



DOI: 10.54919/physics/56.2024.195qk7

Communicative linguistics through the lens of gestalt theory

Malika Abdikarimova*

Osh State University

723500, 331 Lenin Str., Osh, Kyrgyz Republic

Zhyldyzkan Asanova

Osh State University

723500, 331 Lenin Str., Osh, Kyrgyz Republic

Orozbubu Mirzakmatova

Osh State University

723500, 331 Lenin Str., Osh, Kyrgyz Republic

Venera Toktorova

Osh State University

723500, 331 Lenin Str., Osh, Kyrgyz Republic

Meerim Taalaibek kyzy

Osh State University

723500, 331 Lenin Str., Osh, Kyrgyz Republic

Abstract

Relevance. The relevance of this study is conditioned upon the importance of developing communicative competence, exploring communicative tactics and strategies used in dialogic speech, effective correlation of verbal and nonverbal codes, specifically the coexistence of various syntactic constructions within the text field.

Purpose. The purpose of this study is to consider linguistic means, namely syntactic structures of a simple and complex sentence, using a gestalt approach with the allocation of the centre (figure) and periphery (ground).

Methodology. The main method of research is theoretical understanding of problems related to communicative activity, using evidence from modern scientific studies, the use of transactional, structural, pragmatic, and linguistic analysis of verbal and nonverbal components during communicative activity.

Results. This paper analyses the development of key gestalt structures using the examples of the most used syntactic constructions in communicative practice, specifically predicate and non-predicate simple and complex sentences. The study identified key gestalt structures in dialogic speech (interrogative, emotive, elliptical), with examples of basic syntactic constructions. Attention was focused on the functional use of key speech acts (expressiveness, representation) and communicative tactics (hyperbolisation, increasing and decreasing significance, self-presentation, juxtaposition). The role of nonverbal ways of transmitting information, social factors in the choice of linguistic means in the aspect of communicative load and communicative significance is indicated.

Suggested Citation:

Abdikarimova M, Asanova Zh, Mirzakmatova O, Toktorova V, Taalaibek kyzy M. Communicative linguistics through the lens of gestalt theory. *Sci Herald Uzhhorod Univ Ser Phys.* 2024;(56):1957-1965. DOI: 10.54919/physics/56.2024.195qk7

*Corresponding author



Copyright © The Author(s). This is an open access article distributed under the terms of the Creative Commons Attribution License 4.0 (<https://creativecommons.org/licenses/by/4.0/>)

Conclusions. Gestalt techniques in communication prove effective for addressing psychological issues and enhancing communicative impact.

Keywords: simple sentence; syntactic structure; figure; ground; speech act.

Introduction

The subject under study is relevant because communicative linguistics is constantly developing more new approaches to the investigation of the linguistic structure of language tools used to implement communicative intentions. Specifically, this refers to the introduction of effective interaction practices and forming a communicative culture during interpersonal communication. Based on Gestalt theory, presently, various language models and patterns are being developed, which positively affect the implementation of communicative activities.

Communication can be external and internal, but the effectiveness of external communication (advertising activities) is evaluated according to objective parameters. However, the effectiveness of internal communication (interpersonal communication) is difficult to evaluate according to such criteria. H. Shafir and T. Sookdeo [1] believe that virtual and real communication is exercised according to the universal pragmatic intentions of the linguistic personality. It involves attracting the attention of the interlocutor, establishing contact with them to exchange information, exact suggestions.

According to I.B. Morozova [2], the sociopsycholinguistic factor affects the development of speech consciousness of the communicant. People of distinct ages, social status, gender have various syntactic constructions in their arsenal, the use of the ellipsis is more typical for children. Emotional speech of women is characterized by structurally non-prescriptive sentences. The main marker of a communicant's social portrait is structural complexity, linear length of constructions, and syntactic complexity of sentences. T. Mao and S. He [3] present the theory of communication abilities, focusing on the integrated model of pragmatic competence (iMPC) and the interaction between various socio-cultural factors.

To increase the effectiveness of the dialogue, it is necessary to use communicative tactics considering the form of communication: oral or written, involve verbal and nonverbal means to obtain the necessary results during the conversation, take a range of factors into account: gender, age, socio-cultural. L.S. Havrylyak [4] examines the components of communicative competence, namely the proficiency in linguistic means, rhetorical rules, and principles of communication in the professional sphere. The role of personal qualities is also noted: strong-willed, emotional, creative, perceptual. According to the researcher, a modern specialist should have a high qualification with general erudition and knowledge in the communication sphere.

