Yu. Prokhorov, etc.). In the study of standard communication situations, including cooperative one, one can select a repertoire of episteme and meta-language formed with concrete conceptual and terminological apparatus.

First the term “communicative behaviour” in this sense was used by I. Sternin in 1989 in his work “On concept of communicative behaviour” (Стернин 1989, 279–282). The national communicative behaviour can be defined as active country studies because it combines the facts of speech etiquette, national traditions, etc. (Павловская 2007). The knowledge in this area is necessary for active communication, as opposed to the other, the passive part of geography – information about the culture, geography, history, not reflected in everyday intercultural communication, but they are required only in the event of the problem in the communicative act. Therefore, describing national specific communicative behaviour one should use the concept of “national linguistic identity” (Yu. Karaulov et al.).

One can recall the numerous works on the description of the various speech “postulates”, “maxims”, “rules”, “implicatures”, “commandments” (J. Austin, J. Searle, P. Grice, J. Lakoff, G. Leach, R. Wagner et al.), in which the following idea is postulated: the **cooperative communication base** is the fundamental of conflict-free, successful dialogical interaction, but the violation of cooperativity will certainly lead to various contradictions among partners and a conflict (Романов 2006, 10). According

to N. Ponomarev view, first it is necessary to distinguish the cooperative communication and conflict one. If the first task deals with the formation of positive public opinion about the sender and the establishment of partnerships with the addressee, the second one is aimed at countering a whole and the destruction of understanding between communicants (Пономарёв 2007, 31). Due to M. Tomasello's view, the American psychologist and specialist in the study of communication and cooperation, the cooperative communication, as well as joint activities, is based on a common fundamental structure of the division of cognitive intentions. The scientist suggested to allocate the **cooperative model** of human communication, in which the first forms of interpersonal communication were natural, spontaneous, demonstrative and visual (iconic) gestures (pantomime communication) (Томаселло 2011, 34).

Due to the fact that the concept of *cooperativity* is not stated and accepted in science, we are to turn to explanatory dictionaries of the Ukrainian, Russian, Lithuanian and English languages and we will find out soon that there no entries for Ukr. *кооперативність*, Rus. *кооперативность*, Lith. *kooperatyvumas*, Eng. *cooperativity* in academic dictionaries at all. Instead, there are the entries for Ukr. *кооперація*, Rus. *кооперация*, Lith. *kooperācija*, Eng. *cooperation*. We can state the common meaning for four languages reflected in academic dictionaries: Ukr. “особлива форма організації праці, при якій багато людей разом беруть участь у тому самому процесі або в різних, але зв’язаних між собою процесах праці; співробітництво – a special form of work organization in which many people are all together involved in the same process or in different, but interconnected processes of work; cooperation” (*translated hereinafter to I. K.*) (SUM, 1973, 277); Rus.: “форма организации труда, при которой много лиц планомерно, совместно друг с другом, участвуют в одном и том же или в различных, связанных между собою процессах труда; вообще форм асвязи между промышленными организациями, целыми сферами производственной деятельности. Кооперация труда – a form of work organization in which a lot of people consistently, together with each other, participate in the same or different, interconnected labour processes; a general form of communication between industrial organizations, whole areas of productive activity; labour cooperation” (Ожегов 2006); Lith.:1) “tam tikra darbo organizavimo forma, kai daugelis žmonių da-

lyvauja tame pačiame arba artimuose darbo procesuose”; 2) “masinis kolektyvinis susivienijimas gamybos ir mainų srityje: Vartotojų kooperacija. Žemės ūkio kooperacija Verslinė kooperacija” (LKŽ); 3) “darbo organizavimo forma, kai daugelis žmonių ar jų kolektyvų dalyvauja tame pačiame arba artimuose darbo procesuose: darbo kooperacija” (DLKŽ); Engl.: 1) “the action of cooperating: common effort”; 2) “association of persons for common benefit” (MW); 1) “when you work with someone to achieve something that you both want”; 2) “willingness to do what someone asks you to do” (Longman). So, the basic archiseme of lexeme *cooperation* – ‘collaboration people processes’ is fixed in the explanatory dictionaries.

