

Typology Of Communicative Strategies In Cognitive And Pragmatic Analysis

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Abstract: The purpose of this article is to study the classification of communicative strategies from the prism of cognitive and pragmatic approaches. In this study, the communicative strategies are defined as elements of speech behavior that are purposeful, created and executed in a speech act in order to achieve a pre-defined communicative outcome. Based on the theories of cognitive science, pragmatics, and the theories of discourse that the author discusses, the article attempts to establish a systematic classification of communicative strategies and analyze their roles in discourse construction.

Keywords: Communicative strategies, typology, cognitive analysis, pragmatic analysis, discourse, speech influence.

Introduction: There has been a growing interest in the social aspects of a language system, apart from its structural properties, and how language functions as an instrument of social action in the case of (Fairclough, 1995 and Wodak, 2001). This interest has developed into the study of various discourse-based social action categories and the purpose-driven conceptual activation of the social action categories. Among these, the dominant social action category is the so-called communicative strategies, which describe the behavior of an individual in the form of structured patterns of speech aimed at the attainment of specific objectives in the form of communication (Issers, 2008, van Dijk, 2008). The study of communicative strategies has also been dominant in the field of discourse analysis, pragmatics, and cognitive linguistics, where language is analyzed in association with social phenomena, human cognitive processes, intent and the construction of meaning (Searle, 1969; Levinson, 1983).

METHOD

Communicative Strategies as a Special Type of Discourse

In the description of the types of strategies, communication strategies are perceived as speech

behavior patterns of a higher complexity that are directed toward the organization and regulation the flow of conversation. They operate at a level of abstraction which is above that of speech acts, which in themselves are single, atomic elements of an act of communication. Communicative strategies function as a single unit in a structured sequence, in a sequence of acts with a hierarchical structure, whereby reaching a particular unit is dependent on the achievement of a higher communicative aim. These strategies dictate not only the content of the speech act, but also the manner, the time, and the structure in which the information is to be relayed to the target communicative audience \- (Searle, 1969; Issers, 2008). In the field of pragmatics, communication strategies are almost always correlated with the communicative intent of the speaker and the communicative effect that is expected to result from the speech act. In most cases, the speaker, using pragmatics, chooses particular expressive means and these means are dependent on the context, the social status of the parties, the communicative goal, etc. (Levinson, 1983; Brown \& Levinson, 1987). From this vantage point, the regulation of communicative interaction is controlled

through the structuring and organization of the logic of the argument, the behavioral strategy of politeness, the degree of control over the interaction, the topics, the evaluative categories, etc.

However, the communicative strategies must not be completely equated to the function of pragmatics. From the discourse perspective, strategies are the elements which particular discourse structures that socially determined standards of communication (Fairclough, 1995). Therefore, the communicative strategies.

Cognitive Foundations of Communicative Strategies

Cognitive Linguistics is the area of study that helps in understanding the generation and interpretation of the communicative strategies. One of the most fundamental principles of the cognitive approaches is that the use of language is closely tied to underlying mental activities such as the processes of conceptualizing, categorizing, and arriving at a cognitive frame (Lakoff, 1987, Langacker, 2008). Thus, communicative strategies rely on the cognitive mechanisms that constrain the speaker's and the listener's mental processes in construing a given reality and interpreting a particular discourse.

In the case of Van Dijk's sociocognitive model, the discourse production and comprehension involves the use of mental models that capture the specifics of the communicative situation, interlocutors, and the associated power structures (van Dijk, 2008). His models have a bearing on decisions that a speaker makes regarding what to foreground, background, emphasize, or omit. For example, the use of the polarization strategy involves the cognitive oppositions of "us" versus "them," whereas, the simplification strategy eliminates a phenomenon by collapsing it into a less complicated structure.

There are cognitive mechanisms such as metaphorization and framing that are also pivotal in strategic communication. One of the powerful cognitive models is the conceptual metaphor that enables the speaker to frame a particular domain by one's own choice to structure it with the aid of a more concrete and aligned domain with the persuasive and evaluative structures (Lakoff & Johnson, 1980). From a cognitive perspective, the essence of the communicative strategies is to structure and reframe

the discourse.

