

## Differentiation of communicative strategies and tactics in the Internet interviews

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**Abstract.** In this article we have studied tactical and strategic arsenal of respondents while discussing fashion and style, friends and relationships during Internet-interview that are published on the pages of Internet-magazines. It was revealed the notions of strategy and tactics. It was found out which strategies and tactics are common for both topics of communication and which ones are exclusive ones.

**Keywords:** *Internet interview, Internet magazine, respondent, communicative strategy, communicative tactics*

**Introduction.** Development of computer technologies and accessibility to the Internet transferred traditional mass media to the Internet network. Nowadays boundary line between traditional and Internet mass media stays quite narrow. Transition of traditional mass media to the Internet has proved that the network is a unique environment that provides audience with momentary delivery of topical information, also maintains direct and two-way connection with each representative of the audience [7].

Due to the increasing role of computer technologies a new type of interview, Internet interview, has occurred. It may be defined as widespread and one of the most effective methods of information obtaining and satisfying the requirements of society that is created with the help of the Internet connection [6].

In this article we define an Internet interview as a talk of two or more individuals that is conducted in the form of questions and answers concerning hot topics for spreading on the Internet by means of mass media.

Nowadays interview is an object of investigation not only in linguistics, but also in sociology, journalism and other areas of science. Discourse analysis treats an interview as a special type of discourse that is a result of common lingual and extra-lingual activity of two or more individuals concerning a major topic for distribution in mass media discourse. Both interlocutors choose strategies and tactics in accordance with their own communicative aims in the communicative situation [1]. Internet interviews are conducted by means of online television and video-connection, are used for contacting with target audience.

An Internet interview was the object of the analysis of linguists in this country and abroad ([15], [16], [17], [2], [6], [10]). However, the strategies of the Internet interviews in the magazines for teenagers were not analyzed. That is why the research is acute.

**The aim** of this article is to define and analyze strategies and tactics of respondents in the Internet interviews in the magazines for teenagers discussing friends and relationships, fashion and style. In the focus of our attention are Internet interviews that are presented in Internet magazines containing the aspects of mass periodical publication and inclusion into the global informational network.

**Materials.** We have analyzed the Internet magazines for teenagers “gUrl” [5], “Seventeen”[11], “Teen Vogue” [12] as they held the Interviews with the people who represent the modern teenage values in music, fashion, literature and social life. Internet magazines for teenagers are a powerful

instrument of identity of not only of oneself, but also of the world around. The total number of interviews researched is eighty-three.

In order to conduct a more deep and profound study we have used the following **methods and techniques** of scientific research as: discourse analysis, conversational analysis, contextual analysis, structural analysis of a dialogues, method of sociolinguistic analysis, method of pragmalinguistic analysis, methods of induction and deduction, technique of general sampling, quantitative analysis, descriptive method, technique of generalization, method of comparison.

**Results and discussion.** Such Internet mass media as Internet magazines for teenagers are a powerful instrument of idea formation of oneself, people around and identity formation. With the help of Internet magazine an individual knows himself, constructs ideas and conceptions [8].

The characteristic feature of Internet magazines for teenagers is that they create their product (Internet interview) taking into account the areas of interests and needs of the audience. While creating the content for the audience of the Internet magazines for teenagers the editors focus on values of teenagers.

In the course of Internet interviews interlocutors pursue their explicit and hidden communicative objects by means of applying the communicative tactics that are included into communicative strategies of a participant of an Internet-interview. Teun A. van Dijk defines a strategy as organization of action sequence that includes aims of interaction. Right choice of strategies allows a speaker to reach the maximal amount of aims. Communicative strategies are characterized by their flexibility and dynamics, as in the process of communication they go through constant correction, directly depend on communicative actions of an opponent and discourse context that is changing constantly. Flexibility of a strategy is defined by its possibility to be realized by means of various communicative turns [14].

So, a strategy is a range of tactical devices that are oriented at reaching a specific communicative aim. Communicative tactics describe speech actions that seek influencing the other interlocutor on a certain stage of communication [13].