Given the fact that the problems for further researches in this area will have psycholinguistic nature, we consider it necessary to refer to the definition of concept of *cooperation* in psychology. Thus, according to the Great Psychological Encyclopedia, cooperation (from Latin *cooperation* – cooperation / collaboration) is one of the main forms of interpersonal interaction, characterized by joint efforts of the participants towards a common goal while separation between the functions, roles and obligations (BPE, 2007).

Taking into account the definition of communicative behaviour as “a set of norms and traditions of communication of an ethnic group” (Стернин 2015, 3), we represent the concept of the **national cooperative communicative behaviour** as follows: a set of norms and traditions of the cooperative (non-conflictual) communication of a particular ethnic group; typical communicative behaviour, repetitive and characterized by the use of both standard and specific (non)verbal means in which communicants have the same notion of communicative purposes to each other or the mutual distribution of communicative roles and the partnerships are established between them.

The phenomenon of stereotyped national cooperative communicative behaviour is closely related to the concept of speech etiquette, functioning and realized both in intercultural situations and within certain linguistic cultures). Compliance of rules principles and norms of speech etiquette of communicants shows first their manners, education, cultural level and so on. Etiquette in general and speech etiquette in particular provide first predicted behaviour of people according to certain rules, regulations and

usually clichés, allowing all participants to feel comfortable during interaction. Etiquette is a complex system of material (physical, speech) signs indicating the attitude of a speaker to an interlocutor, evaluation of an interlocutor and at the same time to assessment of a human-being by himself / herself, his / her status and position in relation to an interlocutor. Etiquette provides the exchange of these signs among the people in the process of social interaction (Формановская 1982, 4–5). The concept of etiquette combines external etiquette, speech etiquette and behaviour etiquette. Etiquette is a set of rules of “good taste” that operate in society and regulate behaviour and communication. Speech etiquette, in turn, is a set of rules of verbal behaviour defining the relationship of speakers and reflect polite relationships among people (Стернин 1996, 3–4).

Cooperative communicative behaviour is a concept with broader sense than speech etiquette. The latter is associated mainly with standard, normalized speech formulas in communicative situations that realize a cognitive and communicative politeness category; cooperative and communicative behaviour reflects a broad range of problems of communication, especially its deeper pragmatic orientation, which is manifested in different, more variant perception and production of certain communication actions, including an extensive system of communication areas: family, staff, foreigners, friends, strangers and others. Cooperative communicative behaviour describes not only polite, etalon, standardized, formalized communication, but also a real communicative practice, reflected in its polydiscursive nature and dimension. Thus, speech etiquette is a part of a cooperative communicative behaviour, it is one of its extremely important, sometimes compulsory elements.

This kind of problem shows the necessitates to a better understanding of the process and mechanisms of stereotypization of national cooperative communicative behaviour and its reflection in the conscience of speakers. Every interaktant addresses to the formed and fixed in his own conscience the system of stereotypes of perception and decoding of information in typical invariant communicative monocultural and cross-cultural situations, he / she provides it with certain estimates and interpretations. After reaching specific conclusions a communicant accordingly builds on the basis, his own speech behaviour because the system of its stereotypes could remain unchanged as well as experience adjustments depending on

how the communication partner confirms or denies the stated stereotypes by the behaviour. In this regard, there is an interest to different aspects in linguistic communicative studies. It allows to investigate speech activity, to find invariant models of various types of communicative behaviour.

Consequently, national cooperative communicative behaviour is defined, on the one hand, as a product (result) of a particular action, but, on the other hand, as an invariant cognitive-semiotic model of communicative activity / expression, which, unlike the speech genre has its own action and its realization. The concepts of national communicative behaviour as a structure, pattern and model are represented in numerous works of I. Sternin in which the methods of phenomenon are described by the scientist. We will try to offer an understanding of national cooperative communicative behaviour not only as a purely verbal phenomenon, but as a cognitive and semiotic stereotypical model of expression, the existence of which is caused by the presence in the speech conscience of certain invariant, schemes with corresponding structural elements, universal for representatives of analyzed linguistic cultures.