The Typology of Discourse Pragmatics and Communication

The different goals and functions of particular strategies employed in an interaction can be classified further using the techniques of pragmatics. The types of strategies and their respective functions and goals can be explained using the framework of pragmatics. The types of strategies include, informative, persuasive, evaluative, manipulative, and emotive (Wodak, 2001; Issers, 2008).

The function of informative strategies focusses on the relay of information or facts, while also ensuring that the information provided is organized in a systematic and comprehensible manner. On the other hand, persuasive strategies function in such a way that they seek to change the addressee's beliefs, attitudes or decisions through the use of reason, evaluation and other rhetorical devices. Evaluative strategies function through providing evaluative feedback which in turn helps shape a positive or negative disposition towards people, things, or events.

The primary difference between persuasive strategies and manipulative strategies is that the former is more direct and the latter tends to be more covert, thereby concealing the speaker's goals and depending on the use of presupposition, implicatures, and contextual inferences (van Dijk, 2006). Strategies that are emotive in nature seek to stir the audience's emotions and increase their emotional sensitivity in the process of communicative interaction.

The use of different strategies serves a reason, and that reason is that different strategies are accompanied by particular tactics of pragmatics such as repetition, directness, indirectness, mitigation, and the use of authority. The use of different strategies and different tactics in strategies serves the purpose of functional variability and the adaptation of the particular framework to the particular context where it is situated in the discourse.

RESULTS AND DISCUSSION

The outcomes of cognitive and pragmatic analysis show that the phenomena of communicative strategies are complex and cannot be exclusively framed within one theory. The findings show that communicative strategies function on the level of intention, cognition,

and interaction, and combine cognitive frameworks with pragmatic objectives.

From the perspective of pragmatics, communicative strategies are mostly aimed at accomplishing particular communicative objectives (e.g. informing, persuading, assessing, and manipulating the receiver). This affirms that these strategies function as meta-level communicative constructs articulating the overall pattern of speech acts rather than discrete acts (Searle, 1969). In this context, these strategies function as master plans for the overall structure of the discourse, outlining how the communicative context will influence the linguistic options.

From a cognitive perspective, the findings show that the communicative strategy encompasses the knowledge, mental models, and interpretative frames that are available to the participants. According to van Dijk and his sociocognitive framework, the participants in a discourse construct and activate models of the situation that guide the processing and evaluation of information (van Dijk, 2008). The research shows that the strategy of persuasion or even manipulation does have a cognitive basis in the processes of categorization, polarization, and framing. As persuasive strategy relies upon evaluative frameworks that render reality in terms of good/bad or positive/negative, it often steers the interpretation of the recipient without the need to argue.

The combination of cognitive and pragmatic analysis shows that a particular communicative strategy may achieve different pragmatic outcomes depending on the cognitive processes at play. This resonates Fairclough's view that discourse practices are of a linguistic, cognitive and social dimension simultaneously (Fairclough, 1995). In this case, an informative strategy may be transformed into manipulation when the implicit presuppositions and the background assumptions are brought to the fore, indicating the leaky boundaries among the different types of strategies.

The findings provide further evidence for the classification of communicative strategies based on their pragmatics and the underlying cognitive processes. This perspective, in combination, offers more typological elasticity and explanatory power in capturing the discourse independence and strategies

variability. The results, therefore, continue to strengthen the theoretical support for the cognitive-pragmatic integration and its relevance to discourse analytical studies in various communicative contexts.

CONCLUSION

The praxiological and cognitive strategies of discourse that this article attempts to analyze are, perhaps, among the most intricate and varied of their kind and even represent a form of discourse as a function of a particular cognitive process directed towards a given pragmatic objective. In this case, communicative means would function as a structure patterned in terms of a particular sequence of speech acts.

The present study would support the claim that the communicative strategies of discourse would assume a firm cognitive - pragmatic typology as long as both the cognitive and pragmatic dimensions of the actor's mental frame, as well as their communication objectives, are taken into consideration. This would considerably enhance the scope of analysis in discourse theory and provide for the basis of a conceptual framework in the discourse of politics, the media, and the institutions.

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