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TÍTULO: Valores de la formación del entorno comunicativo en diferentes audiencias a través de la competencia de habla inglesa.

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RESUMEN: El artículo ofrece una clasificación del entorno comunicativo (profesional, indiferente, situacional, sistemático y cotidiano) y analiza la elección de los medios lingüísticos para la realización de la comunicación. Se ha prestado especial atención a los valores de elegir modelos de comunicación de habla inglesa de acuerdo con las necesidades de la audiencia y sus características de calidad. Se definen los efectos de la comunicación, que son importantes para apoyar o completar un acto comunicativo (satisfacción utilitaria, prestigiosa, emocional, estética, comodidad, fortalecimiento de la posición, satisfacción del interés cognitivo). Se concluye que existen ciertas barreras socioculturales para comprender la información relacionada con el contenido y las características formales del enunciado (fonético, estilístico, semántico), así como la lógica proposicional.

PALABRAS CLAVES: comunicación, audiencia, ambiente comunicativo, competencia comunicativa de habla inglesa, valores de comunicación.

TITLE: Values of communicative environment formation in different audiences via English-speaking competence.

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ABSTRACT: The article offers a classification of the communicative environment (professional, indifferent, situational, systematic and everyday) and analyzes the choice of linguistic means for the realization of communication. Particular attention has been focused on the values of choosing English-speaking communication models according to the needs of the audience and its quality characteristics. The communication effects, which are important in supporting or completing a communicative act (utilitarian, prestigious, emotional, aesthetic satisfaction, comfort, strengthening of position, satisfaction of cognitive interest), are defined. It is concluded that there are certain socio-cultural barriers of understanding information related to the content and formal characteristics of the utterance (phonetic, stylistic, semantic) as well as the propositional logic.

KEY WORDS: communication, audience, communicative environment, English-speaking communicative competence, values of communication.

INTRODUCTION.

The modern information society is characterized by a high degree of evolution: new channels of communication are emerging, existing ones are being modified, traditional and experienced ones are disappearing.

The dialogue of cultures and the accessibility of information create the need for English-speaking communication skills. A huge army of potential consumers of information chooses certain channels, formats, media. They try to satisfy their interests and needs, thereby separating, segmenting and at the same time remaining a mass audience. However, there is a new phenomenon of "non-audience" that rejects the need for traditional information consumption, produced daily by the media, and chooses its own content on the basis of "I read and watch/ listen what I want".

Rapid changes in society and powerful technological capabilities create new communication models. It is mostly typical of the youth discourse which is filled with new content and new ways of communication, even more - with new requirements to utterances or translation of one's thoughts by means of the text published in social networks. The use of "short phrases", "easy reading", "emoji" instead of sentences, "click perception", instead of thoughtful reading till the end of material, etc., are becoming more and more popular.

Conservative approaches to the formation of communicative competence become out of date and need adjustment, and the whole arsenal of traditional mass media, considered as non-formal education and information sources, has to think of the ways to involve and stop the recipient, and also to attract the attention of the audience. Media respond expansion of the so-called information range. However, trust and interest to them are being lost. According to Herbert Simon, the diversity of information generates poor attention and the lack of its perception.

This issue is not new: the targeting audience model has justified itself so far. However, it should be noted that the concept of “audience” in modern society acquires additional contents among which the concept of “non-audience” can be distinguished. Hence, we mean people with low media literacy and inability to perceive information adequately or even with a lack of need or unwillingness to listen/read /see this information. There are many young people among them, they are representatives of the new generation that are very advanced users of technology and critical in selection of information for their needs – “I watch what I want”.

The outlook formation positions of the media are lost, and, as a result, individuals, who appear to be independent on information consumption, but very keen not to lose touch with others, i.e. dependent on social communities, are formed. Communicative traditions are changing and a new trend in communication is created. It determines stylistic, compositional (posts), meaningful (content), structural (division by categories) and other variations.