Gestalts are identical to frames and prototypes. They represent certain linguistic scenarios for the deployment of speech activity through the relationship of interdependence between their parts, especially at the level of interconditionality of the functioning of lexical, grammatical, and syntactic structures. The emergence of the term "gestalt" allowed putting the problem of organizing communication into perspective from the

standpoint of structural language integrity, rather than individual parts. H. Buffart and H. Jakobs [5] believe that the linguistic gestalt structures perceived by the subject are consistent with the communicative environment. The author notes the influence of context upon defining the figure-ground correlations, emphasizing that a language-specific gestalt with a larger structure is marked by a lower degree of freedom, so it is in relative isolation.

The purpose of this study is to investigate the paradigm of modern communicative linguistics through Gestalt theory. According to this purpose, the tasks of this study were formulated as follows: to consider the figure and ground of a simple and complex sentence; to analyse the use of elliptical, emotional, and interrogative sentences in colloquial speech, key communication tactics and speech acts, verbal means of building syntactic structures; to form an idea of successful communicative activity. The object of this study is the investigation of the Gestalt structure of a simple and complex sentence and the correlation of syntactic structures in dialogic speech.

Materials and Methods

The methodological framework of this study is the theoretical examination of communication processes, speech activity, successful communication tactics and strategies used to implement successful communication activities, techniques of pragmatic use of the gestalt approach to improve verbal and nonverbal structures. Analytical and synthetic research was performed within the framework of interdisciplinary research, namely in the field of psycholinguistics, sociolinguistics, and communicative linguistics. Methods of structural, pragmatic, transactional, and linguistic analysis were also used to consider the elements of communication. A full-fledged study of communication tools is possible only if the above methods are used comprehensively.

The first stage of this study outlined a wide range of interdisciplinary literature. It considered works on modern psycholinguistics, sociolinguistics, and communicative linguistics. Thanks to a sound scientific and theoretical base, the use of gestalt practices was investigated not only in the linguistic field, but also in the field of nonverbal signs (visual content: modelling images and paintings involving technological means). This stage of the study also considered the following issues: factors of communicative culture development, socio-cultural and pragmatic competence development, ensuring successful interaction between communicants, value turn in the empirical field, professional implementation of Gestalt methods, development of gestalt structures, functional features of linguistic gestalts, the concept of a good gestalt.

The second stage of this study investigated communication tools (linguistic ones in particular), tactics and strategies from the standpoint of Gestalt theory to achieve the most successful communicative effect. The method of structural analysis allowed dissecting communication tools during interaction. The study considered the main and secondary gestalt structures of a

simple sentence with figure-ground perception, the relationship between syntactic elements in conducting a dialogue. Examples of simple and complex sentences in the gestalt context of the figure-ground perception were given. One of the elements of the structural method was the distributive study of the components of a communicative unit, used in this paper on the example of parsing syntactic structures of a simple sentence (elliptical, interrogative, monosyllabic), conditioned upon the discursive nature of the dialogue. From the perspective of pragmatic analysis, the psychological dimension of communication was investigated. Examples of speech acts (representations, expressives, commissives, directives, declaratives) and communication tactics (hyperbole, content expansion or narrowing, correction of responses) were given. Attention was focused on the transactional analysis of interpersonal relations of communicants, gestalt structures that actively appear in dialogic speech on the example of English (emotional sentences, one-word structures, distinct types of interrogative sentences, exclamations, appeals) were considered. The results of the study were compared with the works of other scientists in the communicative aspect of information transmission using syntactic constructions (simple and complex).

The third stage of this study formulated the main conclusions based on the achieved results. Further research areas were outlined in interdisciplinary discourse: psycholinguistic, sociolinguistic, and communicative. At this stage, the study also listed a range of topics and issues that have prospects in Kyrgyz and world scientific practice. These include further in-depth development of communicative problems, the formation of innovative approaches to the definition of gestalt structures not only on the example of linguistic formulas, but also in the plane of nonverbal communication.

Results

Communicative linguistics is an area of modern linguistics that investigates communication, namely its components: addresser, addressee, message, context, specifics of contact and language tools. Presently, Infographics, icon signs, symbols, photos, and videos are quite proficient for effective communication, and artificial sign systems (symbols, formulas, notes, graphs, signs) are also used at the cross-cultural level. A priori signs are considered as independent of verbal ones, based on the laws of mathematical logic, computational operations, and the use of gestures. Posteriori sign systems ensure the fulfilment of the natural function of speech in conditions of interpersonal, international, and intercultural communication. In the pragmatic aspect, the addresser's speech code helps manage the communication process, specifically the emergence, beginning, duration,

completion, and schemes of interaction with the addressee. When conducting a dialogue, it is important to select accurate language tools for presenting the necessary information, choose the tonality in communication, and create a favourable atmosphere for effective interaction between the communication participants. The perception process lies in recording the communicant's key events with full sensorimotor, emotional, cognitive, and energy support, which includes contact with or withdrawal from the environment, focusing on body responses, breathing, and language [6].