Teenagers are the most active users of mass media products and the Internet at the modern stage of society development. This can be explained by psychophysiological peculiarities of this age group. Teenagers are oriented at communication with their peers, wish to be a part of some groups and express their own needs and desires. Formation of interests, system of values of a personality and value pic-

ture of the world happens at juvenile period. At this age all the processes happen more conscious in comparison with previous periods of personality formation. [4].

Modern Internet magazines are an encyclopedia of modern life that popularize their own ideology. The main motive of a reader's joining the new discourse space is his own desire to strengthen his position in a new social group or a subculture, improve his own status in society. In this way, representatives of the audience of the Internet magazines become participants of the discourse of Internet magazines and mass media discourse.

Values that are presented by Internet magazines for teenagers are shaped by an author of a message who always provokes reader's behavior in the way he needs. The author of a message takes "burning problems" that are specified by the discourse of Internet-magazine as basis. For teenagers the main "problem spots" are fashion, appearance, success, relations with peers, health. In this way an Internet magazine becomes a guideline that helps its audience to make some choice, define what is good or bad in the modern society.

After analyzing the material of our study we came to the conclusion that the most discussed topics of conversation for teenagers that reflect their values are "Friends & Relationships", "Fashion & Style", "Beauty & Health", "Entertainment & Hobbies", "School & Career". These topics reflect the value of the world of teenagers.

It can be concluded that system of value orientations is basis for individual's integration into a desired group of society. System of values indicates direction of personality's development and orientation in society. Strong circle of interests that are a basis of the value picture of the world of teenagers starts its formation at juvenile age. Teenagers are interested in the issue of formation of their own picture of the world [4].

So, mass media forms life values that are topical to a specific society in a specific period. Audience starts interpreting new informational messages taking into account these values. Magazines for teenagers transmit values that were created by some other mass media and favor creation of new values [9].

In this article we are examining strategies and tactics of respondents that are used in Internet interviews while discussing friends and relationships, fashion and styles.

While discussing the topics of "Friends & Relationships", "Fashion & Style" respondents tend to use informational strategy, PR-strategy, strategy of positive self-presentation. These strategies may be realized with the help of conflict and unconflictive tactics.

In this paper we explore the most frequent tactics that are used while discussing fashion and style in Internet interviews that are published on the pages of the Internet magazines for teenagers.

The most widespread strategy that is used by respondents while discussing fashion and style is informational strategy. Very often it is realized with the help of informational and explanation tactics. Respondents inform the audience on their preferences and tastes, and try to give reason for their choice. In the examples that are presented here the respondents explain to the audience what influences their fashion tastes and encourages them to follow some fashion trends:

*If I had to describe my style I guess I would say that it's very kind of trendy, casual depending on what the occasion is. If I'm just at home I'll literally be in my jeans and a t-shirt. Or if I am going to an event I love putting on dresses. I don't know if it's a trend amongst other people but I'm obsessed with leather jackets right now (Nina Dobrev April 2010 Cover Cam);*

*One of my fashion icons... Actually I have three of them, my three sisters. I love the way they dress and the way they sell themselves. I think it's really cute. Yeah, I've got most of my fashion sense from them. I think my style differs from my older sisters in a way that it is a little younger than how they dress, but still there're hints of how they dress in our style (Kendall and Kylie Jenner Teen Vogue Cover Cam);*

*My sisters have always liked a tight waist. So I used to using a belt. I've learnt from them to do that as well. And I love it. I think it makes outfit look cuter. And my sisters told me that (Behind the Scenes at Kylie and Kendall's Cover Shoot).*

The next examples show respondents use the tactics of suggestion and advice that is the means of realization of the informational strategy. A speaker doesn't put pressure upon an addressee; he has a choice to follow or not to follow that advice. In this way the speaker gains audience's favor. The audience may feel lost in the fashion world that's why respondents try to help them with a piece of advice, suggest what looks good or bad, what is a trend right now and what is not:

*Don't wear something for somebody else to make somebody else happy and make sure that you're comfortable. It is regardless how many other people say it looks good on you and you're not comfortable. It's gonna show and you're not gonna feel good and you're not gonna look your best (Ashley Greene's TeenPROM Cover Shoot);*