Therefore, constructing cognitive-semiotic model of national cooperative communicative behaviour we consider its invariant nature, universal for representatives of analyzed (Ukrainian, Russian, Lithuanian and American) communication cultures. This model reflects a kind of language meaning and meta-language in relation to natural language, realized both in language (Брандес 1983, 124–129) and speech (discursive) practices or discursive models that can already reveal specifics of everylinguistic culture.

The concept of cognitive-semiotic model of national cooperative communicative behaviour as a model correlates with the following terms of modern cognitive studies: frame, script, scheme, situational model that are summarized in this perspective. According to K. Dolinin, they can be defined as follows: “a piece of knowledge of the world that was formed around a particular concept or typical situation of a particular society and it contains basic connection therewith, typical or potentially possible information where there is information available on the usual order of flow situation” (Долинин 1999, 9). According to M. Minsky, the founder of the theory of frames, the American scholar in artificial intelligence, thought processes are based on numerous data structures, i.e. frames stored in

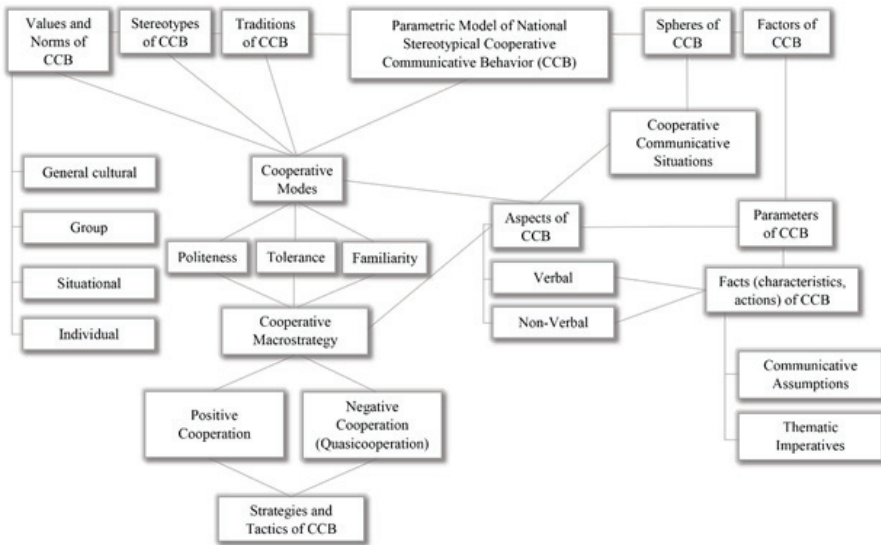
memory with the help of which a person: 1) is aware of visual images – visual perception of frames; 2) understand the words – semantic frames; 3) understand the reasoning, action – scripts frames; 4) understand the narrative – narrative frames (Minsky 1977).

The structure of the cognitive-semiotic model of national cooperative communicative behaviour consists of one or more frames, projecting its denotative (extra-linguistic) base and form the rules for constructing discursive models. The term “script” similar to the term “frame” is produced as a result of interpretation of a text when key words and ideas create thematic (“scenario”) structures that are removed from memory based on standard, stereotypical meanings (KSKT 1996). N. Arutyunova points out that “life context of discourse is modeled as a “frame” (typical situations) or “scripts” (emphasis on development of a situation)” (LES 1990, 137).

Consequently, national cooperative communicative behaviour is socially determined and regulated by norms of separate linguistic and cultural / linguacultural process, developing due to a particular script corresponding to the model of verbal behaviour assigned to a particular communicative situation. The concept of cognitive-semiotic model of national cooperative communicative behaviour may be defined as an invariant, universal for different, analyzed in particular, linguistic cultures / linguistic cultures concept of understanding and knowledge of cooperative communicative behaviour that demonstrates both a structure (structure and content) of informationally independent modules / frames (components) and mechanics / scripts (principle, process) of their interaction within architectonics of a single system.

Parametric model of national cooperative communicative behaviour

Based on both the models of description of national communicative behaviour (situational, aspect and parametric) proposed by I. Sternin (Стернин 2015) and the cooperative model of human communication by M. Tomasello (Томаселло 2011), and our previous research results of the study concerning the cognitive and communicative categories of cooperativity (Корольов 2014), we will try to construct a parametric model of national cooperative communicative behaviour (picture 1).