The purpose and objectives of the study are to identify the types of communication environment and characterize the communication peculiarities in them, in English in particular, to describe the effects of communication and possible barriers for perception, as well as identify the targets for the choice of communication tools for a particular audience.

DEVELOPMENT.

The audience as a medium of communication was studied by researchers: D. McQuail, A. Edelstein, R. Klaus, P. Bourdieu, J. L. Sullivan, B. Grushin, G. Grabovich, M. Zubrytska, T. Novalskaya, O. Semashko, G. Sivokin and others.

It makes sense to argue that values in communication are completely dependent on the audience. The American media theorist David McQuail suggests the following definition: “Audience is a product of social context (having common cultural interests, knowledge and informational needs) and responds to a particular sample of media product. Often, they are both the same; for example,

when the media is eager to appeal to members of some social group or residents of some territory. The use of media also includes more extended patterns of using time, access, lifestyle and daily routines” (McQuail, 2010). The study examines the consciousness and behaviour of people in the process of consumption and generation of information. It also includes materials and channels of information, evaluation, expectations, ideas about the tasks of information bodies and their livelihood chosen by the audience.

We conclude that targeting the largest audience often means targeting common, unpretentious consumer tastes such as simple humour, plain plots and events. But, in terms of mass psychology, the characteristics of the audience are not limited to the behavioural factors that manifest themselves from the outside: the choice of one or another source, the length of the newspaper subscription and the use of the television. Different needs, interests, expectations are caused by the same behaviour. On the other hand, the same needs, interests, expectations, and manifestations differ in the behaviour of the audience (Markiv, 2014).

Among other things, the notion of specialized and mass audiences is an important object of contemporary research. In this case, specialized information selected from mass communication arrays, the perception of which does not require special training of the audience, is used for the specific structure of interests.

Based on the last statement, you should develop communicative competencies including English-speaking, one in accordance with the composition of the audience where a communicative act will be performed. We suggest that you consider the following features.

Professional communication environment.

It is deliberately organized communication in a group of interested and people joined together according to some purpose characterized by a common topic of discussion, use of professional terminology, knowledge of the problem and opportunities to conduct a constructive dialogue

(polylog) among participants of the communicative situation. Oral practice is aimed at stating the facts, proving the hypothesis, offers to solve the tasks. It is worth using literary language, standard vocabulary without emotivity and expression, adhering to the style of utterances and respect for each other since everyone here is a full partner. English-speaking communication for non-native speakers of this type is quite easy in choosing patterns and constructing utterances, as it is based on a curriculum, but it can be difficult in terms of vocational guidance. Thus, university students learn a foreign language for special purposes.

Indifferent communication environment.

The audience in such an environment is mostly focused on perceiving information than supporting a communicative act. It is absolutely suitable for PR communication, the purpose of which is to tell the public about any ideas, projects, programs, etc.

Utterances must be based on true facts, beliefs and arguments, be emotional and enthusiastic, and include terms with definitions. Here, you can use rhetorical questions with immediate answers, illustrate a situation emotionally, offer the audience some opportunities and convince them of the necessity to use them. Such English-speaking oral practice for non-native speakers can be complicated enough because the choice of language means is specific and has some hidden and manipulative content.

Situational communication environment.

Such communicative situation can occur spontaneously and it depends on many features: the age, social status and level of knowledge of the participants, the facility where communication takes place, the motivation to speak, etc. It is a very specific environment which includes: dynamic communication, change of mood, provocative appeals, information chaos, sometimes aggressive exclamations, slang etc., but every participant discusses a familiar topic. In such case, it is difficult

to speak English, because it is necessary to get adapted to each participant of the communicative act immediately, to respond in a language understandable and accessible to him, but at the same time using professional vocabulary. Such communicative environment requires the participation of a moderator, a leader, who could immediately be the manager of a communicative situation, prevent conflicts, ensure the proper behaviour of people and attract attention of an audience. This type of communication can also occur in the youth environment, in the so-called "non-audience", that speaks a specific slang mentioned above. So here we have to be adjusted constantly.

