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COMMUNICATIVE FAILURES CAUSED BY DIFFERENCES IN STRUCTURES OF COMMUNICANTS' ETHOLOGICAL ENCYCLOPEDIA KNOWLEDGE

1. The paper reveals communicative failures caused by differences in structures of communicants' ethological encyclopedic knowledge within the framework of the intersubjectivity paradigm.
2. The intersubjective model of cognition and communication enables to take a broader look at the process of meaning generation in communication accounting for volition and affect adapting cognitive experience to the needs and feelings of the interacting subjects and triggering their goal-oriented motivated communicative actions [2, c. 65].
3. Within the framework of the intersubjectivity paradigm a communicative failure is viewed as an inability of a subject to make any inference or making a faulty inference. Inference is explained both as «the natural emergent product of conscious/nonconscious interplay of volition, cognition, and affect, triggering a motivated communicative and social action» and as «a tool of discovering this key structure of human physic experience in linguistic analysis» [2, c. 69].
4. The causes of communicative failures have been identified applying inferential analysis. Carrying out inferential analysis, a researcher becomes a participant of an intersubjective act assuming the role of an observer interpreting communicative actions of other participants.
5. An intersubjective act is interpreted as an inter-action, where communicants' verbal/non-verbal communicative actions are viewed as perceptual stimuli, which trigger

parallel conscious/non-conscious inference processes involving cognition, volition and affect resulting in a motivated communicative social action.

6. American cinema discourse represented by the genre of a situation comedy and modeling live communication supplied instances of communicative failures subjected to analysis.

7. Our data suggest that differences in structures of communicants' ethological encyclopedic knowledge are one of the causes of cognitive communicative failures.

8. Cognitive communicative failures result from the specificity of the communicants' cognitive experience influencing the content and structure of encyclopedic knowledge evoked by the verbal/non-verbal communicative action in an intersubjective act. This specificity can be explained in terms of centrality, which depends on 1) how well a particular conceptual content is established ("entrenched") in the memory; 2) the particular context in which a lingual unit is embedded [1, c. 159].

9. We give evidence for ethological knowledge to be of both declarative and procedural nature.

10. We prove that cognitive communicative failures caused by differences in structures of communicants' ethological encyclopedic knowledge result from the addresser's ignorance of social values and ethic norms of social behavior.

REFERENCES

1. Langacker, R. W. (1987). *Foundations of Cognitive Grammar*. Vol. I: Theoretical Prerequisites. Stanford, CA: Stanford University Press.
2. Martynyuk, A. (2017). «Now that the magic is gone» or toward cognitive analysis of verbal/co-verbal communication. *Cognition, communication, discourse*, 15, 51–72. doi: 10.26565/2218-2926-2017-15-04.