

PHILOLOGY

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Communicative conflict and multi-level means of its manifestation

Conflict communication has been recently on the periphery of research attention, now it is becoming a "fashionable" object of study in humanities, since the level of conflict in society is very high, and the anthropological sciences seek to bring definite benefits to society. The analysis of the communicative conflict is considered to be extremely important for the identification of "destructive", "contact-destroying" units. The article describes the multilevel conflict-causing units such as grammatical forms of gender and number, lexical and grammatical categories (onyms), notional and auxiliary words, which become destructive only in certain conditions of communication. The adequate use of such units is often difficult. However, knowledge of them can increase the communicative perspicacity of speakers and promote responsibility education for their speech behaviour.

Key words: communication, conflict, linguoconflictology, conflictogenic language unit, language level, pragmatics, pragmatic meaning of the word form, pejorativeness.

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