System communication environment.

It is an active conscious audience that is a constant participant and organizer of festivals, forums, meetings. It is interested in and cooperates with various social institutions, develops innovative ideas and is ready for the implementation of innovations and understands their inevitability. It is the group of people for which scientific research is being developed, important topics that drive social progress are raised in the media. It is characterized by a high intellectual level and it is a potential layer of creators of the future.

Everyday communication environment.

It is the most heterogeneous, numerous and unpretentious. It is a society, where mass communication is possible and information is enlarged, and public opinion is formed. Communication should be conducted in a simple and accessible language. It should include comments and proper interpretation of the facts, dramatic and high-profile information and feedback.

As we can see, recipient audiences belong to different social, cultural, national, religious, professional groups. Hence, there are certain socio-cultural barriers of information perception

related to the meaningful and formal characteristics of the information (phonetic, stylistic and semantic), as well as the logic of its construction:

Phonetic feature is related to the peculiarities of the speaker's language, and it arises when the participants within the communication process speak different languages and dialects, have significant defects in speech and pronunciation, distorted grammatical construction of utterances.

Stylistic feature arises in case of discrepancy between the way of speaking of the communicator and the communicative situation or style of speech and current psychological state of the recipient.

Semantic feature occurs when partners use the same means to indicate completely different ways of speech. This is a problem of jargon and slang or a limited vocabulary of one of the interlocutors.

Logical feature is the main problem which deals with the misunderstanding, and it is connected with the peculiarities of thinking of the recipient because the judgments can be confusing or contradictory (Markiv, 2014).

In order to overcome such barriers, it is necessary to understand the system of communicative linguistics in addition to professional knowledge and skills.

It should be noted that despite the personal preferences of the recipients to a certain range of topics and privies, modern technologies make it possible to pressure on the audience by means of the so-called “weak influence”, whereas harsh ideological compulsion is not acceptable; for example, the whole concept of contemporary public relations is focused on the use of indirect pressure on public opinion.

The most widespread functions in the media are the recreational and function of reproduction of certain emotional and psychological moods among the audience, which have been in peripheral positions so far (Baryshpolets, 2006). Therefore, the psychological processes of a communicative act can be decisive for choosing tactics and style of conversation.

Such social and psychological mechanism of communication depends on the effects of communication. In this context, the opinion of Gilbert Keith Chesterton, a classical writer of English literature and journalism, is fundamental: everyone wants to be informed honestly, impartially, truthfully and according to their own opinion. It sounds paradoxical. According to Y. Sherkovin, it is possible to distinguish the following effects of satisfaction that arise consciously or unconsciously:

Utilitarian effect is enjoying the information that helps you to solve various social and everyday problems. The listener (reader, viewer, etc.) is pleased to receive information that includes weather forecasts, radio and television programs, do-it-yourself columns, etc.

Prestigious effect is the satisfaction from information that directly or indirectly supports the values and goals of the social group to which the recipient belongs. The expectation of satisfaction of this kind is an encouragement for people to remain a member of this community.

Strengthening of the position is the satisfaction from information that supports the recipient in thinking about some controversial issue. Controversy on the pages of newspapers causes polarization of evaluations and opinions on a particular problem and people seek information in support of their point of view. Having found such information, the individual is satisfied.

Emotional effect is satisfaction from the received emotional relaxation. In the process of obtaining information, a person compensates for the emotional deficiency that constantly arises in the modern conditions and psyche of the individual. Dissatisfaction with the need to relieve personal tension is one of the reasons of social diseases such as drug addiction, drinking, etc.

Aesthetic enrichment effect when a person receives aesthetic satisfaction from the perception of the beautiful things (admirers artistic work, enriches himself spiritually, etc.).