When communicating, the effectiveness of communication comes to the fore: since communication participants have their personal intentions and strategies, the result of the conversation may not always be predictable. Therefore, attention to optimizers of communicative influence on the audience only increases over time. As a rule, the effectiveness of interaction depends on the illocutionary force of the linguistic means used: grammatical, lexical, phonetic. Communication is considered successful when the transmitted message is interpreted adequately, perceived by different recipients according to the addresser's intention. The information phase of the dialogue comprises several semantic points, the so-called thematic nodes, each of which has a certain completeness and manifests itself through a set of dialogical unities.

Various means are used for successful communication, but the communicative intention may coincide with the recipient's interpretation, vary from partial to complete mutual understanding. Interaction complications can occur due to communication noise caused by distortion, message deformation, as well as external factors affecting the transmission of information. The success of interpersonal communication is defined by the internal feelings of the interlocutors and is also associated with the fulfilment of the set communicative purpose. That is why it is necessary to evaluate the internal effectiveness of communication not from the standpoint of the category of verbal communication in a dialogic act, but from the perspective of the implementation of communicative intent in a particular thematic node. The criterion for the success of communication is determined primarily by the success of each of the thematic nodes [2].

Gestalt (from German – “form”, “image”, “structure”) is a form of perception of objects in the spatio-visual dimension, the essential characteristics of which cannot be understood through the summation of the parts that make up this structure. Perception properties act as constants, and the shape and background form certain correlations to reveal new properties. Form integrity is based on proximity, closeness, similarity, adjacency, common zone, and Gestalt principles (Table 1).

Table 1. Principles of Gestalt theory

Figure-ground principle	Differentiation principle	Closure principle	Optimal shape principle	Isomorphism principle
Focusing interest on a particular object, the gestalt is perceived as a figure with a clear outline	The correlation between the configuration (stimuli) and the gestalt formed in consciousness	Building certain fragments for holistic perception	Replacing forms with more organized ones	Structural correlation between the neurophysiological process and the structure of the object

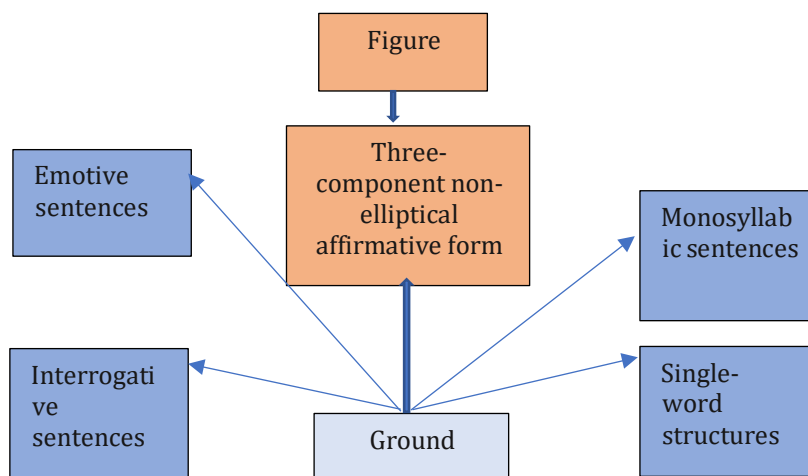
Source: compiled by the authors based on H. Shafir and T. Sookdeo [1].

Minimal communication units are outlined in the area of their functioning, especially from the standpoint of syntactic organization in the diachronic and synchronic cross-section. The study of the taxonomy of minimal communication units, as well as the identification of their qualitative and quantitative characteristics, allowed obtaining variants of gestalts of a simple sentence. Such an analysis allows investigating the communicative role of verbal means to harmonize interpersonal interaction of texts [2]. From the perspective of the holistic gestalt, it is worth paying attention to structuring various communicative texts in the context of creating a good integrity. This approach involves considering the formal expression of communicative elements, taking their semantics into account. Information operators are communicative taxa, or sentences, so the complex gestalt of a simple sentence is considered in relation to other syntactic structures of sentences with an emphasis on their role in the organization of texts.

Each aspect of a simple sentence can be considered as a holistic gestalt projection that appears in a certain “area” – a text field where the results of the functioning of each property of the sentence are manifested. The syntax demonstrates that recreating the gestalt centre of a simple sentence as a grammatical category lies in including separate gestalts isolated from each other, which form integral parts of the whole. The properties of a simple sentence that form gestalt projections in English are as follows: common/non-common (by the presence of

subordinate parts of the sentence), one-member/two-member (by the presence or absence of the principal parts of the sentence), narrative/interrogative/imperative (by the purpose of the utterance), exclamative/non-exclamative (by emotional colouring).

