

LINGUISTICS
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Garanyan O.A. Communicative strategies as pragmatic way of addressee introduction in informal interview

It is proved that in non-formal interview the respondent's choice of this or that strategy of impact is regulated by perlocutive burden of the reaction potentially appropriate in the particular situation and axiological criteria of participants' personal discourse. The strategies on active involving the interlocutor into the spontaneous dialogue spread their pragmatic force on the further readers as well. The double interlocutor is a characteristic feature of this genre.

Key-words: non-formal interview, communicative strategy, tactics.

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