Picture 1. Parametric Model of National Cooperative Communicative Behavior

The proposed parametric model is a universal cognitive and semiotic invariant that provides a systematic, mostly formalized description of national cooperative communicative behaviour based on certain, selected by a researcher, a combination of factors, parameters and characteristics, according to which a communicative behaviour of any ethnic group can be analyzed.

The main components of the proposed model are such episteme of national stereotypical cooperative communicative behaviour, the majority of which is subject to certain stratification: **traditions** and **stereotypes**; **values** and **norms** – general cultural, group, situational, individual; **co-operative mode** – politeness, tolerance and familiarity – in which the interactants implement the **cooperative communication macro strategy** through appropriate **principles** (positive and negative cooperation (quasicooperation), **micro strategies** and **tactics** and they achieve the desired perlocutionary effect, the aim by solving specific problems in the communication process. The **spheres** of the object of our study have the hierarchical nature, because they consist of a mixture of cooperative communicative **situations** (acquaintance, greeting, advice, wishes, gratitude / appreciation, please, praise, invitation, apology, parting, agreement, sympathy, love, recognition, etc.) through appropriate **aspects** – (non) verbal. Regarding communication **factors**, they suggest the combination of different **parameters** formed based on **facts** (actions) of national cooperative communicative behaviour. Identification of factors and parameters of description of the national communicative behaviour is an important and difficult research task requiring adequate selection of tools and compliance with the clear principles of complex analysis techniques.

Anthropometric method as research tool of national stereotypical cooperative communicative behaviour

Modern science came “creatively” to investigation of issues of national communicative behaviour. The task introduces research results of the following sciences: philosophy, psychology, sociology, history, anthropology, physiology. It confirms and updates the basic principles of expansionism and explanatory in modern linguistics. The features of national commu-

nicative behaviour are considered from different perspectives, new approaches and techniques are sought (Бухаева 2015; Корольов 2015).

The anthropometric method is one of the major in the complex method of analysis of the national cooperative communicative behaviour. It involves acquiring of knowledge of language and speech by addressing to representatives of certain communicative culture with various issues and challenges (Стернин 2015). The methods of national cooperative communicative behaviour is conducted with the help of several successive stages (Лазуренко 2006; Стернин 2015).

1. Preliminary stage. The aim is to draw up a list of national, group, personal traits, more or less specific for representatives of certain linguistic culture. This stage is characterized by the use of the following methods: pilot survey; surveillance (including indirect); ideal typization; ranging; analysis of the level of speech; detection of differential communicative features of speech; clarifying the typical expression for representatives of this or that linguistic culture; analysis of literary texts and more. The pilot survey method is the procedure that is conducted among a relatively small number of respondents (e.g., 2 groups with 30 persons each). Its aim is to obtain preliminary information. Respondents are offered to name specific national, group, personal traits that characterize a communicant.

Tangent to the problems of our future work is to elucidate the specific linguacultural features of the cooperative communicative behaviour of Ukrainian, Russians, Lithuanians and Americans. In order to identify their stereotypes of cooperative communicative behaviour through the prism of the concept of cognitive and communicative categories of cooperative, as well as the laws and specifics of its implementation in the communicative behaviour, the anthropometric method has been used and the empirical study in the form of socio- and psycholinguistic experiments has been conducted.

We offer to review the links with the detailed content and the procedure of drawing up the questionnaire. There is a poll, which was conducted in 2016 using the Google-forms in the Ukrainian (<https://goo.gl/p4Udcz>), the Russian (<https://goo.gl/KMjHPPr>), the Lithuanian (<https://goo.gl/xwKuOV>) and the English (<https://goo.gl/oveoyg>) languages according to the respondents belonging to the respective communication culture. The results yielded a statistical (quantitative and qualitative) pro-

cessing on the basis of which the dominant trends, individual and collective auto- and hetero-stereotypical ideas of cooperativity in Ukrainian, Russian, Lithuanian and American communicative cultures will be characterized (Королёв 2016).