*You see what I am obsessed with at the moment. Cream blouses, yeah, sure! But it's always important to check the price before you fall in love (Alexa Chung. Teen Vogue).*

The next tactics which is the tactics of compliments is the means of realization of the strategy of positive self-presentation and it is often used by respondents while discussing fashion and style. It is realized by means of expression of sympathy, formation of emotional tuning, establishment of positive relations. Respondents share information on their fashion icons and people who fascinate them with their taste:

*I love Rachel Bolton's style a lot. On the red carpet, Gwyneth Paltrow, I think always takes a mark and she kind of has a way of being very sexy and being very classy at the same time. I mean, I love Audrey Hepburn like kind of shoot that classic go to style (Ashley Greene Cover Cam);*

*My fashion icons throughout the years ... I really like Keira Knightley style. I think her style has evolved. And I really like the way that she incorporates vintage as well as new. I just love watching Red Carpet (Lily Collins. Teen Vogue Cover Shoot);*

*The actress I'd say I idolize would have to be number one alive. That would be Natalie Portman. And my number one who's not so alive would be Audrey Hepburn. Because I think it is the most beautiful classic individual. You just see her and you are like "You're something! You are a star" (Chloe Grace Moretz. Teen Vogue Cover Shoot).*

Tactics of visualization helps a respondent to reconstitute some image for audience. Visualization helps us to better understand a created image. The tactics of visualization has great informational and emotional influence on the audience. Photos and videos favor the intensification of verbal influence. As a rule, the tactics of visualization has auxiliary character and helps a respondent realize other communicative tactics:

*My favorite part of today was... We had these beautiful miniature horses. I had this crazy headband thing on and these massive heels. And I looked very typical English, eccentric* (Emma Watson. Teen Vogue Cover Shoot. August 2009);

*One of my favorite parts of the shoot... On this shoot I had kinda red bright lips and we have changed colors for different outfits. These bright nails which are kinda awesome. I'm pastel, so I'm a big blusher fan. I had dark colors anyway, so just some pink color is great* (Emma Watson. Teen Vogue Cover Shoot).

Tactics of identification is used for comparing a screen and a real personality. In this way audience can better understand personality of a respondent of an Internet-interview. The tactics of identification may be the means of realization of the strategy of positive self-presentation and PR-strategy. By means of this tactics respondents try to show their audience that they are simple people who like wearing and doing simple things, their lives look fancy only on the screen:

*My style is very different than Hanna Montana character. I like a little bit more of like... I like all black and mix it with stuff that makes it still like chill and you know never too dressed up. And Hanna likes heels and a lot of like bling. And I'm wearing flats or boots and it's kinda chill stuff* (Miley Cyrus Teen Vogue Cover Shoot);

*My new movie is coming out in April which I am very excited. It's all kinda based around the farm. So what I like it'll be all raw. Basically in like a white shirt and jeans like pretty much the whole time, Converse. Running around and really no make-up on. So I like that it's very, very me. You can really see my personality, even though I am doing a character you'll need to see Miley Cyrus too* (Miley Cyrus Teen Vogue Cover Shoot).

For the purpose of attracting attention of audience, a respondent appeals to emotional satiation of his speech with the help of tactics of emphasized hyperbolization:

*And my shoes... Sneaker wedges are from "Sam Edelman". I love them! They are super comfortable. I love them! Love them! Love them! Have this really cool watch from "ALDO". It comes with interchangeable bandages...* (How To Shop on a College Budget and Look Amazing);

*They all really have like really cool shoes* (Kendall and Kylie Jenner Teen Vogue);

*My nails. I'm obsessed. It looks so cool. Love them* (Behind the Scenes at Kylie and Kendall's Cover Shoot).

Teenagers consciously choose and enter different social groups. For teenagers making friends, positive relations with peers and relations with opposite sex are extremely important.

