

## LINGUISTICS

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### **Linguargumentative aspects of communication effectiveness**

The article deals with the problem of efficiency (inefficiency) of communication within the dialogical discourse. Communicative failure is considered as failure to reach the communicative objective and pragmatic aspirations by the initiator of communication, as well as the lack of cooperation, mutual understanding and harmony between members of the communication. In the case of institutional communication the theory of Pragmalinguistics is more successful. Communicative failure from the point of view of Pragmalinguistics can be considered as the phenomenon of an interactive nature in the dialogical communication between partners, when each of the communicators involved in the certain activities aimed at achieving productive effect, is guided by the rules of conducting of argumentative discussions, rules of implementation of speech acts. Any speech act with illocutionary function, exposed to communicative norms and conventions, such as the principle of cooperation and the principle of politeness.

Key words: communication, communicative failure, speech act, principle of politeness, principle of cooperation.

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