The gestalt figure takes on different outlines in each case, but, as a rule, the gestalt centre is the clause: “She is still full of strength”, or, separately, the subject (“Oh, exciting day!”) or a predicate (“Be careful on the stairs outside”). Syntactic representation of semantics is vital, since the communicative intention of the speaker depends on the totality of speech elements used, as well as extra-linguistic (nonverbal) factors. The generalized concept of a simple sentence plays a leading role for the perception and transmission of information. A three-component non-elliptical affirmative structure (subject + predicate + definitive, subject + predicate + adverbial, subject + predicate + object) is the gestalt centre of a simple predicate sentence: “The snow fell quietly”. However, it may shift, for instance, towards the question (“Could it be true?”) or a two-component model (subject + predicate without subordinate parts): “The examination was complicated”, and the non-predicate form of a simple sentence is located on the background of the gestalt: “How dreadful!”. Thus, the gestalt structure of a simple sentence (Figure 1) is constantly changing. In addition, the share of common and structurally non-prescriptive sentences is growing.

**Figure 1.** Gestalt structure of a simple sentence

Source: compiled by the authors.

The dynamic aspect of semantics is based on focusing on the most general forms of thinking and is aimed at the

interaction in speech of elementary (non-predicate) types of a simple sentence, as well as those types that are

modelled (predicate). Single-word utterances are used as a verbal tool for instant response and condensation of the maximum communicative load. As a rule, the gestalt centres of such constructions in grammatical terms are adverbial forms (“Exactly!”, “Nice!”, “Perfectly”), greeting formulas (“It’s a pleasure to meet you”, “Howdy!”, “Where have you been hiding?”), and appellative (“Daddy!”, “Mary!”).

According to Gestalt theory, the main one is the coordination of speech actions of communicative partners and the degree of their connection. This is manifested in the following types of communication: controlling (true-evaluative utterances), speech-etiquette (phatic sentences), identifying (appellative), emotional-affective (emotive sentences). In dialogical discourse, primary and derived emotive sentences (usually non-predicate) are used with the same productivity: “Oh, how wonderful!” (delight), “Really?” (surprise), “Nothing of the kind” (dissatisfaction + denial), “What a pity!” (sorrow, sadness). The convergence of different types of emotive sentences into one type involves reinterpretation of meaningful lexemes and bringing them closer to interjection sentences: “Absolutely!”, “Behold”, “Cripes!”, “Alas!”, “Damn!”, “Encore!”, including onomatopoeia: “Heigh-ho!”, “Ahh!”, “Aww!”, “Boo-boo!”, “Eww!”.

From the standpoint of pragmatic syntax and organization of the dialogue, the most interesting are interrogative sentences, which together make up a quarter of the total number of exchanges in the dialogue. It is simple interrogative constructions that dominate the secondary initiation of communication. The largest is the share of common interrogative sentences proper (“Can you really understand my feelings?”), where, in contrast to interrogative-incentive and interrogative-rhetorical ones, the greatest communicative load is concentrated. Interrogative sentences serve as the main means of primary

and secondary organization of dialogue. Speech communication in the aspect of curtailment and deployment is possible thanks to such exchanges. In English, common in colloquial speech are alternative (“Will you buy this little black dress or those blue jeans?”), tag (“You didn’t know this, did you?”), special (“Where are we going now?”), leading (“Have you not a friend in England?”) interrogative constructions.

A compound sentence shows several gestalt centres with equal semantic load: “The weather was fine yesterday (Figure 1) and we went yachting (Figure 2)”. A complex sentence represents one or more simple sentences with a subordinate connection. From the perspective of Gestalt theory, the centre (figure) of such syntactic constructions is the main sentence, and its subordinate parts are located on the gestalt periphery (ground): “We were sure (figure) that Jack would win the competition (ground 1) he had been preparing for (ground 2)”. Asyndetic sentence also has several gestalt centres: “The professor entered the classroom (Figure 1); he was wearing a white cotton shirt, blue jeans and leather moccasins (Figure 2)” [2].

Primary and secondary initiation of communication is carried out through quesitives (questions) and constatives (answers). From a pragmatic standpoint, expressives and representatives are important types of speech acts, but directives, commissives, and declaratives can also be used in speech, which identify problems between the communicant and the addresser of the message (Figure 2). Speech acts that have the greatest illocutionary force according to the gestalt approach are representatives (assertives), the purpose of which is to register the states of certain things or phenomena. They are applied to state certain facts, events, express doubts, and predict. Expressives are used to demonstrate mental states, emotions, therefore a high proportion of their use in dialogues is communicatively conditioned [7].