For teenagers it is extremely important to maintain contact, develop good relationships, stay in close contact with

their friends or even meet a boyfriend or a girlfriend. Our study shows the most frequent tactics that are used while discussing friends and relationships in Internet interviews that are published on the pages of the Internet-magazines for teenagers.

While discussing friends and relationships respondents use informational tactics very often. Quite often it is merged with explanation tactics. Respondents inform the audience on their life decisions, and try to give reason for their choice:

*Yeah, I think you can. But I think if you think it could be something more why not go for it, 'cause you know, like I don't know, love is much more rare than friendship I think so, you know, in fact it could be something more, why not see if it is* (Emma Roberts and Freddie Highmore Interview Video);

*Guys didn't like me when I was growing up... I was taller than all the girls. And mostly boys. Look, who I am today! Yeah!* (Breakfast with Bevan. Starring Jessica Stam & Rebecca Minkoff).

Teenagers are inexperienced when it comes to the questions of relationships, so they are trying to find some answers in Internet interviews. That is why while giving an answer a respondent is trying to help his audience with a piece of good advice by using the tactics of suggestion and advice:

*Well, a bad first date is definitely, don't take a girl to the movies because you can't talk to her, you can't get to know her on a first date, so it's not a good idea. But it's good to take a girl to dinner, you know, you can talk to her and you know* (Justin Bieber Photo Shoot Video);

*Don't play too many games, just be pretty straight forward. I feel like guys prefer that. I know I do, at least. Don't act like you're anything that you're not. I mean, that won't catch up to you at some point, that's for sure! Just keep it light at first. And if you're interested – go for it! I like that. I like confidence, you know!* (Seventeen Dating Advice From Tyler Blackburn!).

Sometime during Internet interviews while discussing the topic of "Friends & Relationships" respondents use the tactics of incomplete answer or the tactics of responsibility evading. In such a way they show unwillingness to discuss an unpleasant or undesirable topic:

*Getting over a hard breakup... Oh, break up with him, first. And it'll be a little bit easier... No, actually, it's not easier* (Behind the Scenes of Letters to Juliet);

*Well, here is a thing – I don't really put any pre-requisites on whether or not I'm gonna date someone. So potentially – yeah. I mean, there's a lot of things that gonna have to be also. But I think that yeah! There's no reason why wouldn't I, if she's the coolest person. Totally!* (Josh Hutcherson Answers Your Twitter Qs!).

While discussing relationship questions respondents are trying to give honest and upright answers. As owing to the tactics of frankness respondents can establish confidential relations with their audience:

*One of my best friends... We've been so close since kindergarten. And another one of my best friends I've known since preschool. Recently when I was shooting "The Carry*

*Diaries” they both came and flew out and surprised me for my birthday. And when they left they wrote notes and put them all over my apartment. Words of encouragement and all these reminders to call and talk to them. So that was really cute (Anna Sophia Robb Talks Prom & BFFs!);*

*Guys didn’t like me when I was growing up... I was taller than all the girls. And mostly boys. Look, who I am today! Yeah! (Breakfast with Bevan. Starring Jessica Stam & Rebecca Minkoff);*

*I think the biggest thing is to just be free. You know, just be yourself around them. And have a good time. If you are distant to yourself and paying attention to him, which is you know bad, if you do. But at the same time just interact with his friends and just be cool. And just let them get to know you. Stand of yourself, be the best you can do! (Ask An A–Lister: Diggy Simmons).*

**Conclusions.** Our study has defined tactical and strategic arsenal of respondents that are used in Internet interviews while discussing their friends and relationships, fashion and style. While discussing the topics of “Friends & Relationships”, “Fashion & Style” respondents tend to use informational strategy, PR–strategy, strategy of positive self–presentation. While discussing fashion and style the most frequent tactics that are used by respondents are informational tactics, explanation tactics, tactics of suggestion and advice, tactics of suggestion and advice, tactics of compliment, tactics of visualization, tactics of identification, tactics of emphasized hyperbolization. While discussing friends and relationships the most frequent tactics that are used by respondents are informational tactics, explanation tactics, tactics of suggestion and advice, tactics of incomplete answer, tactics of responsibility evading, tactics of frankness.

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