II. Stage of verification of revealed communication features. A list of above-mentioned selected methods is adjusted and verified by independent informants – carriers of communicative culture. Informants are proposed the following objectives: to confirm or deny a particular communicative feature of the proposed (see Questionnaire 1 points 4, 5, 6, 7). The data on linguistic and cultural research constants concepts, key concepts and values of Ukrainian, Russian and Lithuanian communicative cultures that somehow affect the national specifics of cooperative communication behaviour, may be involved to the analysis at this stage.

III. Stage of description of national communicative behaviour of a representative of certain linguistic culture (modeling). All received and verified by various techniques and methods of characteristics of national communicative behaviour are summarized. It allows to provide a general summary of communicative portrait of communicant attributed to certain linguistic culture.

Conclusions and prospects for future

Therefore, we have examined the methodological principles of the study of the national stereotypical cooperative communicative behaviour, on the basis of which it the parametric model has been constructed and the anthropometric method as one of the components of the complex methods of analysis tools of the studied phenomenon has been proposed. In the future, we plan to conduct the socio- and psycholinguistic experiments with the use of the anthropometric method for the analysis of national cooperative communicative behaviour within its parametric model based on the example of specific areas and situations of communication.

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НАЦИОНАЛЬНОЕ КООПЕРАТИВНОЕ КОММУНИКАТИВНОЕ ПОВЕДЕНИЕ: ЭПИСТЕМЫ, МЕТАЯЗЫК, ИНСТРУМЕНТАРИЙ

Резюме

В рамках представленной работы охарактеризован феномен национального кооперативного коммуникативного поведения, определяются его основные эпистемы, анализируется метаязык и инструментарий. В частности, рассматриваются методологические основы изучения национального кооперативного коммуникативного поведения, основные тенденции в методике его исследования. Особое внимание уделено описанию антропометрического метода как составля-

ющей комплексной методике анализа национального кооперативного коммуникативного поведения.

Представляем возможным определить понятие *национального кооперативного коммуникативного поведения* следующим образом: совокупность норм и традиций кооперативного (неконфликтного) общения определенного этноса; типичное коммуникативное поведение, повторяющееся и характеризующееся использованием как стандартных, так и специфических (не)вербальных средств, в котором коммуниканты имеют одинаковые представления о коммуникативных целях друг друга или о взаимном распределении коммуникативных ролей, и между ними устанавливаются партнерские отношения (Н. Пономарев, А. Романов, И. Стернин, М. Томаселло и др.). Описание национального коммуникативного поведения (кооперативного, промежуточного, конфликтного) является неотъемлемой частью страноведения (регионоведения), поскольку объединяет проявление специфических фактов речевого этикета, национальных традиций общения и т.д. (А. Павловская).

На основе синтеза и анализа основных научных работ (И. Стернин, М. Томаселло и др.) по заявленной проблематике в статье предлагается параметрическая модель кооперативного коммуникативного поведения, которая послужит ориентиром и концептуальной рамкой для дальнейших исследований.

Основным обоснованным в комплексной методике анализа национального кооперативного коммуникативного поведения украинцев, русских и литовцев в нашем исследовании является антропометрический метод, предусматривающий получение знаний о языке и речи через обращение с различными вопросами и задачами непосредственно к носителям конкретной коммуникативной культуры. Можно выделить две базовые разновидности (формы) антропометрического метода – опрос (анкетирование, лингвистическое интервьюирование) и социо-психолингвистический (свободный или направленный) эксперименты. В обоих случаях результаты так или иначе статистически обрабатываются, на основании чего делаются выводы о доминирующих тенденциях, ядерных и периферийных признаках языкового / речевого явления. Рассматриваем антропометрический метод как

базовую составляющую комплексной методики анализа национального кооперативного коммуникативного поведения, которая состоит из следующих этапов, общепринятых в лингвокоммуникативистике (Е. Лазуренко, И. Стернин и др.): предварительного; верификации выявленных коммуникативных признаков; непосредственного описания кооперативного коммуникативного поведения представителя определённой лингвокультуры.