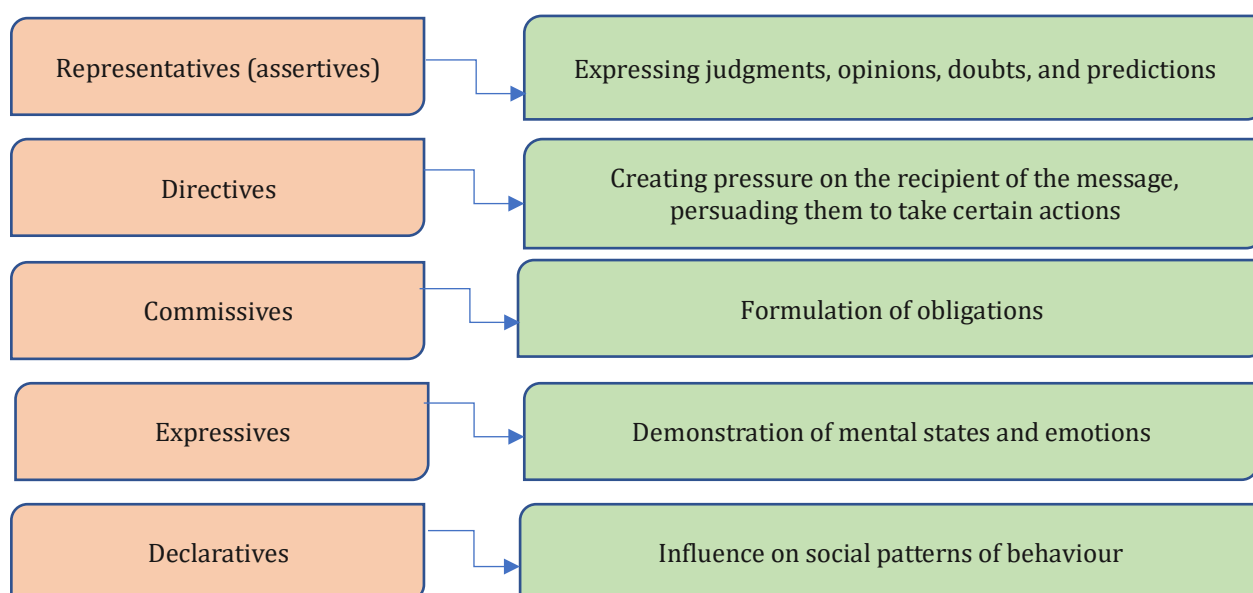


Figure 2. Speech acts and their functions

Source: compiled by the authors based on F. Bacevych [7].

Speech tactics are considered in modern communicative linguistics as a certain speech course used

to implement a speech strategy, while the speech act correlates with a certain stage of practical implementation

of the speech strategy and the solution of the assigned communicative task. Communication tactics are built from a certain set of communication moves. From a pragmatic standpoint, the communicative course is the minimum unit of discourse that develops interaction and ensures the achievement of communicative goals. The main strategies of communication moves include initial, continuous, supporting, framing, finishing [6]. The communicative positioning strategy is implemented through differentiation tactics, evaluation, and emphasis on positive information. For a successful communicative act, communicative tactics of hyperbolisation and detraction, increasing and decreasing the significance of certain facts, juxtaposition (contrast) are also used. In communicative activity, communicative tactics of explanation (thesis expansion) are used to interpret personal reaction to the object of assessment, correct statements, and self-presentation of the speaker.

Communicative analysis is performed based on linguistic and paralinguistic means (gestures, facial expressions, body position). There is an interrelation between gestures and human facial expressions and the linguistic structures used. Speech mimicry depends on social and psychological protection, involves relaxation, gaining the trust of the interlocutor using a set of language tools: lexical, morphological, syntactic. The consequence of overt manipulation during the “parody” of language characteristics is a violation of the communicative balance [2]. Gestalt theory helps optimize the correlation between syntactic structures and communicative semantics of utterances, which is also conditioned upon epistemological needs. The gestalt structure of a dialogue is represented by such syntactic constructions as elliptical, interrogative, and emotive sentences located on the periphery of a simple sentence. The gestalt centre is considered to be narrative sentences with a three-component and predicate structure, but they are not so common in live speech.

Discussion

Communicative linguistics investigates the development of a strategy for solving communicative tasks, assessment of the communication skills of the interlocutor according to the linguistic situation, knowledge of various ways of communication, the ability to choose communicative tactics and respond to changes in the psychological state of the recipient. Factors of communicative culture development can be external and internal. The former is the result of social interaction with the surrounding world, while the latter represent the personal characteristics of each individual. From the standpoint of gestalt, the following elements are important: experience in communicative activities, orientation towards value categories and norms of behaviour, emphasis on personal traits and psychological characteristics of the communicant [8; 9].

