# PRAGMATIC AND COMMUNICATIVE STRATEGIES IN EVERYDAY DISCOURSE

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**Abstract:** *This article closely deals with communicative strategies in social-daily communication. It deeply investigates how communications between people can be differently understood in meantime from pragmatics point of view.*

**Key words:** *interaction, misunderstanding, communicative strategies, communicative techniques, socializing, language limitations,messages.*

Effective communication is essential for human interaction and social cohesion. In daily life, individuals constantly use various communicative strategies to convey their messages clearly, avoid misunderstandings, and manage conversational challenges. Communicative strategies are the methods and techniques that speakers employ to enhance mutual understanding and achieve successful communication. Understanding these strategies is vital not only for linguists and language educators but also for researchers interested in interpersonal communication, cognitive processes, and sociolinguistics. This article aims to provide an overview of communicative strategies used in everyday communication, highlighting their types, functions, and significance in both practical and research contexts. Communicative strategies refer to the deliberate or unconscious methods speakers use to overcome difficulties, express themselves effectively, and maintain the flow of interaction.[36] These strategies can be verbal or non-verbal and serve various functions such as repairing communication breakdowns, enhancing clarity, and managing face-threatening acts.

Several scholars have classified communicative strategies differently, but common types include:

1. Avoidance Strategies – avoiding certain topics or linguistic structures to prevent misunderstandings or embarrassment.
2. Compensatory Strategies – using gestures, paraphrasing, or other means to compensate for gaps in language proficiency.
3. Paraphrasing and Repetition – reformulating sentences or repeating key words to emphasize and clarify messages.
4. Requesting Clarification – asking for repetition or explanation when a message is not understood.
5. Topic Management – changing or steering the topic to maintain engagement or avoid sensitive issues.
6. Non-verbal Strategies – employing body language, facial expressions, and gestures to support verbal communication.

These strategies help speakers navigate the complex nature of daily conversations, especially when linguistic or cultural barriers exist. In everyday interactions, communicative strategies play a crucial role in ensuring smooth and effective exchanges between individuals. People encounter various challenges such as language barriers, misunderstandings, or social

[36] Brown, P., & Levinson, S. C. (1987). *Politeness: Some universals in language usage*. Cambridge University Press.p34

sensitivities, which require the use of adaptive strategies to maintain conversation flow and mutual understanding.

1. Managing Language Limitations

One of the most common contexts where communicative strategies are employed is when a speaker has limited proficiency in a language. Compensatory strategies such as using synonyms, gestures, or descriptive phrases help to bridge gaps in vocabulary or grammar. For example, if a speaker forgets the word "*refrigerator*," they might say "*the cold box in the kitchen"* to convey their meaning.

2. Repairing Misunderstandings

Communication often involves misunderstandings, especially in noisy environments or with non-native speakers. Strategies like requesting clarification ("*Could you repeat that?")*, confirming understanding ("*So, you mean*…"), or reformulating statements are essential tools for avoiding breakdowns and maintaining clarity.

3. Managing Social Relationships

Beyond the practical need to convey information, communicative strategies also help manage social dynamics. Politeness strategies, such as indirect requests or softening statements, prevent offense and promote positive social interactions. For example, instead of saying "*Give me the salt*," one might say "*Could you please pass the salt?"* to be more courteous.[37]

4. Topic Control and Turn-Taking

In group conversations, strategies like topic shifting or turn-taking cues help maintain order and ensure everyone's participation. These include verbal markers ("*Anyway," "By the way*") or non-verbal signals like eye contact and gestures that indicate readiness to speak or yield the floor. Communicative strategies are integral to human interaction, serving as adaptive tools that allow speakers to navigate the inherent complexities of everyday conversation. Their effectiveness can be analyzed from several perspectives: linguistic competence, social pragmatics, and cognitive processes.

Linguistic Competence

From the linguistic viewpoint, communicative strategies compensate for limitations in vocabulary, grammar, or pronunciation. For example, a non-native speaker might forget the word "*appointment"* and instead say "*meeting with doctor*" to convey the message. Similarly, fillers such as "um," "*you know," or "like"* help speakers buy time to organize thoughts without losing the listener's attention. These strategies emphasize that successful communication is not solely about linguistic accuracy but about conveying meaning effectively.

Social Pragmatics

Socially, communicative strategies function as mechanisms to maintain politeness, manage face-saving, and negotiate power dynamics. For instance, instead of directly criticizing someone by saying, *"You're wrong,"* a speaker might say, "*I see it a bit differently,"* to soften the disagreement and maintain harmony. In many cultures, indirect requests like *"Could you possibly*

[37] Canale, M., & Swain, M. (1980). Theoretical bases of communicative approaches to second language teaching and testing. *Applied Linguistics*, 1(1), 1-47p.

*open the window?"* are preferred over direct commands, as they show respect and consideration for others' feelings.[38]

Cognitive Processes

On a cognitive level, deploying communicative strategies involves quick problem-solving. For example, when a listener looks confused, the speaker might immediately rephrase their sentence or use gestures to clarify the meaning. This requires the speaker to monitor the interaction actively and adapt their language accordingly, demonstrating the close relationship between cognition and communication.[39]

Implications for Research

For researchers, understanding communicative strategies provides valuable insights into how communication functions beyond linguistic structures. It enables the study of interaction patterns, cultural variations, and the mechanisms of language acquisition and use. For instance, investigating how different cultures use politeness strategies helps develop intercultural communication competence. Additionally, identifying effective strategies can improve language teaching approaches by emphasizing practical communication skills over rote memorization.

Communicative strategies are essential components of effective daily communication, enabling individuals to overcome linguistic limitations, manage social interactions, and navigate complex conversational contexts. Their multifaceted nature reflects the interplay between language competence, social awareness, and cognitive flexibility.[40] For researchers, a deeper understanding of these strategies offers valuable insights into human communication processes, cross-cultural interactions, and language acquisition. Future studies should continue to explore the dynamic application of communicative strategies in diverse settings, contributing to improved communication training and intercultural understanding.

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