Comfort effect is the emergence of mental comfort achieved by the perception and understanding of humour, well-constructed plots of a work of art or music program, etc.

Satisfaction from cognitive interest is an effect that arises as a necessary result of cognitive activity of a person, as a result of his\her desire to be informed about the events in the world. Familiar information should be supplemented with new details because instead of satisfaction the information will cause irritation and increase the tension (Orban-Lembryk, 2004).

Since communication has an independent and specific type of activity that is not determined by the object but primarily by the result of the interaction, the guideline in this process may be the intonation of the speaker and his psychical mood i.e. the desire to talk. In such situation, the specialist must choose statements, so as not to harm the interlocutor or not to lose the client when negotiating in a foreign language.

As it has been mentioned above, it is necessary to change approaches to the formation of communicative competence and communicative culture of modern youth. If its representative is capable of operative planning, logical and compositional structuring of the English speech, he\she is able to vary the speech tactics and the mode of speech depending on the response of the interlocutor, uses constructions in each utterance at the natural rate of speech in a new situation, and has completely mastered foreign language and can apply for a high-paying job. If the speech is not too fluent, clearly structured and slowed down in a natural communicative act, it indicates on a low level of knowledge (Zarivna, 2013).

Other additional guidelines for the development of communicative competence, English-speaking one, in particular, are:

Communication style and genres.

The genre has a clearly defined structure, volume, characteristic linguistic and stylistic features. There were defined structural and linguistic features of six genres of official business style: letters, telexes, memos, reports, summaries, contracts which are among the most popular types in the field of written business communication (Skurativska, 2001).

Terminology. The vocabulary contribution to each of the style layers is a kind of reference benchmark when drawing up the vocabulary minimum for each speciality. The study of terminological vocabulary in teaching a foreign language for special purposes will be more successful and effective if the choice of foreign-language professional material is the most appropriate (Luchkina, 2002).

Mentality and ethno-cultural characteristics.

Many translators face the problem of misunderstanding because of the lack of information about the character of the inhabitants of a country but it is not due to poor language skills. The British, for example, follow the tradition and thoroughness. The important features of their mentality are practicality, common sense and conservatism. Their most important trait, manifested in business communication, is self-control, which they consider to be the most valuable trait of human nature. On the other hand, Americans persistently and vigorously defend their point of view during the negotiations not to lose at least the smallest benefit. However, they are rationalists, and ready to compromise (Zarivna, 2013).

Practical ability of a language user to translate.

The modern communicative competence of a modern person is understood as a component of the system of his personality which is manifested in the ability to use English language knowledge actively, respond promptly and act in different life situations both within and outside the profession. It is possible to form such abilities through live communication in the conditions of reflexive act which makes it possible to direct and model foreign language interaction, as well as forming translation skills.

Experience shows that effective cooperation of Ukraine with foreign countries depends on the quality of interpretation in the course of negotiations with partners, processing necessary written information, online communication, i.e. within the process of translation contact (Zarivna, 2013).

CONCLUSIONS.

Therefore, the availability of information interests and needs is a natural characteristic of a person which testifies to his\her activity and interest to the world. Each audience representative has several sets of characteristics that should be identified in the course of the study:

1) Socio-demographic characteristics (gender, age, place of residence, nationality, language, income rate).

2) Socio-psychological characteristics (level of education and semiotic training (knowledge of cultural codes), employment, spiritual needs, principles and beliefs, vital interests, forms of leisure organization, belonging to subcultures).

3) Evaluation characteristics (motivation of behavior towards mass media, expectations of the media requirements to the content and form of media information, evaluation, impression, reaction on the specific media) (Ivanova & Moiseieva, 2019).

We have considered the audience as the main values in the formation of communication with its determinant characteristics and features.

Attempts have been made to identify ways of developing communicative competence, including English-speaking ones, according to the types of communication environment, and the values for the choice of certain communication means have been analyzed.

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