Communicative competence may differ depending on what kind of communication it is focused on: oral, written, sign language. Sociocultural competence correlates with a communicant's pragmatic knowledge through the ability to express their thoughts in a social and cultural context [10]. S. Whyte [11] considers communicative competence from the standpoint of linguistics (conventional grammar, vocabulary), pragmatics (use of rules of politeness) and

content (professional or scientific knowledge). The study of communicative linguistics through the lens of Gestalt theory focused on syntactic features of the construction of dialogical speech, namely examples of interrogative, emotive, single-word (interjection, adverbial) constructions.

In the study of M. Spagnuolo Lobb [12] from the perspective of the social experience that formed the background of the pandemic, some dimensions of interpersonal communication are described. The author considers the need for a new set of values from the perspective of humanistic psychology – from maintaining individual potential to creating a sense of need for communication, suggests considering the paradigm of reciprocity through an aesthetic approach and Gestalt hermeneutics. The value turn in the ethical position is to reorient towards the feelings of the interlocutor. The study of communicative linguistics through the lens of Gestalt theory considered the fundamental principles of implementing successful communicative activity at the language level through speech acts and communication tactics.

L. Noviyenty et al. [13] identify four dimensions of communicative competence, including linguistics, sociolinguistics, discourse, and communication strategies. The experiment clarified the effectiveness of understanding oral text, oral written text, and considered opportunities for overcoming temporary difficulties in communicating in a non-native language. Most students positively perceived teachers' efforts to influence their motivation, self-efficacy, development of cooperation skills, and metacognition. However, there were few students who expressed a negative attitude towards the teacher who tried to speak his native language due to linguistic and cultural problems.

T.C. Legak and W. Wahi [14] consider the 2011 reform of Malaysia's curriculum for English as a second language, which was developed to establish a national education system that meets international standards. The authors examine the influence of speech tasks on the communicative competence of primary school students, considers the attitude of students towards such an initiative. A qualitative approach to data collection was provided using preliminary, post-test, and individual interviews with ten study participants. The results showed that communicative language tasks helped improve students' grammatical, sociolinguistic, discursive, and strategic communication competence. In the research on communicative linguistics, the issue of improving communicative activity was considered through the lens of Gestalt theory by defining the gestalt structure of dialogue, analysing syntactic structures (emotive, interrogative, elliptical), applying communicative tactics, and various types of speech acts.

O.Yu. Dubenko [15] considers the terms “good gestalt” and “good figure” as the best phonetic, morphological or syntactic model of possible variants, and also considers the concept of “prototypical gestalt”, which manifests itself in the organization of its structural elements in balanced proportions. According to the author, the interpretation of the original artistic image is created using gestalt formulas that organically and harmoniously correlate with each other. This explains the phenomenon of translator's

aberration when writers resort to deviation from the original text to recreate the features of the target language's worldview. Changes in the original gestalt structures are introduced at different language levels: phonetic, grammatical, syntactic, and stylistic and should correspond to the cultural perception of recipients of linguistic national codes. According to O. Tepla and U. Babich [16], the main characteristics of linguistic gestalts are as follows: they form a holistic structure, but semantically they are not equal to the totality of the constituent parts. They can be similar to each other, intersect, be part of other gestalts, have external relations with other gestalts, are designed according to the principle of imitation. The degree of similarity between gestalts depends on the closeness of the connection between them and their parts.

The study of common language and the practice of its use led to the formation of an opinion about language as a fundamental phenomenon that dynamically changes over time and constantly adapts according to the dialogical manifestation of social interaction. In empirical studies, colloquial speech was considered from the standpoint of the functioning of grammatical and syntactic structures in it, which is why a method for studying language samples based on multimodality was developed with an emphasis on local manifestations of the main linguistic gestalt structures. A. Stukenbrock [17] considers established grammatical constructions and forms as multimodal gestalts inherited during the formation of a national language and shows exactly how these grammatical models change in the diachronic aspect. C.P. Doehler [18] investigates the process of the settling of grammatical models in the language and the formation of repeated linguistic patterns using the example of spoken French. Therefore, such studies show how it is possible to change gestalt structures through communication.

H. Buffart and H. Jakobs [5] examine the structure and high organization of language, then the main elements of the Gestalt psychology model and highlight exactly how the communicant creates gestalt structures based on experience and how it operates with the environment. The researchers describe patterns that consist of a specific set of operations and control audio and visual elements through a focal point. There are also certain constraints that force the structuring of perceived elements. The authors present the application of the gestalt model to various linguistic, namely syntactic and phonological phenomena. In comparison with the results of work on communicative linguistics through the lens of Gestalt theory, the author focuses in greater detail on building a correspondence between the structure of sentences and the communicative intention of the speaker.

