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PRINCIPLES OF ANALYSIS OF LANGUAGE CONFLICT

Conflicts have long been an integral part of human life. In the process of communication, performing professional duties, training, having rest, sometimes there are significant misunderstandings with other people due to the peculiarities of the internal emotional state of the interlocutors, unsatisfactory communication, lack or insufficient level of effective communication skills, etc. With insufficient attention, these differences can turn into conflict situations of different content and strength of manifestation, the consequences of which can be felt for a long time. The basis for the emergence of conflicts may be differences in views, interests, desires, needs, goals and motives as well as features of temperament, character traits, patterns of behavior, etc. incompatible with each other [1, p. 5].

The reference dictionary defines conflict as the most acute way to resolve significant contradictions that arise in the process of interaction between the parties to the dispute; collisions of oppositely directed, incompatible tendencies in the consciousness of a single individual, in interpersonal interactions or interpersonal relationships of individuals or groups of people that are associated with acute negative emotions and experiences. In essence, conflict means contradiction, disagreement, inconsistency, struggle between thoughts, ideas, needs, interests, values, desires, positions of people. The conflict is a clash of two parties (persons, groups), a serious disagreement that causes tension in the situation and relationships. Tension arises, since two positions of partners collide, their interests are threatened, a specific situation is assessed by each side in different ways, through the prism of one's own vision and personal beliefs. A feature of the conflict is that it is always accompanied by negative emotions of different expression and intensity. Conflict really exists if there is a negative consequence of differences in opinions and emotional reactions. The main feature of a conflict is that individuals resort to a variety of negative, cruel actions in order to defend their position [2, p. 44].

Y. Saplin considers that the language itself can be a conflict's basis, and this leads to the emergence of conflicts at the mega level (level of the world language process), at the macro level (level of linguistic regions (areas) and individual states), at the meso level (level of social strata, classes and small groups), at the micro level (level of interpersonal interaction of individuals (linguistic personalities), at the intro level (level of intrapersonal interaction of languages in the consciousness of a non-linguistic person) [1, p. 8].

The study of a conflict text requires the development of a methodology for identifying conflict factors that determine the interpretation of the content of the expression, which leads to the dis-harmonization of communication. From the point of view of internal organization, a language conflict arises on the basis of a communicative act. A communicative act in relation to a speech act is considered as a set of speech actions of persons towards each other. Interpersonal language conflict involves speech opposition of two parties in the process of communication. It becomes a reality when one of the parties intends, a desire, even spontaneous, to actively use their own speech actions to the detriment of the other party, implementing various speech tactics. Speech actions of one individual determine the behavior of the second, when the latter, realizing that they are directed against him and his interests, resorts to appropriate action, expressing his attitude to the subject of the dispute and the opponent.

Having information about the intended communicative event, a speaker seeks to effectively build interaction with a partner. However, this knowledge may be incomplete, which undoubtedly

complicates communication and affects its outcome. There are "risk zones" in the speech of people, i.e. linguistic elements that complicate the interaction between individuals. Under the conditions of harmonious communication, a subject corrects his speech behavior. An addressee is also an active participant in the interaction process; he/she interprets the addressee's actions, constructs his/her expressions in accordance with his/her own communicative tasks. However, with disharmonious communication, decoding the replicas of the interlocutor, stumbling upon "risk zones", is more difficult. This communication process allows formulating the following basic principles of the analysis of conflict expression:

1. Lingua-cognitive principle allows exploring the conflict expression from the standpoint of the presence of linguistic units (markers) that signal the conflicting intentions of individuals. Consequently, understanding of language processes in conflict can only be achieved by clarifying the connections of language expression with the structures of human knowledge.

2. Linguo-pragmatic principle from the perspective of linguo-pragmatic speech activity is a set of speech actions, operations on the part of an addressee who creates the speech act, and an addressee who perceives them.

Therefore, the formation of communicative-pragmatic situations depends on the speech-creating activity of a person. Thus, the pragmatic plan for studying interpersonal language conflict is implemented in the process of studying the strategic and tactical interaction of its participants.

Having considered different points of view of scientists on the system of conflict-oriented speech tactics, it can be concluded that researchers do not always clearly establish their compliance with the intentions of speakers to effectively implement their chosen strategies. Sometimes they do not take into account the purely conflict-oriented parameters of the phenomenon (sphere of manifestation, type, conditions of development, images of a conflict situation, etc.), the understanding of which is important as well. However, the impact on the opponent is a natural set of speech and behavioral tactics. Therefore, the system of speech tactics taken as a basis takes into account the behavioral component.

Behavioral tactics includes the following stages:
1. hard stage: psychological violence, pressure;
2. medium stage: demonstrative behavior, sanction, coalition;
3. soft stage: fixing the position, friendliness, agreement.

Speech tactics includes the following stages:
1. cooperative stage: apology, offer, provision of information, soft criticism, persuasion, concession, promise, request;
2. confrontational stage: an indication, reproach, remark, accusation, change of topic, irony, disagreement, public complaints, interrogation, prohibition, obsessive advice, order, slander, negative personal assessment, deception, insult, threat, intimidation, making demands, ridicule, blackmail [1, p. 58-60].

Thus, a language conflict is a special type of communication in which the means of speech represent inconsistencies in the interests, views, goals, positions of the parties, and differences in the communicative goals and roles of speakers are fixed. For its emergence and development, communicative interaction should take place between the parties, that is, individuals express their position, vision of the situation, attitude to the opponent by reserves of speech. The study of interpersonal language conflict is multi-vector, since the subject of research is combined with a person, whose essence is manifested in the special nature of everyday life in a system of various social coordinates.

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