

PHILOLOGY

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Communicative strategies in scientific discourse: functional-pragmatic potential and specificity of implementation

The article deals with the basic communicative strategies implemented in scientific discourse and testifies to the obligatory nature of competitiveness in it. Confrontational, discussion and game competition are reflected in the scientific discourse due to the need for a reasoned refutation of the opponents' positions, the designation of their own research space, which in general corresponds to the ultimate goal of the scientific discourse – the acquisition of objective scientific knowledge. Communicative strategies of confrontation, persuasion, and argumentation are realized in scientific discourse through various tactics (references to authoritative sources, direct criticism, irony, etc.). While the rhetorical ideal of the scientific discourse is an impartial presentation of objective facts devoid of appraisal and emotionality, the communicative tactics discussed in the article reflect the general tendency to level the neutral stylistic dominant of scientific discourse.

Key words: scientific discourse, communicative strategy, intentionality, competitiveness, evaluation.

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