E. Murphy [19] believes that the place of language communication in the evolution and design of language is clear since it is secondary to internalization. The author emphasizes that natural selection plays a crucial role in the choice of language means, suggests a model of ostensive-inferential communication, examines whether computational systems correspond to a minimalist model of a language system. H.A. Kleijnsen [20] investigates compliance with the Gestalt laws of visual perception of infographics in the context of the COVID-19 pandemic. The author analyses the quality of visual elements for informing citizens about current measures taken by the

government. Statistical data after the experiment showed that some Gestalt laws of visual perception are observed better than others and are more effective.

Thus, modern research demonstrates an interest in attracting not only verbal, but also nonverbal means of communication to implement successful communication strategies, focus on automating communication processes based on the gestalt approach. As a rule, the studies are interdisciplinary, being in the sociolinguistic, psycholinguistic, socio-cultural functional-pragmatic field and concerning the improvement of interpersonal communication. The studies demonstrate various approaches to the implementation of effective communication by improving each language level separately: lexical, morphological, word-forming, syntactic, and stylistic through the lens of gestalt structures.

Conclusions

Communicative linguistics as a branch of interdisciplinary knowledge uses various mechanisms to investigate the pragmatic, linguistic, psychological, and sociological aspects of successful communication and achieving communicative impact. Gestalt techniques use the maximum potential in terms of interaction, focusing on advanced and modern communication practices to solve psychological problems, overcome traumatic experiences and build new patterns of verbal and nonverbal behaviour and psycholinguistic models of response to certain phenomena from the past at the present stage of personality development.

The main aspects considered in this study were as follows: the communicative implementation of gestalt approaches at the level of interpersonal communication; the information component and semantic points of dialogic speech; communicative complications in the implementation of interaction; the gestalt analysis of the structure of simple and complex syntactic constructions, which are communicative gestalt patterns for communication according to the communicative intentions of the addresser; correlation between various nonverbal means in the communication, namely predicate and non-predicate syntactic structures (emotive, interrogative, single-word sentences).

During the study, a transactional analysis of communicative tactics and speech acts, most often used in the paradigm of Gestalt theory at the current stage, was conducted from the perspective of their effectiveness. A pragmatic and structural analysis of linguistic units was performed using the example of syntactic constructions of simple and complex sentences from the standpoint of the Gestalt approach. Emphasis is placed on the Gestalt centre (figure) of a simple sentence (three-component non-elliptical affirmative form) and periphery (ground), as well as on the Gestalt structures of a complex sentence. It was proved that the most successful practice is the use of expressives and representatives (assertives), which allow registering internal states in the moment and form new behavioural responses. The most used communication tactics are the self-presentation of the speaker, hyperbolisation, expansion of the thesis, opposition to certain events or phenomena, disagreement with one's personal assessment in the past.

In practice, this study can be used for further research in the psycholinguistic and socio-cultural fields. Priority areas in the future may include the use of artificial intelligence to improve dialogue; the development of new gestalt techniques considering the value, psychological, socio-cultural characteristics of potential communicants; the development of a professional communicative culture; the optimal correlation between verbal and nonverbal means of communicative influence.

Acknowledgements

None.

Conflict of Interest

None.

