

**PHILOSOPHY**  
**(specialty 09.00.11)**

***Knyazeva V.Yu. Communicative strategies in the space of language rules***

The article examines the term language rule given in the theory of Ludwig Wittgenstein, in the aspect of research of communicative practices in scientific communities. The pragmatic aspect of communication is exposed using the Wittgenstein's term of "language-game", which involves the usage of the "rules of language" as a condition for the common understanding on the "field of game". Further analysis of the phenomenon of understanding is covered as a foundation for the community development within the limits of its communicative practices. The thesis of necessity of philosophic analysis of rule of language from the point of view of communicative premises of its emergence and actualization within the community is considered. The limits of the consideration of the rule of language within the communication as a normative notion are located and the ontological perspectives of the analysis from the position of understanding and revelation of the sense in communication are given.

Key words: communicative strategies, language rule, language game, community.

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*December, 21, 2013*

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