References

- [1] Shafir H, Sookdeo T. Gestalt therapy: What it is, techniques, & how it works. 2022. <https://www.choosingtherapy.com/gestalt-therapy/>
- [2] Morozova IB. *Communicative linguistics through the prism of Gestalt theory*. Odesa: Odesa National University; 2020.
- [3] Mao T, He S. An integrated approach to pragmatic competence: Its framework and properties. *SAGE Open*. 2021;11(2):1-13.
- [4] Havrylyak L. Communicative competence as a component of vocational training of the modern specialist. *ΑΙΟΓΟΣ Art Sci Thoug*. 2019;3:70-73.
- [5] Buffart H, Jakobs H. A Gestalt theory approach to structure in language. *Front Psych*. 2021;12:649384.
- [6] Klishchevska M. Communicative tactics of positioning in the Ukrainian-language marketing discourse. In *Collection of Scientific Papers "Language: Classical – Modern – Postmodern"* (pp. 36-46). Kyiv: Dukh i Litera; 2017.
- [7] Bacevych F. Terminology of communicative linguistics: Aspects of the discursive approach. *Bull Lviv Polyt Nat Univ*. 2002;453:30-34.
- [8] Novoseltseva IV. Gestalt in modern cognitive linguistics. *Probl Semant Pragm Cogn Ling*. 2013;23:297-302.
- [9] Shchekhlova A. Formation of communicative culture of future IT-specialists. *Engin Educ Techn*. 2018;6(3):45-51.
- [10] Sapoetra J. Pragmatic competence as a key factor in successful language communication; 2019. <https://pgsd.binus.ac.id/2019/12/27/pragmatic-competence-as-a-key-factor-in-successful-language-communication/>
- [11] Whyte S. Revisiting communicative competence in the teaching and assessment of language for specific purposes. *Lang Educ Asses*. 2019;2(1)1-19.
- [12] Spagnuolo Lobb M. Gestalt therapy during coronavirus: Sensing the experiential ground and “dancing” with reciprocity. *Human Psych*. 2020;48(4):397-409.
- [13] Noviyenty L, Morganna R, Fakhruddin. English speaking lecturers’ performances of communication strategies and their efforts to improve students’ communicative competence. *Eur J Educ Res*. 2022;11(2):1047-1062.
- [14] Legak TC, Wahi W. Communicative language tasks to enhance young learners’ communicative competence. *Int J Acad Res Busin Soc Sci*. 2020;10(6):377-390.
- [15] Dubenko OYu. The factor of the prototypicalness of the source gestalt in poetic translation. *Sci Educ New Dimen Phil*. 2019;55(189):14-17.
- [16] Tepla O, Babich U. Gestalt as a cognitive phenomenon. In: *The Linguistic Space of the Slavic World: Experience and Prospects* (pp. 62-64). Kyiv: National University of “Kyiv-Mohyla Academy”; 2016.
- [17] Stukenbrock A. Multimodal gestalts and their change over time: Is routinization also grammaticalization? *Front Comm*. 2021;6:662240.
- [18] Doehler SP. How grammar grows out of social interaction: From multi-unit to single unit question. *Open Ling*. 2021;7(1):837-864.
- [19] Murphy E. Language design and communicative competence: The minimalist perspective. *Glossa: J Gen Ling*. 2020;5(1):2.
- [20] Kleijnsen HA. *Infographics as a public communication tool in the covid-19 pandemic*. Enschede: University of Twente; 2021.

Комунікативна лінгвістика крізь призму гештальт-теорії

Маліка Абдікарімова

Ошський державний університет
723500, вулиця Леніна, 331, м. Ош, Киргизька Республіка

Жилдизкан Асанова

Ошський державний університет
723500, вулиця Леніна, 331, м. Ош, Киргизька Республіка

Орозбубу Мірзакматова

Ошський державний університет
723500, вулиця Леніна, 331, м. Ош, Киргизька Республіка

Венера Токторова

Ошський державний університет
723500, вулиця Леніна, 331, м. Ош, Киргизька Республіка

Меєрим Таалайбек кизи

Ошський державний університет
723500, вулиця Леніна, 331, м. Ош, Киргизька Республіка

Анотація

Актуальність. Актуальність цього дослідження зумовлена важливістю розвитку комунікативної компетенції, вивчення комунікативних тактик і стратегій, що використовуються в діалогічному мовленні, ефективного співвідношення вербального та невербальних кодів, зокрема співіснування різних синтаксичних синтаксичних конструкцій у межах текстового поля.

Мета. Метою цього дослідження є розгляд мовних засобів, а саме синтаксичних структур простого і складного речення, з використанням гештальт-підходу з виділенням центру (фігури) і периферії (землі).

Методологія. Основним методом дослідження є теоретичне осмислення проблем, пов'язаних з комунікативною діяльністю, з використанням даних сучасних наукових досліджень, застосуванням трансакційного, структурного, прагматичного та лінгвістичного аналізу вербальних і невербальних компонентів під час комунікативної діяльності.

Результати. У статті проаналізовано розвиток ключових гештальт-структур на прикладах найуживаніших у комунікативній практиці синтаксичних конструкцій, зокрема предикативних і непередикативних простих і складних речень. У дослідженні визначено ключові гештальт-структури діалогічного мовлення (питальні, емотивні, еліптичні) з прикладами базових синтаксичних конструкцій. Увагу було зосереджено на функціональному використанні ключових мовленнєвих актів (експресивність, репрезентація) та комунікативних тактик (гіперболізація, підвищення та зниження значущості, самопрезентація, зіставлення). Вказано на роль невербальних способів передачі інформації, соціальних чинників у виборі мовних засобів в аспекті комунікативного навантаження та комунікативної значущості.

Висновки. Гештальт-техніки в комунікації виявляються ефективними для вирішення психологічних проблем і посилення комунікативного впливу.

Ключові слова: просте речення; синтаксична структура; фігура; основа; мовленнєвий акт.